March 2017

Audiotronics Limited

Business Plan

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REMOVE BEFORE SUBMITTING:

Note: References should NOT be included: <https://www.quora.com/Do-I-need-to-provide-references-to-research-material-in-my-business-plan>

# Section 1

## Executive Summary

# Section 2

## Introduction

# Section 3

## Market

### Overview

### Trend

### Size & potential

### Competition

### Customers

### Structure

### SWOT Analysis

# Section 4

## Market Strategy

### Objectives

### Product

### Price

### Place

### Promotion

# Section 5

## Organisation / Management

### The Organisation

Audiotronics Limited is a private limited company with all shares owned in equal measures by 5 primary promotors. The organisation deals specifically with producing applications for Android devices, specialising in sound management and sound production. A copy of the Certification of Incorporation is appended and a copy of the Memorandum and Articles of Association will be made available to the Bank in the normal course.

### Management Overview

The composition of the team is vital as everyone has known each other for a number of years and are comfortable in working with each other. The likes of Colin Allen’s education in accounting really grounds Cedric Vecchionacce and Patrick Lawlor, who are in marketing. Keith Feeney works closely with Fearghal McMorrow to keep track of on-going projects and to resolve any issues the team have but also ensures the team are in good spirits and to keep them motivated.

The combination of the expertise of the promotors has given the way for a relaxed division of responsibilities as detailed below.

C. Vecchionacce – Managing Director

**Sales & Marketing**

* Master’s Degree in Business Analysis
* BSc (Honours) in Marketing
* 6+ years working experience
* Health & Safety Training
* Personal and Professional Development training
* Interpersonal skills

Cedric Vecchionacce has worked for some major companies including Facebook. Cedric was one of the people who suggested to have ads in the Facebook newsfeed. Cedric was involved with another start-up company in 2010, but the product was badly impacted on the market, due to a major company releasing something similar. This was a social chat service, similar to WhatsApp. Within Facebook, Cedric was part of the team that dealt with improving Facebook Messenger and later Instagram and WhatsApp, when they, respectfully, were bought by Facebook. These improvements, generally, have been welcomed by Facebook users.

P. Lawlor – Vice-President

**Marketing Analyst**

* Master’s Degree in Marketing
* BSc (Honours) in Business Development
* 8+ years working experience
* Excellent communication skills
* 3+ years’ voluntary work experience

Patrick has worked for the likes of Intel and Facebook. Patrick has analysed the market around Facebook and its competitors for a number of years. Patrick started creating basic apps in 2009, to improve the apps that he had on his phone. He felt these apps, such as basic games, such as Snake for Android, were not using their full potential and could be greatly improved. Some apps were received well by family and friends, but some others were not. Patrick understands how an app should be presented to customers from personal experience.

K. Feeney – Vice-President

**Humans Resources**

* BSc (Honours) in Communication Skills
* Higher Certificate in Business Analysis
* 5+ years working experience
* Excellent interpersonal skills
* Demonstrates a high level of integrity, confidentiality and fairness

Keith has worked for Amazon for a number of years. Keith has dealt with employee relations, payroll and training at Amazon’s Ireland offices. Keith was in the development team for the Amazon E-Reader. The device itself was not received well as the manufacturers and service providers did not provide the required services at the time, resulting in the E-Reader being a complete flop and the project being scrapped. Later, Keith was on the development team for the new version of E-Reader, the Kindle. Amazon created a cloud-based system that the Kindle would implement, instead of an external service. With this, Keith and the team developed the Kindle, resulting in the Kindle being a household name.

F. McMorrow – Vice-President

**Production & Operations Manager**

* BSc (Honours) in Operations Management
* Higher Certificate in Production Management
* 7+ years working experience
* Excellent interpersonal skills
* Experienced in CNC and lean manufacturing

Fearghal has worked for LinkedIn and Amazon. Fearghal has been a Production Manager for a number of years and has managed an Amazon warehouse. In his spare time, Fearghal likes to create small basic apps with his friends. He is very organised and well capable of dealing with any issues that arrive. An issue that occurred with Amazon and Fearghal was that an item was missing from the Amazon Echo. With the release date approaching fast, Fearghal was able to get a shipment of the items from another location to the warehouse, avoiding disaster and loss of revenue for Amazon.

C. Allen – Vice-President

**Finance Manager**

* Master’s Degree in Finance
* BSc (Hons) in Accounting
* 9+ years working experience
* Excellent communication skills
* Demonstrates the ability to manage and grow finance teams

Colin has worked for LinkedIn for many years. Colin has contributed to keeping LinkedIn operating by correctly predicting the finances for the company. Colin is excellent in decision making. Colin has tried to create a LikedIn-like site in 2004. However, he was unable to do so as he did not have the requirements, technology or funds for it. Sadly, it was a complete bust and the site never became profitable. Now, working in LinkedIn, Colin is in charge of finances and now understands where he failed on his own personal project.

Full Curricula Vitae for the promotors are included in the Appendices.

### Staff Requirements

# Section 6

## Production/Operations

### Premises

### Plant & Equipment

### Operations Overview

# Section 7

## Costing/Finance

### Financial Assumptions

### Sensitivity Analysis

# Appendices

## Appendix A

### Financial Projections – Year 1 & Year 2

#### Profit and loss; Cash Flow

#### Balance Sheet

## Appendix B

### Certificate of Incorporation

## Appendix C

### Tax Clearance Certificate

## Appendix D

### Promotors’ CVs

## Appendix E

### Equipment Schedule

## Appendix F

### Typical Production Drawings