GOONT

Business Plan

14146325 Hongbeom Choi
14146326 Joonki Hong

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5 Marketing Plan

6 Organization Plan

7 Financial Plan

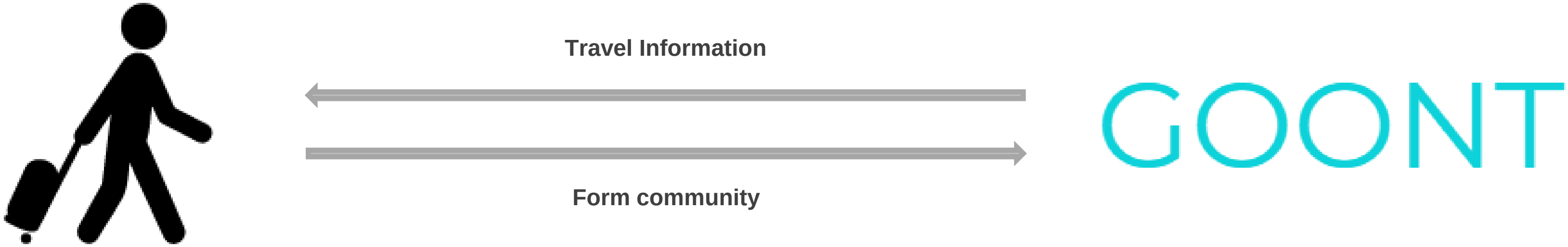
GOONT

Executive Summary

GOONT

Executive Summary

Our service is a web service that provides travelers with travel information to travelers tomorrow by rail. Rail-ro travel is a nationwide trip, so GOONT provides information based on train and train stations. Also, GOONT provides community service.



Travel Information

Form community

Strategic Plan

GOONT

Strategic Plan

GOONT

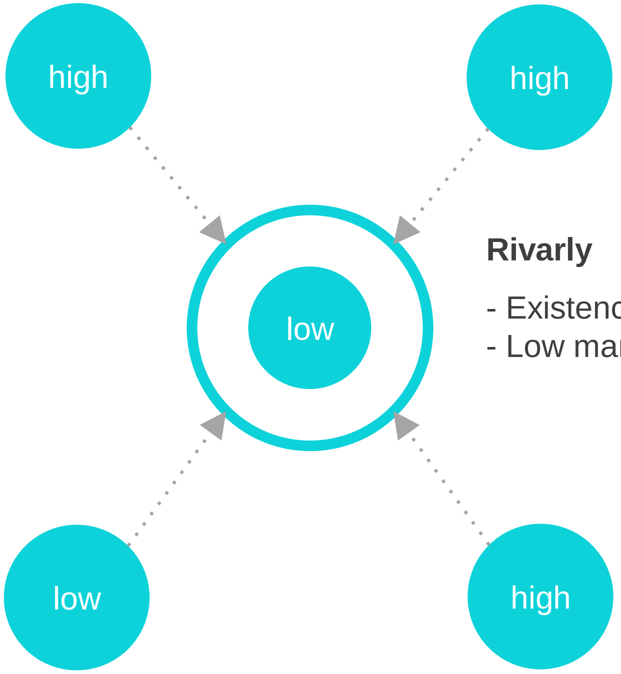
MISSION *“To be a friend with Nail-ro traveler”*

VISION *“Providing all the information about Nail-ro”*

GOAL *“Complementary service of Nail-ro”*

Strategic Plan

Five-Force Model



Bargaining Power of Supplier

- Importance in input amount
- Anybody can be suppliers
  (existing many suppliers)

Bargaining Power of Buyers

-Need for large usage
  ->Advertisement profit
-Low switching cost

Rivarly

- Existence of few services.
- Low market share of competitive companies

Threats of Substitues

- Analogue things like travel pamphlet

Threats of Pontential Entrants

- Low entrance barrier
- High threats of Platform that have a high inistalled base.

Strategic Plan

Strength

- Lower employment costs
- Community service

Weakness

- Low switching costs for users
- Subjective element of information

Opportunity

- Incresing trend of Nailo-traveler
- Increase of available age range

Threat

- Increase in competitive companies

SWOT Analysis

SO

- With low competitive companies increasing trend of travelers, easy to attracting many users attracting

WO

- Preventing switching by community

ST

- Attracting many users using communigy service

WT

- Form reliable data by user evaluation(such as Like).

Product/Service Plan

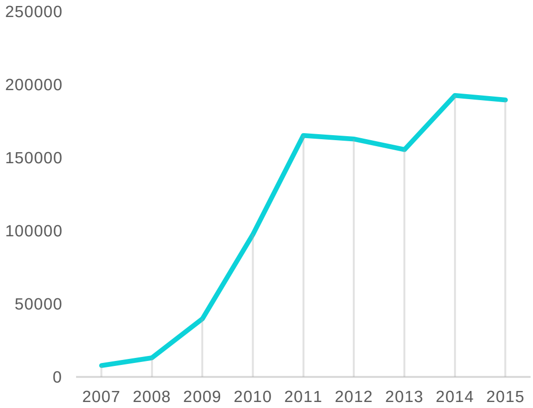
GOONT

Product/Service Plan

GOONT

Market Analysis

Nail-ro tickte sales trend



The number of Nail-ro travelers has been increasing

Increase of availabe age range

내일로 연령
29세로 연장!

Korail announced the expand of available age range from 25 to 29.

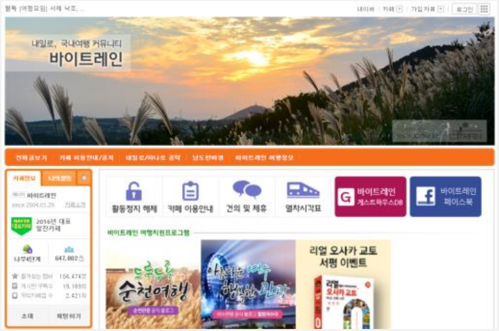
The number of Nail-ro travelers will continue to increase in the coming years.

Product/Service Plan

GOONT

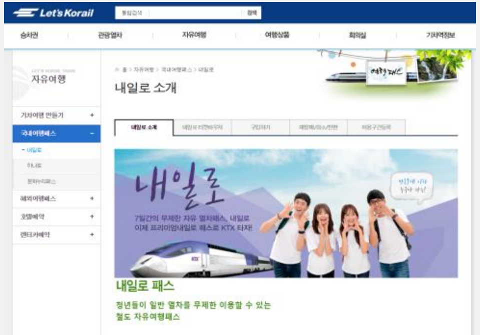
Market Analysis

Naver cafe: Bytrain


내일로, 국내여행 커뮤니티
바이트레인
활동정지 해제
카페 이용안내
건의 및 제휴
열차시각표
바이트레인 게스트하우스DB
바이트레인 페이스북
바이트레인 여행지원프로그램
두근두근 순천여행
리얼 오사카 교토 서평 이벤트

- The only Nail-ro communtiy
- Focusing on the community service
- Information can be accessed only by becoming member of the cafe

Korail website


Let's Korail
승차권
관광열차
자유여행
여행상품
회의실
기차역정보
자유여행
기차여행 만들기
국내여행패스
내일로
해외여행패스
호텔예약
렌터카예약
내일로 소개
내일로

7일간의 무제한 자유 열차패스, 내일로
이제 프리미엄내일로 패스로 KTX 타자!

내일로 패스

청년들이 일반 열차를 무제한 이용할 수 있는
철도 자유여행패스

- Providing information of train stations and departure and arrival time of train.
- There is no information about travel

There are few services providing information that have a similar features and format.

Product/Service Plan

Market Analysis

Provide information about Nail-ro travel

- Information about train and train station
- Recommand Nail-ro route and activity.
- Provide information about local tourist spots and other user's travel review.

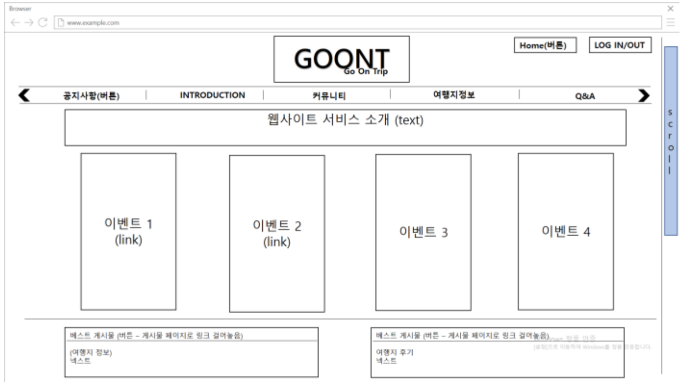
Community

- Form traveler's community
- Stimulate communication between users.

Product/Service Plan

GOONT

User Interface


Browser
www.example.com
GOONT
Go On Trip
Home(버튼)
LOG IN/OUT
공지사항(버튼)
INTRODUCTION
커뮤니티
여행지정보
Q&A
scroll

웹사이트 서비스 소개 (text)

이벤트 1
(link)

이벤트 2
(link)

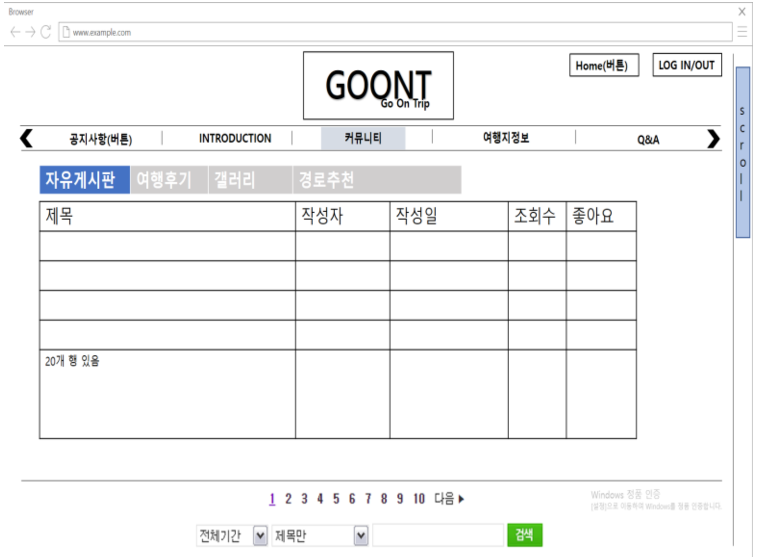
이벤트 3

이벤트 4

베스트 게시물 (버튼 – 게시물 페이지로 링크 걸어놓음)
(여행지 정보)
넥스트

베스트 게시물 (버튼 – 게시물 페이지로 링크 걸어놓음)
여행지 후기
넥스트

Windows 정품 인증
[설정]으로 이동하여 Windows를 정품 인증합니다.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Q&A
scroll
자유게시판
여행후기
갤러리
경로추천
1 2 3 4 5 6 7 8 9 10 다음
전체기간
제목만
검색

제목	작성자	작성일	조회수	좋아요
20개 행 있음				

Windows 정품 인증
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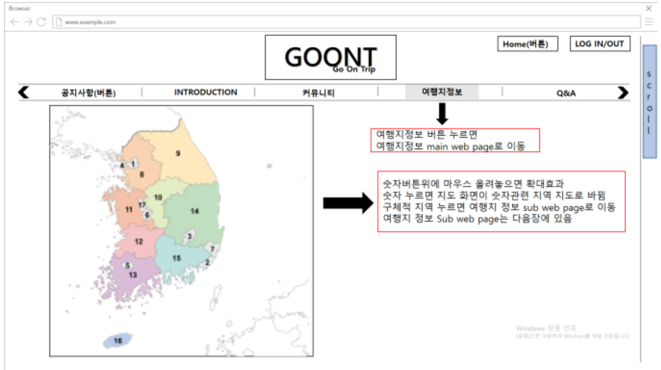
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17

여행지정보 버튼 누르면
여행지정보 main web page로 이동

숫자버튼위에 마우스 올려놓으면 확대효과
숫자 누르면 지도 화면이 숫자관련 지역 지도로 바뀜
구체적 지역 누르면 여행지 정보 sub web page로 이동
여행지 정보 Sub web page는 다음장에 있음

Windows 정품 인증
[설정]으로 이동하여 Windows를 정품 인증합니다.

Product/Service Plan

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1

Advertisement revenue

It can show advertisement of a specific locations like discount coupon, ticket and so on. It shows an ad video in webpage.

2

Brokerage fees(or commision)

By attracting users to reserve gesthouse or festival ticket. It can get brokerage fees.

Technology Plan

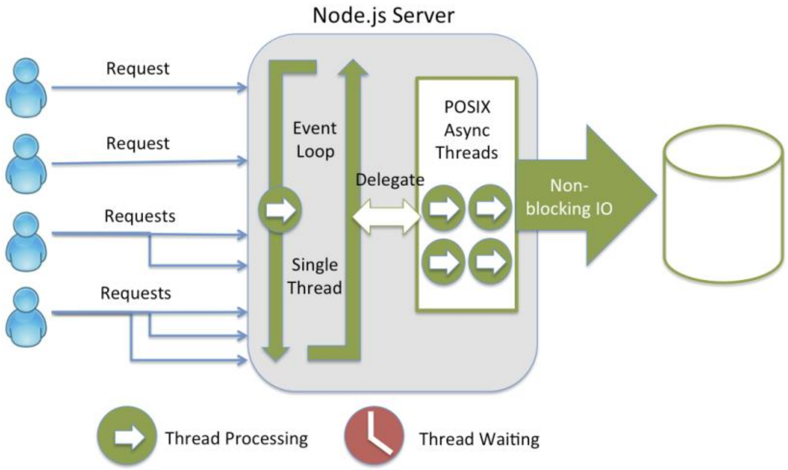
GOONT

Product/Service Plan

GOONT

Development Tool - Server

Node.js is a JavaScript runtime built on Chrome's V8 JavaScript engine.


Node.js Server
Request
Request
Requests
Requests
Event Loop
Single Thread
Delegate
POSIX Async Threads
Non-blocking IO
Thread Processing
Thread Waiting

Event-driven

Non-blocking I/O model

Lightweight and efficient

The largest ecosystem of open source libraries in the world(NPM).

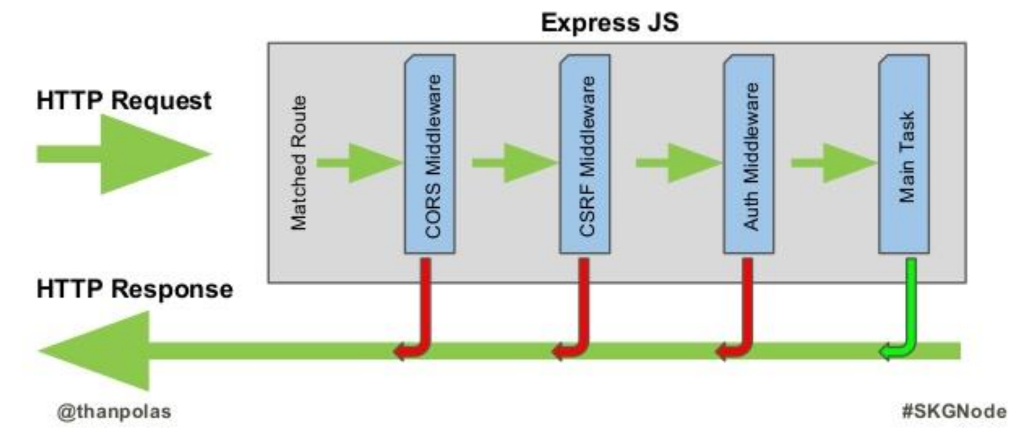
Product/Service Plan

express & node JS

EXPRESS-STORMPATH RELEASE: 0.1.0

express

Middleware Pattern


Express JS
HTTP Request
Matched Route
CORS Middleware
CSRF Middleware
Auth Middleware
Main Task
HTTP Response
@thanpolas
#SKGNode

Express is a minimal and flexible Node.js web application framework that provides a robust set of features for web and mobile applications.

Product/Service Plan

Development Tool - Database

Easy To Use

Support Is Readily Available Whenever Necessary

Open-Source

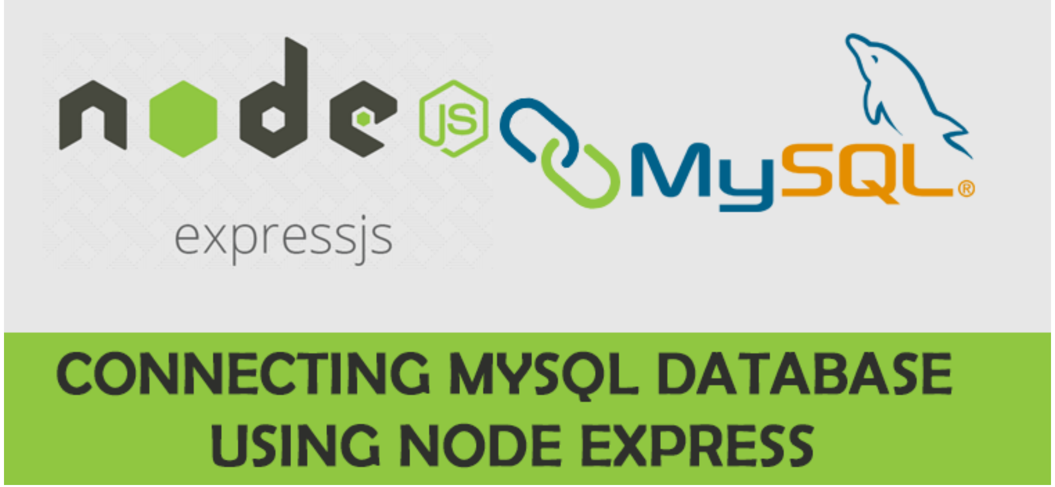
Industry Standard

MySQL is an open-source relational database management system

Product/Service Plan

Application Design

Bootstrap is an open source toolkit for developing with HTML, CSS, and JS.


node JS
expressjs
MySQL
CONNECTING MYSQL DATABASE
USING NODE EXPRESS

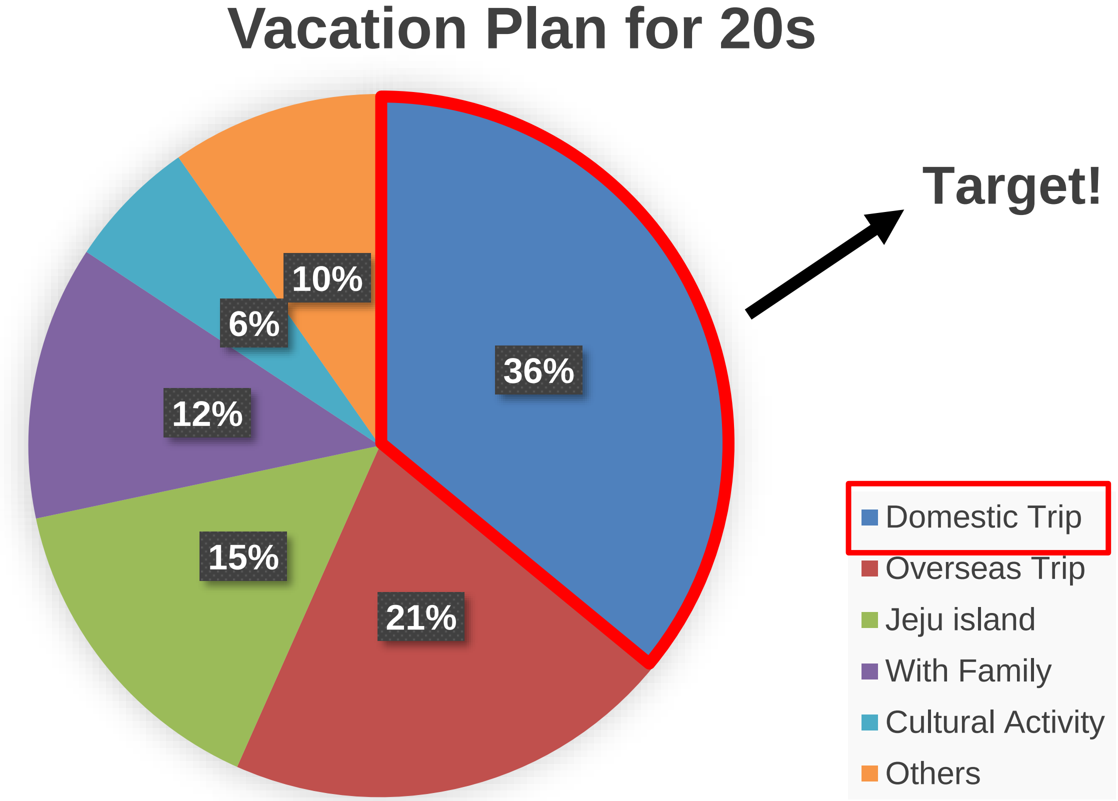
Marketing Plan

GOONT

Marketing Plan

GOONT

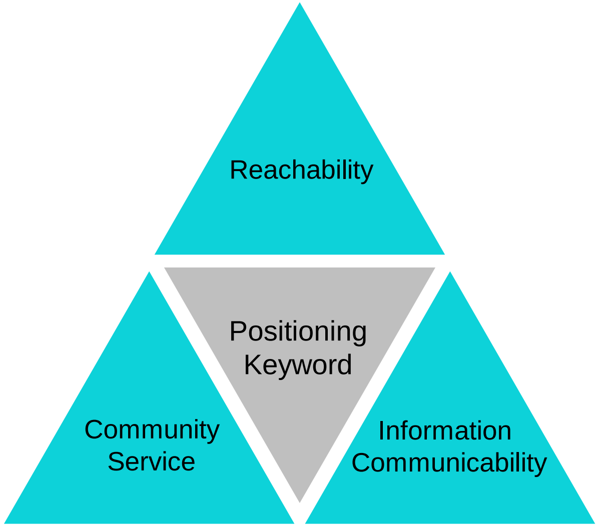
Segmentation & Targeting



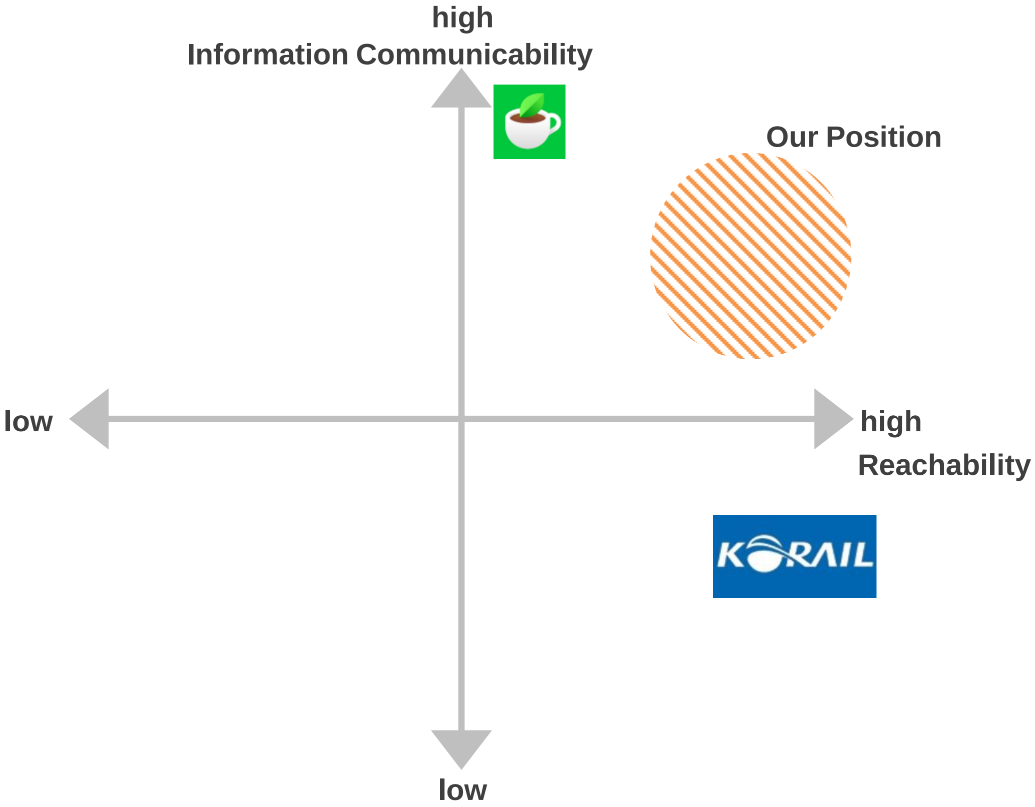
Marketing Plan

GOONT

Positioning


Reachability
Positioning Keyword
Community Service
Information Communicability

Positioning map



Marketing Plan

4P marketing Mix

Products

- Web app platform
- Providing information
- Community service
- Reachability

Price

- Free for normal users

Place

- Web sites
- Mobile application

Promotion

- Advertising
-Viral marketing
(word-of mouth)

Marketing Plan

Promotion Example

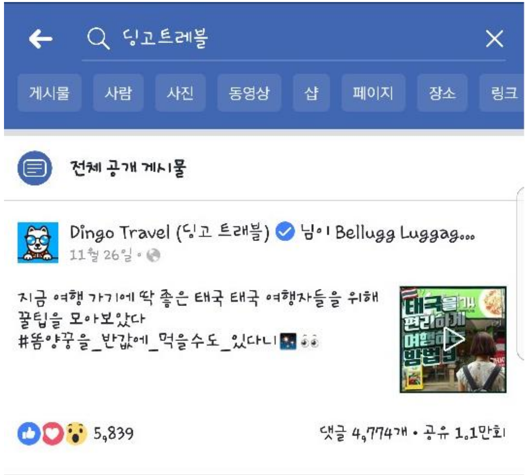
Plan 1

Marketing in station

Install panels that illustrate travel information around the station and advertise our service.
- Attract the attention of the train tourists.
- Can expect for viral marketing.

Plan 2

SNS marketing



Dingo Travel (딩고 트래블) 님이 Bellugg Luggag...
11월 26일 ·

지금 여행 가기에 딱 좋은 태국 태국 여행자들을 위해
꿀팁을 모아보았다
#똠양꿍을_반값에_먹을수도_있다니 🎆 👀

5,839
댓글 4,774개 · 공유 1.1만회

Benchmark other facebook pages such as Dingo travel, and make Goont travel page account
- Post travel information
- Can expect for viral marketing.

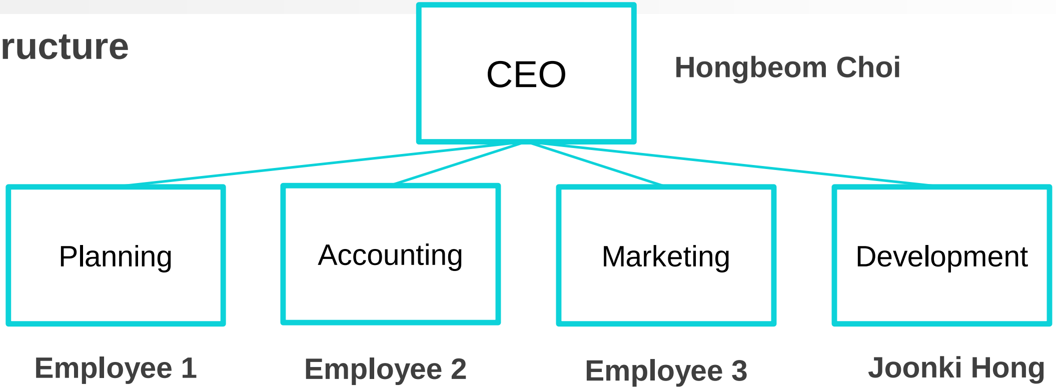
Organization Plan

GOONT

Marketing Plan

GOONT

Organizational structure



CEO

Hongbeom Choi

Planning

Accounting

Marketing

Development

Employee 1

Employee 2

Employee 3

Joonki Hong

Personal plan

		Monthly pay(year 1)	**Monthly pay(year 2)**	**Monthly pay(year 3)**
Management	CEO(Hongbeom Choi)	150	150	150
Planning	Employee 1	150	150	150
Accounting	Employee 2	150	150	150
Marketing	Employee 3	150	150	150
Development	Joonki Hong	150	150	150
Total		750	750	750

Financial Plan

GOONT

Financial Plan

Requirements

(10,000 Korean won)

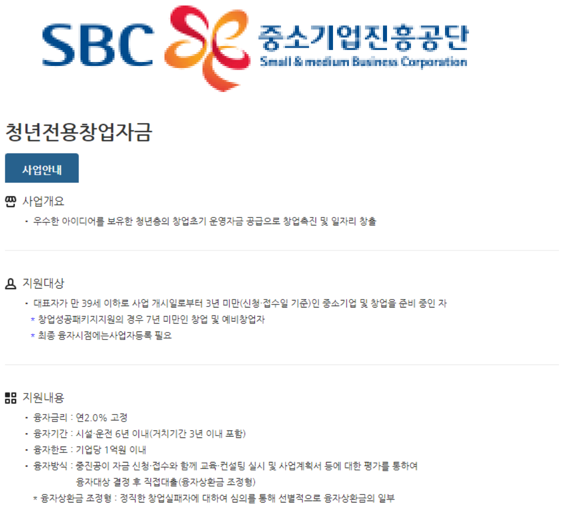
Labor cost:	
Payment	(150 per employee)
Server cost:	
Amazon seb services	(40 per server)
Equipment:	
Mack book pro	(169 for each)
Office Rent:	
Rental	(50 per month)
Marketing Cost:	
Promotions	(113 total)
Facebook Advertisement	(50 for month)

Start-up Cost	Cost(year)
Labor cost	9000
Server cost	200
Equipment	845
Office Rent	600
Marketing Cost	713
Total cost	11358

Financial Plan

GOONT

Initial Funding



SBC 중소기업진흥공단
Small & medium Business Corporation

청년전용창업자금

사업안내

사업개요
- 우수한 아이디어를 보유한 청년층의 창업초기 운영자금 공급으로 창업촉진 및 일자리 창출

지원대상
- 대표자가 만 39세 이하로 사업 개시일로부터 3년 미만(신청·접수일 기준)인 중소기업 및 창업을 준비 중인 자

* 창업성공패키지지원의 경우 7년 미만인 창업 및 예비창업자
* 최종 융자시점에는사업자등록 필요

지원내용
- 융자금리 : 연2.0% 고정
- 융자기간 : 시설·운전 6년 이내(거치기간 3년 이내 포함)
- 융자한도 : 기업당 1억원 이내
- 융자방식 : 중진공이 자금 신청·접수와 함께 교육·컨설팅 실시 및 사업계획서 등에 대한 평가를 통하여
  융자대상 결정 후 직접대출(융자상환금 조정형)

* 융자상환금 조정형 : 정직한 창업실패자에 대하여 심의를 통해 선별적으로 융자상환금의 일부

SBC
Supported Field: IT business
Supported Amount: 70,000,000(Korean won)

+

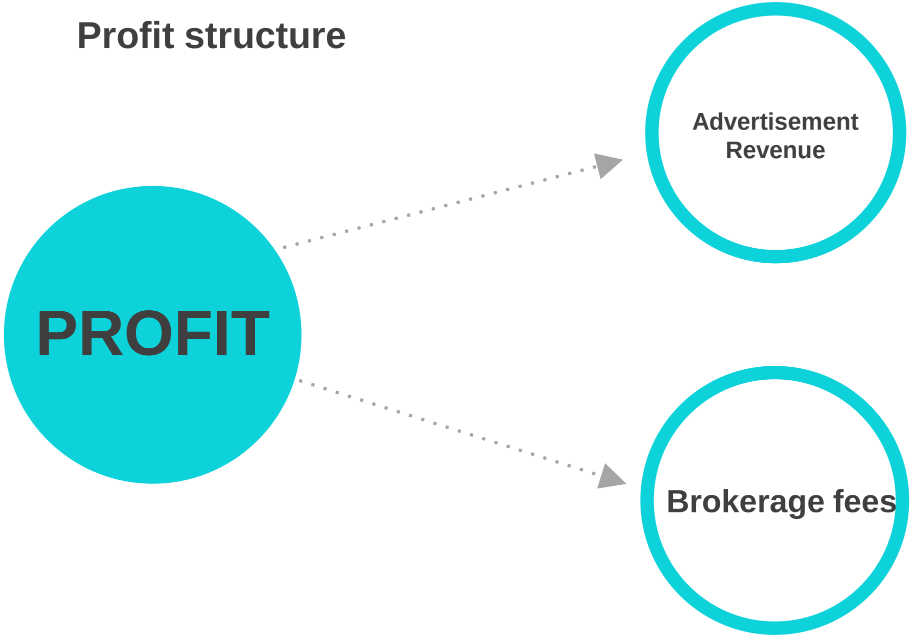
Hongbeom Choi + Joonki Hong
Initial investment

Amount: 30,000,000

✓ *Total initial fund: about 100,000,000*

Financial Plan

Profit structure



PROFIT

Advertisement Revenue

Brokerage fees

Initial profit structure depends on two sources.

Expand business

Goont Guesthouse

Chargeable Service

Sell Travel commodity

We will expand profit by expanding business.

GOONT

Thank you