

Memorandum of Transmittal

MARIST COLLEGE



Memorandum

To: Instructor: Debra Zambito
Title: Business Paper 3

From: Bus 100N-123: Gr #3
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Date: November 4, 2016

Subject: Business Plan 3

Attached please find the assignment name which is due on __11/04/16__ as the third business plan assignment in BUS 100N-123, Introduction to Business and Management, your class meeting day and time THURS 5:00-6:15PM.

The work and writing presented in this assignment unless specifically specified in an appropriately cited footnote, endnote or reference note is solely ours.

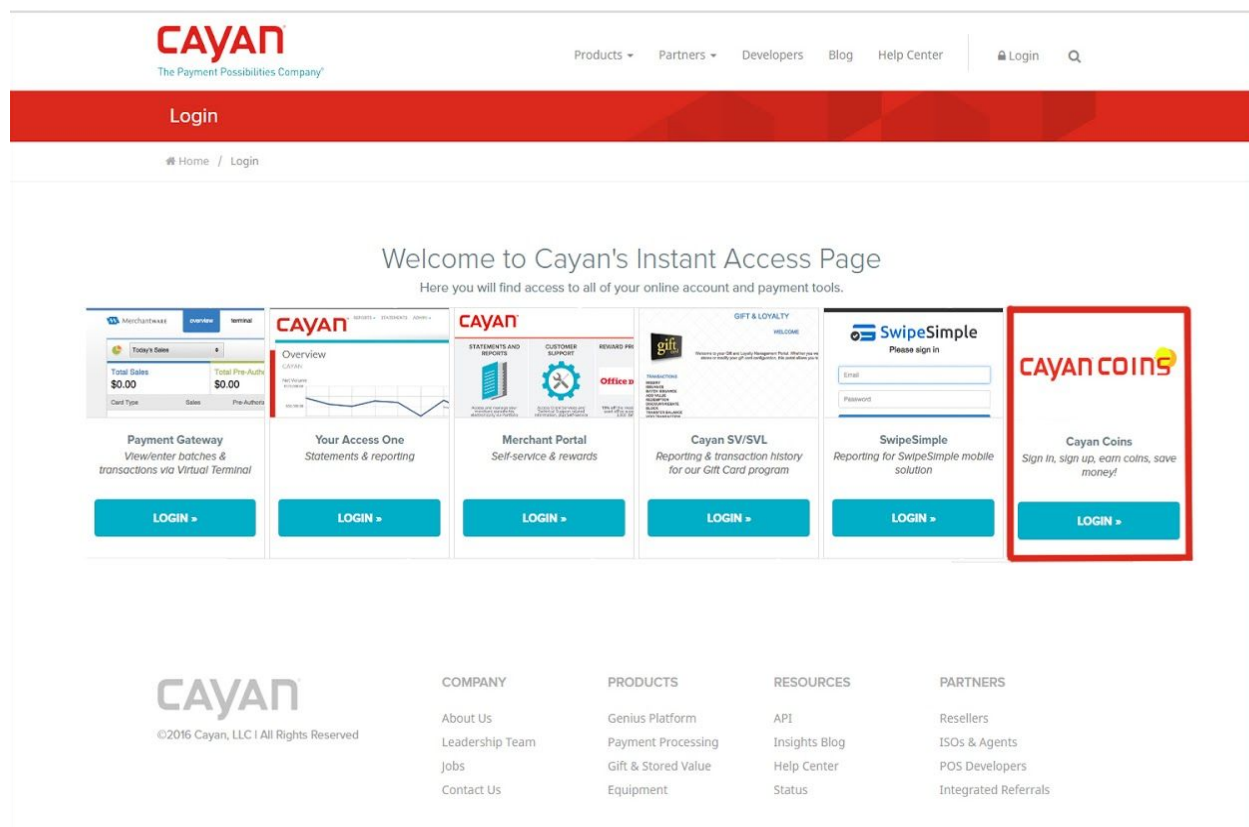
Attachment

Q1. Our product and service is a brand new rewards/points program called Cayan Coins.

Similar to many other large successful companies, it serves as a way for the companies to increase their customer base while also allowing for the customers to save money. Our product is also different however. While companies have their rewards program only available throughout their company, our rewards program can be used on any product from any company that has the Cayan scanners implemented. For every dollar that a person spends using the Cayan scanner, they earn 10 Cayan Coins back into their account which they need to create in order to obtain and use the points. A total of 1,000 points is \$1 that can be spent as real money to purchase items. The more Cayan Coins they have saved up, the more they can save off of anything they purchase. A customer needs to sign up online using their email address, birthday, and credit card numbers that they would like to register to create their account. With their email address Cayan can send newsletters, new deals, and special instances where a person obtains free coins, such as their birthday or just random surprises and discounts. With this breakthrough with our idea it will stimulate more customers signing up through our program wanting to save money anywhere they go. When businesses recognize this, they too will want this large customer base and therefore, end up purchasing Cayan's scanners so they can say that the customers can use their points in their store. In addition, because customers need a card in order to pay and use the points, it will increase the sales in the cards that Cayan support because customers will get bonus coins for signing up for a card that Cayan interacts with. As a result, more credit card companies will create deals to be affiliated with Cayan and then more customers will be in the points system. While companies that have rewards programs like Sears or ShopRite also can be seen as competition, it really won't affect our success because customers will see those rewards

programs as inferior to ours because we expand over all companies that have the scanners, while the other companies are only throughout their own respective companies. A prototype of our product would be set live once Cayan approves of our idea and would take effect on their website immediately. The Cayan Coin software would be implemented into the new scanner machines and immediately be sent out to the companies.

This is how it would look like with our Cayan Coins product implemented on the website. The Cayan Coins login option is the last one on the right.



Q2. The customers that we are trying to reach are none other than the Cayan users. The thing that makes our product interesting is the earning coins aspect of it. Having the opportunity to get cash back, rewards, and getting 10 points for each dollar spent adds up to big savings. When it comes to demographics, anyone with a credit score and an income is able to apply for the Cayan card. To apply for the Cayan card and to start earning points is by providing general information. This includes your legal name, address, birthday, social security number and an annual income. Genius is Cayan's confidential data system, this technology prevents hacking and data breaches. Therefore, by providing Cayan a social security number allows them to reference your eligibility to receive the card safely and securely.

Not only is the Cayan Coins part a big deal, having connections with other companies, such as department stores, gas stations, grocery stores and wherever else there are Cayan equipment installed, allows the customer to use their points in the facilities. For instance, if a small upcoming department store partners with Cayan's retail equipment, the customer will be urged to spend more and receive more points. Having the customer spend more would not only boost the profit for the businesses, but will also provide a revenue for Cayan. While many companies have done points systems for their brand, this new and improved idea fills the gap in the market that fulfills the needs of all consumers. This is because it creates a new band of relationship between current businesses and upcoming ones with none other than Cayan.

Q3. Our services consist of the following features

- Reward system which works anywhere with a cayan scanner
- Online reward and updates checking system
- Discounts and new deals on special occasions
- The system is completely free to sign up for. The only way a person earns coins however is through the purchase of items, through bonus surprise points, and birthday points.

Here are the benefits we get from theses features of the service:

- Customers get points (otherwise known as Cayan Coins) with every purchase which later can be used as real money to purchase items. As a result, the customer saves money overall and we earn money for all of their purchases.
 - Customers get discounts and new deals in special occasions like their birthday
 - Customers get to view and manage their Cayan Coins online by creating an account.
- How will (would) you promote your product (service)?
 - We would promote it through if they purchase certain credit cards that are affiliated with Cayan, they earn more points.
 - We plan on giving customers bonus Cayan Coins if they refer the product to a friend. They will be given a referral code at the beginning of when they sign up for the product which whenever their friends sign up using the referral code they get Cayan Coins as well as the friend for signing up.

-By having a web page on the website that explains how to sign up and use these services, it allows for easy understanding of how to correctly sign up, earn Cayan Coins, and save money right away!

*Using these methods the group wants to communicate with customers about the features and benefits of the product. We also want to show how customers can sign up and be able to use these services. The ability for us to communicate to customers through the internet is a key way to keep our customers engaged.



Q4. The great thing about this product is that it is very easy to implement and lacks the need of any new resources to produce. The use of Cayan Coins is a simple software update to the product that Cayan already distributes. Because Cayan's cost of adding this simple rewards or

incentive program is so small, it allows us to make the direct price of this product zero. The signup process and the membership to earn and use Cayan Coins will cost the consumer nothing. Our revenue generated in utilizing Cayan Coins is not in the selling of them, but rather the implementation of this system to expand our client base. By implementing this rewards system, it will motivate more consumers to want to go to businesses that use Cayan products, which will thus motivate more businesses to want to use Cayan products to expand their own clientele and get as much business as possible.

The production of this system is really quite easy. It would be produced as a software update to the scanners and processing systems that Cayan already sells with their Genius platform. For businesses who are already using Cayan products, the software update would be able to be sent and then downloaded onto the systems that they already have in place. The Cayan Coins system is unique to Cayan products and payment systems only and cannot be downloaded onto any other card reader or system that does not come from Cayan. Because this product is just an updated modification to their original product, it will not require any new or extraneous suppliers. The suppliers of the Cayan Coin system will just be the businesses that use Cayan's payment processing systems. Consumers will be able to earn and spend Cayan Coins wherever Cayan processing systems, card readers, terminals, or the Genius platform are being used. The more that consumers spend at these locations, the more Cayan Coins they earn which they can in turn use to buy goods or items and any other location that also utilizes Cayan products.

Q5. Cayan coins are earned through any payment terminal that has been bought from Cayan. The simple beauty of it is that any store from Starbucks to Home Depot can be an outlet to

distribute coins to consumers. By selling terminals, Cayan gives out more ways to use this new service. There is no extra production distribution required to implement Cayan coins. Any pre existing terminals could receive a simple update to install the appropriate software to use and receive Cayan coins. One road block could be if old terminals could actually be updated or if they are in fact too out of date to include Cayan coins. This will require some stores with older terminals to buy more newer terminals from Cayan to be included in this new addition. It's a win win from both parties either way since Cayan sells more terminals and stores get new customers who will spend money there to get coins.

Our new program fits in easily with current distribution channels because nothing new will need to be distributed that is not already. The same models of terminals will be shipped to stores that has been previously. The only change to the distribution would be more stores buying Cayan terminals instead of others to be included in the service. The simplicity of the service makes it easy and efficient to distribute to consumers simply because nothing has to change. A simple email file from Cayan could be sent out to update pre existing terminals to deal with Cayan coins but nothing physical has to be shipped or delivered to the stores.

With the basics aforementioned, this new approach from the Cayan team can profit and benefit small businesses and franchises all over. Our product and service brings a new insight into the payment industry by providing maximum profit, money back into the pockets of our customers, and the most important, having the loyalty from our customers. With this being said, Cayan coins can be a huge success with the proper guidance and support.