March 2017

Audiotronics Limited

Business Plan

Contents

[Section 1 3](#_Toc474393684)

[Executive Summary 3](#_Toc474393685)

[Section 2 3](#_Toc474393686)

[Introduction 3](#_Toc474393687)

[Section 3 3](#_Toc474393688)

[Market 3](#_Toc474393689)

[Overview 3](#_Toc474393690)

[Trend 3](#_Toc474393691)

[Size & potential 3](#_Toc474393692)

[Competition 3](#_Toc474393693)

[Customers 3](#_Toc474393694)

[Structure 3](#_Toc474393695)

[SWOT Analysis 3](#_Toc474393696)

[Section 4 3](#_Toc474393697)

[Market Strategy 3](#_Toc474393698)

[Objectives 3](#_Toc474393699)

[Product 3](#_Toc474393700)

[Price 3](#_Toc474393701)

[Place 3](#_Toc474393702)

[Promotion 3](#_Toc474393703)

[Section 5 3](#_Toc474393704)

[Organisation / Management 3](#_Toc474393705)

[The Organisation 3](#_Toc474393706)

[Management Overview 4](#_Toc474393707)

[Staff Requirements 6](#_Toc474393708)

[Section 6 6](#_Toc474393709)

[Production/Operations 6](#_Toc474393710)

[Premises 6](#_Toc474393711)

[Plant & Equipment 6](#_Toc474393712)

[Operations Overview 6](#_Toc474393713)

[Section 7 6](#_Toc474393714)

[Costing/Finance 6](#_Toc474393715)

[Financial Assumptions 6](#_Toc474393716)

[Sensitivity Analysis 6](#_Toc474393717)

[Appendices 6](#_Toc474393718)

[Appendix A 6](#_Toc474393719)

[Financial Projections – Year 1 & Year 2 6](#_Toc474393720)

[Appendix B 6](#_Toc474393721)

[Certificate of Incorporation 6](#_Toc474393722)

[Appendix C 6](#_Toc474393723)

[Tax Clearance Certificate 6](#_Toc474393724)

[Appendix D 6](#_Toc474393725)

[Promotors’ CVs 6](#_Toc474393726)

[Appendix E 6](#_Toc474393727)

[Equipment Schedule 6](#_Toc474393728)

[Appendix F 7](#_Toc474393729)

[Typical Production Drawings 7](#_Toc474393730)

# Section 1

## Executive Summary

|  |  |
| --- | --- |
| Company Name: | Audiotronics Ltd. |
|  |  |
| Address | Unit 4, Building C Industrial Estate Dublin 3 D03 A2BC |
|  |  |
| Telephone: | 01-4123456 |
| Fax: | 01-4123455 |
| Email: | enquires@audiotronics.ie |
|  |  |
| Co. Registration Number: | 2109867YZ |
|  |  |
| VAT Number: | IE204587415E |
|  |  |
| Accountants: | Armin Tamzarian 742 Evergreen Terrace  Springfield  Tallaght, Dublin 24 |
|  |  |
| Bank: | Bank of Ireland, IFSC House  IFSC, Dublin 1 |

Audiotronics Ltd. is a company recently formed by the five promotors; C. Allen, K. Feeney, P. Lawlor, F. McMorrow, C. Vecchionacce – to fulfil an identified market for the production and supply of mobile apps specialising in sound.

# 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. Facebook is currently thriving. Cedric was one of the people who suggested to have ads in the Facebook newsfeed.

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.

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.

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.

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.

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