Business Plan

Confidential, for internal review by the CXOs only, not for public distribution

# Business Description

## Mission Statement

To provide the power of a personal computer over the web\*Subject to change

## Summary of the Business

We serve as a platform for web applications

## Legal Description

A subsidiary of the \*\*\* Group, pvt.\*Subject to change

## Competitive Edge

### Competitors

#### Microsoft

##### Strengths

##### Weaknesses

##### Counter

### How we are/will be better

# Management

Qualifications and employment histories of our major players

# Marketing Plan

## The industry at large

The web services industry is very competitive, as the capital requirements are minimal. The consumers prefer products/services of a higher quality and expect them to be provided free of cost. Different market leaders dominate the industry in various service segments. Giants like Google, Microsoft, Facebook, Yahoo, etc. dominate the industry. Their primary revenue model is click-based advertising. Aggressive marketing tactics may need to be deployed to ensure growth.

## Potential Customers

The internet allows our firm to attract customers from various backgrounds. Every netizen is a potential customer. Netizens usually rely on recommendations from their peers or the media when looking for a product/service on the web. Trust needs to be built before any sale can be made.

## Benefits of our Product/Service

Our service acts as a host to both the user’s data and web applications. Here is how our service is beneficial:

* Allows you access to your data & apps from any web browser & from anywhere in the world
* Saves you on the purchase & maintenance of hardware
* Allows you to develop apps tailored to your needs
* It is designed to allow apps to communicate seamlessly with each other

## Consumer Geography

N/A, but we intend to localize content to each language/culture.

## Hosting (Distribution)

Probably through GoDaddy.com’s Unlimited Linux hosting plan.

## Advertising

Primarily through word-of-mouth, reviews & promotional events.

## Public Relations

Here are a few of the things we may do:

* Focus on quality of service & user experiences
* Conduct Web App Workshops at technical events
* Conduct Appathons
* Alpha testing through associates
* Let the tech reviewers know of our service

## Pricing

Infer from competition research

### Sales terms & Credit Policy

# Operations

## Employees & Compensation

### Type-1: Micro-Entrepreneurs

An employee of this class would engage his/her own team to work towards the development of a web app, which would run on our service.

#### Internal

Internal Micro-Entrepreneurs receive direct tech support & assistance from the company, with us usually owning a share of the revenues generated from the app developed. The revenues would be subject to a partnership deed and/or other legal agreements.

#### External

External Micro-Entrepreneurs work independent of the company, without its aid & enjoy the revenues they can generate from their app.

### Type-2: Outsourced

We may outsource certain jobs to either individuals or other firms. Compensation & other details being specified in a contract &/or other legal agreements.

## Vendors

Our firm requires vendors for the following services:

1. Cost effective hosting services of a good quality with an uptime guarantee
2. Domain
3. SSL certificate
4. Cash transaction manager

For these we are currently, looking at providers like GoDaddy.com, PayPal.com but more (market) research is required before we can pick one.

## Accounting

More research is required before this part can be answered…

We would prefer to use accounting software for managing our accounts.

# Risks

## Development Delays

A delay in creating the service is not good for the project as we may lose-out on the market. Mitigate by meeting targets in time.

## Marketing failure

The service may be of a good quality but may take its time to establish itself and make its presence known. This can be mitigated with a strong marketing plan & by involving customers as Micro-Entrepreneurs.

## Insufficient Revenues

Having to run the project for extended periods with low revenues can be disastrous. Thus, multiple revenue models must be used to take advantage of potential revenues & markets and mitigate this risk. (Banner Ad-Campaigns)

## Obsoletion

Although the product is designed with keeping future advances in mind, the apps on the service may become obsolete if we do not upgrade it from time to time. In addition, we may miss the advantages of newer technologies by not upgrading.

## Competition

Mitigate with an awesome quality of service.

# Financial Management

See BizPlan\_FinancialMgmt.xlsx