# Unhinged Door business plan

Making quality games since 1602\*

## Our market opportunity

[What is a problem that your potential customers face in the market that your business could help to solve? For example, is there a lack of your service type in a particular suburb? How will your business solve the problem and provide unique value and benefit?]

|  |  |
| --- | --- |
| The problem  A market problem that customers face. | There are very few game studios in Australia, but plenty of game opportunities waiting to be made. |
| Our solution  How we solve this problem for our customers. | Freelancing my programming skills so that anyone can have their game idea turned into a game. |

## Our target market

[Describe your targeted customers for example by gender, age, income, location or education. Learn how to [analyse your market](https://business.gov.au/marketing/how-to-identify-your-target-market) and define your target customers.]

|  |  |
| --- | --- |
| The customers we aim to sell to | We aim to provide our services to the people of Australia who want to make a game, but don’t know how to program one. |

## Our channels

[Make sure the channels you use to communicate with customers suit your target market.]

|  |  |
| --- | --- |
| We reach our customers through: | email  mail  market stalls  paid advertising  phone  shopfront  social media  website/online  other (describe if selected) |
| Customers can contact us through: | email  phone  shopfront  social media  website  other (describe if selected) |

## Our competition

[Identify up to 3 types of businesses you’re competing against, what they do well and what you will do differently or better.]

|  |  |
| --- | --- |
| Competitor name | Massive Monster |
| What they do well | They make creative games, with an emphasis on personality and gameplay. |
| What we do differently | We are entirely locally based and make a variety of games based on client needs, with an emphasis on quality. |
| Competitor name | *Mighty Kingdom* |
| What they do well | *They are one of Australia’s largest game companies, with a major focus on mobile games.* |
| What we do differently | A smaller company size means we can more easily cater to individual client needs. We also don’t focus on any specific platform, leaving clients with ample opportunity. |
| Competitor name | *Big Ant Studios* |
| What they do well | *They make innovative games with a focus on sports.* |
| What we do differently | *We don’t focus on any specific genre or theme of game, meaning clients have more creative freedom than any other company could provide.* |

## Our finances for the year ahead

[You can use our [profit and loss statement template](https://business.gov.au/finance/accounting/how-to-set-up-a-profit-and-loss-statement) if you need help with the data.]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Forecast expenses and profit  (if known) |  | **Quarter 1** | **Quarter 2** | **Quarter 3** | **Quarter 4** |
| **Expenses** | **$8,763.75** | **$8,763.75** | **$8,763.75** | **$8,763.75** |
| **Profit $21250** | **$** | **$** | **$** | **$** |
| Expected sources of revenue | Client fees | | | | |
| Fee structure | $37.50/h or $350/10h  $1000 source code | | | | |
| Expected expenses | (quarterly)  rent - $6279  groceries - $1050  telephone/internet - $330  transport - $269.75  electric/gas - $510  entertainment - $325 | | | | |

## Key people

[List up to 3 key staff members or people supporting your business. Describe their experience and the value they add.]

|  |  |
| --- | --- |
| Name |  |
| Position | [Examples: Business owner, Business adviser] |
| Skills/value |  |
| Name |  |
| Role |  |
| Skills/value |  |
| Name |  |
| Role |  |
| Skills/value |  |

## Our next steps

[List 3 major business goals to complete over the next year. Aim for [goals that are SMART](https://business.gov.au/planning/business-plans/set-goals-for-your-business) – **s**pecific, **m**easurable, **a**chievable, **r**elevant and **t**ime-bound.]

| Goal | Make a logo |
| --- | --- |
| Actions  To achieve goal | [Example:   * Make a list of local suppliers. * Prepare 6 proposals for potential suppliers over 4 weeks. * Finalise agreements with 2 suppliers in 6 months’ time. ] |
| Deadline | Select a date |
| Goal | Make a website |
| Actions  To achieve goal | * [Action] * [Action] * [Action] |
| Deadline | Select a date |
| Goal |  |
| Actions  To achieve goal | * [Action] * [Action] * [Action] |
| Deadline | Select a date |