March 2017

Audiotronics Limited

Audiotronics Limited

Contents

[Section 1 3](#_Toc474324827)

[Executive Summary 3](#_Toc474324828)

[Section 2 3](#_Toc474324829)

[Introduction 3](#_Toc474324830)

[Section 3 3](#_Toc474324831)

[Market 3](#_Toc474324832)

[Overview 3](#_Toc474324833)

[Trend 3](#_Toc474324834)

[Size & potential 3](#_Toc474324835)

[Competition 3](#_Toc474324836)

[Customers 3](#_Toc474324837)

[Structure 3](#_Toc474324838)

[SWOT Analysis 3](#_Toc474324839)

[Section 4 3](#_Toc474324840)

[Market Strategy 3](#_Toc474324841)

[Objectives 3](#_Toc474324842)

[Product 3](#_Toc474324843)

[Price 3](#_Toc474324844)

[Place 3](#_Toc474324845)

[Promotion 3](#_Toc474324846)

[Section 5 3](#_Toc474324847)

[Organisation / Management 3](#_Toc474324848)

[Management Overview 3](#_Toc474324849)

[Staff Requirements 3](#_Toc474324850)

[Section 6 3](#_Toc474324851)

[Production/Operations 3](#_Toc474324852)

[Premises 3](#_Toc474324853)

[Plant & Equipment 3](#_Toc474324854)

[Operations Overview 3](#_Toc474324855)

[Section 7 3](#_Toc474324856)

[Costing/Finance 3](#_Toc474324857)

[Financial Assumptions 3](#_Toc474324858)

[Sensitivity Analysis 3](#_Toc474324859)

[Appendices 4](#_Toc474324860)

[Appendix A 4](#_Toc474324861)

[Financial Projections – Year 1 & Year 2 4](#_Toc474324862)

[Appendix B 4](#_Toc474324863)

[Certificate of Incorporation 4](#_Toc474324864)

[Appendix C 4](#_Toc474324865)

[Tax Clearance Certificate 4](#_Toc474324866)

[Appendix D 4](#_Toc474324867)

[Promotors’ CVs 4](#_Toc474324868)

[Appendix E 4](#_Toc474324869)

[Equipment Schedule 4](#_Toc474324870)

[Appendix F 4](#_Toc474324871)

[Typical Production Drawings 4](#_Toc474324872)

# 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

Here is some information on the key staff and their activities

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

**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

P. Lawlor – Vice-President

**Marketing**

* Higher Diploma in Marketing
* BSc (Honours) in Business
* 8 years working experience
* Excellent communication skills
* 3 years’ voluntary work 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

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

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

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