SYNESTHESIA CYBERHAVEN

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|  |
| --- |
| **Business Plan Confidentiality Agreement** |
| The undersigned reader of Synesthesia Cyberhaven Business Plan hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of Christian Jay V. Landero.  It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of the same by the reader may cause serious harm and or damage to Synesthesia Cyberhaven.  Upon request this business plan document will be immediately returned to Christian Jay V. Landero. This is a business plan. It does not imply an offer of any securities.   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Printed Name |

**C) PRODUCTS**

**C.1) SYNESTHESIA CYBERHAVEN PRIMARY SERVICE**

Synesthesia Cyberhaven is a rising star in the internet cafe service industry, our company offers a computer rental service which only cost a cheap price you get access to the following: fast internet guaranteed, good computer hardware for an aspiring gamer, streamer, or vlogger, events such as tournaments open for everyone and many more!

**C.2) OUR SERVICE DETAILS**

Our internet café service is accessible for everyone and anytime. We are open 24/7. Our policy includes a friendly environment, we prohibit violence, solicitation, and any form of disreputable act.

Synesthesia Cyberhaven guaranteed fast internet for your school needs, need to finish your homework, project, or research on time? Or do you have a large file to upload and buying a prepaid plan is too expensive for you? Don’t worry our internet speed reaches up to 1000mbps you’ll never have to worry about slow internet again!

Synesthesia Cyberhaven offers hardware rental services for your gaming, streaming, and vlogging needs, we rent the following: PC monitors, CPU, headphones, mouse and keyboard, webcam, and microphone.

Synesthesia Cyberhaven held events like tournaments which are open for every applicant, we held a tournament for DOTA, League Of Legends, CounterStrike Global Offense, Valiant, and we plan to expand our events for the future.

**C.3) ADDITIONAL SERVICES**

Synesthesia also offers the following services

-Self-serving beverages/snacks/meals

-Photocopying/Printing services/ Xerox

-A class lesson for those who want to learn more about computer

**C.4) FULFILLMENT**

Synesthesia Cyberhaven’s hardware will be supplied by a local company, the internet is provided by a trusted and reliable telecom, electricity and water are supplied by one of the major electricity and water provider.

**C.5) TECHNOLOGY**

Synesthesia Cyberhaven’s hardware is up to date with the latest system requirements, we will be able to serve the customer with a variety of software that can provide their needs.

**C.6) FUTURE SERVICES**

Synesthesia Cyberhaven plans to expand and improve its current services, adding more hardware, upgrading the internet, expanding the current location, and adding more staff.

**D) MARKETING PLAN**

**D.1) CUSTOMERS**

Synesthesia Cyberhaven is open to everyone, students, teachers, work employees, and individuals interested in learning computers are our targeted customers.

**D.2) BUSINESS PROMOTION**

To attract the targeted customers, Synesthesia Cyberhaven will use different methods.

Placing posters around the local area where they are in and handing out flyers can be done for students and adolescents.

Another way attracting customers would be by posting on social media, advertising on social media would get noticed easily, this would attract the attention of many customers we attend to.

Next is focusing on implementing a friendly environment for the customer, by this, we hope that the business will gain some reputation around the area.

**D.3) MARKET SEGMENTATION**

Synesthesia Cyberhaven’s customers are divided into groups, group that is not familiar with the internet, group that utilizes the internet for academic or work needs, and lastly, group that uses the internet for leisure. Furthermore, this group can be divided into specific segments of adults, students, adolescents, senior citizens, and others

**D.4) COMPETITION**

There areseveral internet cafes are operating around the area, the TNC branch near SM downtown, TNC is one of the most well-known internet cafés and has one of the best customer services, Vortex internet café on Fendler Ext. Vortex is also quite a famous internet café in the area, they attract many customers because of their pricing promo for their loyal customers.

**D.5) SWOT ANALYSIS**

**STRENGTH**

Synesthesia Cyberhaven has fast and reliable internet, which some internet cafés struggle to provide. Second, we have the best customer service, our staff is trained to be friendly, easy to talk with, and approachable, some cafes have hostile and difficult services. Third, our software is up-to-date, Synesthesia Cyberhaven values customers’ needs by providing them with the latest software that is available for them to use, the latest software is easy to use and more efficient. Fourth, we have the friendliest environment, having a good environment is a struggle for most internet cafes, here in Synesthesia Cyberhaven we prohibit any immoral act, trash-talking, any form of violence, smoking, solicitation, and we value our customers’ health.

**WEAKNESS**

Every internet cafés struggle to provide customers with the latest hardware, Synesthesia Cyberhaven is also one of them, we can’t always provide the customers with the latest hardware, buying the latest hardware is very expensive and we can’t sustain that with the budget of the company have.

**OPPORTUNITIES**

Synesthesia Cyberhaven sees an opportunity on growing needs in access to the world wide web which requires them to use the web in their daily tasks, this will increase the number of people who need to use the internet which opens a chance to grow every internet cafes businesses.

Second, the number of closing internet cafes around the area give Synesthesia Cyberhaven to grow our customer population as there are lesser competitors, this will give the business more profit as more customer will come and use our services.

Third, the rising demand for internet cafes on the market, our world is being dependent on the internet. Once they get familiar and get used to the internet, internet cafes would increase in popularity, resulting in an increasing number of customers for internet cafes businesses.

**THREATS**

One of the threats that internet cafes face is the accessibility of internet and hardware that access the internet, the internet is becoming cheaper and more people can access the internet at their home, same as hardware such as computers are becoming more economical, businesses such as internet cafes will diminish as they don’t need the service of internet cafes anymore.

**D.6) MARKETING STRATEGY**

Synesthesia Cyberhaven have upperhand in internet speed. Due to the increasing number of internet users in the area, Synesthesia Cyberhaven will set a fair price for its service, Synesthesia Cyberhaven’s main source for attracting customers will rely on ads, adding to the ads is a limited promo for a free hour for every 4 hours of internet time and a giveaway for 3 lucky person after reaching 500 customers.

**D.7) PROMOTION STRATEGY**

Synesthesia Cyberhaven has an initial budget of 250,000 PHP for ads including the expenses for giveaway promotion and a free hour for every 4 hours of their internet time rent.

**D.8) PRICING STRATEGY**

Synesthesia Cyberhaven will base its service price on the following: (1) considering the prices of other internet café businesses, Synesthesia Cyberhaven will set a competitive price so we won’t lose customers, (2) Synesthesia Cyberhaven will base on a survey of customer preference of their preferred internet hourly rent.

Summary of Synesthesia Cyberhaven pricing

-Rent per hour (15php)

-promo (4 hours for 50php + 1 hour)

-Printing Service colored (10php per page), black and white (2php per page)

**E) ORGANIZATIONAL PLAN**

**E.1) MANAGEMENT TEAM**

Christian Jay V. Landero is the CEO and the President of Synesthesia Cyberhaven. Michael and accompanied by his wife Holly, who is the manager of a local business. Both Michael and holly are responsible for making key management decisions

The Synesthesia Cyberhaven management team consists of the President, supervisor, and First-line manager.

**Christian Jay V. Landero, PRESIDENT, AND CEO**

Mr. Christian Jay V. Landero has been studying information technology. Expertise in the internet, coding, software development, and development of the strategic business partnership.

**Jim Halpert, SUPERVISOR**

Mr. Jim Halpert has been an independent computer programmer and consultant for nearly 3 years. He holds a degree in computer science. Mr. Halpert is in charge of software maintenance of the company.

**Andy Bernard, First-line manager**

Mr. Andy Bernard with over 2 years of information systems manager and 3 years of experience in ICT. Graduated from STI and have a degree of bachelor’s in information and Communications Technology. In charge of the other employees in the company.

**E.2) PERSONNEL PLAN**

Synesthesia Cyberhaven’s staff will consist of 6 part-time worker groups shift working thirty hours a week at 250 per hour and a 1 full-time technician will be hired to

work 35 hours a week at 500 per hour. The requirements to qualified the position are: Must have a background in computer programming, at least 18 above, and finished senior high school. They must attend the company mandatory training to qualified the job.

**PERSONNEL CHART PLAN**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **YEAR 1** | **YEAR 2** | **YEAR 3** | **YEAR 4** | **YEAR 5** |
| **OWNER** | **1,200,000 PHP** | **1,260,000 PHP** | **1,323,000 PHP** | **1,389,150**  **PHP** | **1,452,307.5 PHP** |
| **MANAGER** | **840,000 PHP** | **840,000 PHP** | **840,000 PHP** | **840,000 PHP** | **840,000 PHP** |
| **TECHNICIAN** | **840,000 PHP** | **840,000 PHP** | **840,000 PHP** | **840,000 PHP** | **840,000 PHP** |
| **PART-TIMER 1** | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** |
| **PART-TIMER**  2 | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** |
| **PART-TIMER**  3 | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** |
| **PART-TIMER**  4 | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** |
| **PART-TIMER**  5 | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** |
| **PART-TIMER**  6 | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** | **360,000 PHP** |
| **OVERALL** | **5,040,000 PHP** | **5,100,000**  **PHP** | **5,163,000**  **PHP** | **5,229,150 PHP** | **5,292,307.5**  **PHP** |

**J) FINANCIAL PLAN**

**J.1) START-UP FUNDING**

The internet-café will not have the pleasant condition of a start-up fund. Thereby the internet-café should be self-providing and also earn back the made costs.

-Additional financing

-1,750,000 PHP from personal savings of Christian Jay V. Landero

-3,600,000 PHP from investors

**J.2) PRO FORMA INCOME STATEMENT**

**PRO FORMA INCOME STATEMENTS – YEARS 1 THROUGH 5**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **YEAR 1** | **YEAR 2** | **YEAR 3** | **YEAR 4** | **YEAR 5** |
| **Licenses** | **3,000,000PHP** | **3,000,000PHP** | **3,000,000PHP** | **3,000,000PHP** | **3,000,000PHP** |
| **Maintenance** | **5,000,000PHP** | **5,454,000 PHP** | **6,000,000 PHP** | **6,537,000**  **PHP** | **7,000,000**  **PHP** |
| **Sales** | **6,500,000PHP** | **7,876,000**  **PHP** | **9,345,340 PHP** | **10,640.000 PHP** | **11,805,870**  **PHP** |
| **Cost of Goods Sold** | **450,000PHP** | **450,650 PHP** | **475,000**  **PHP** | **500,000**  **PHP** | **512,000**  **PHP** |
| **Gross Profit** | **6,050,000PHP** | **7,425,350**  **PHP** | **8,870,340PHP** | **10,140,000**  **PHP** | **11,293,870 PHP** |
|  |  |  |  |  |  |
| **Salaries** | **5,040,000 PHP** | **5,100,000**  **PHP** | **5,163,000**  **PHP** | **5,229,150 PHP** | **5,292,307.5**  **PHP** |
| **Selling Expense** | **3,000,000 PHP** | **3,340,125**  **PHP** | **3,670,000**  **PHP** | **4,055,455**  **PHP** | **4,570,900**  **PHP** |
| **Office Expense** | **300,000 PHP** | **300,000**  **PHP** | **340,000**  **PHP** | **375,125**  **PHP** | **380,350**  **PHP** |
| **Other** | **100,000 PHP** | **100,000**  **PHP** | **150,000**  **PHP** | **215,000 PHP** | **230,000**  **PHP** |
| **Total SG & A Expense** | **3,400,000 PHP** | **3,740,125**  **PHP** | **4,160,000**  **PHP** | **4,645,580**  **PHP** | **5,181,250**  **PHP** |
| **Operating Profit** | **2,650,000 PHP** | **3,685,225**  **PHP** | **4,710,340**  **PHP** | **5,494,420**  **PHP** | **6,112,620**  **PHP** |
|  |  |  |  |  |  |
| **Interest Income** | **589,350 PHP** | **612,490**  **PHP** | **780,455**  **PHP** | **830,120**  **PHP** | **910,550**  **PHP** |
| **Earnings Before Taxes** | **2,060,650PHP** | **3,071,735**  **PHP** | **3,929.885**  **PHP** | **4,664,300**  **PHP** | **5,202,070**  **PHP** |
| **Income Taxes** | **119,650 PHP** | **890,125**  **PHP** | **1,670,455**  **PHP** | **2,235,550**  **PHP** | **2.680.670**  **PHP** |
| Extraord. Item: Tax Refund | **119,650 PHP** | **0** | **0** | **0** | **0** |
| Net Income | **2,060,650PHP** | **2,181,610**  **PHP** | **2,259,430**  **PHP** | **2,428,750**  **PHP** | **2,521,400**  **PHP** |

**J.3) PRO FORMA CASH FLOW PROJECTION**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **YEAR 1** | **YEAR 2** | **YEAR 3** | **YEAR 4** | **YEAR 5** |
| Operating Profit | **2,650,000 PHP** | **3,685,225**  **PHP** | **4,710,340**  **PHP** | **5,494,420**  **PHP** | **6,112,620**  **PHP** |
| Cash Income Taxes | 0 | **602,650**  **PHP** | **963,455 PHP** | **1.443,700 PHP** | **1,980,550**  **PHP** |
| Funds From Opers.  After-Tax | **2,650,000 PHP** | **3,082,575 PHP** | **3,746,885 PHP** | **4,050,720 PHP** | **4,132,070 PHP** |
| |  |  | | --- | --- | | Increm. Working Capital Invest. |  | | **937,390**  **PHP** | **1,021,300 PHP** | **1,340,000 PHP** | **1,565,780 PHP** | **1,579,770 PHP** |
| Cash Flow From Operations | **1,712,610 PHP** | **2,061,275 PHP** | **2,406,995 PHP** | **2,484,940 PHP** | **2,552,300 PHP** |
|  |  |  |  |  |  |
| Non Op Inc. (after tax) -1) | **640,900**  **PHP** | **1,440,785 PHP** | **1,780,890 PHP** | **2,580,390 PHP** | **3,780,550 PHP** |
| Investor(s) | **3,600,000 PHP** | 0 | 0 | 0 | 0 |
| Net Cash Flow | **1,246,490 PHP** | **3,502,260 PHP** | **4,187,885 PHP** | **5,065,330 PHP** | **6,332,850 PHP** |

**J.4) PRO FORMA BALANCE SHEET YEAR 1 THROUGH 5**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **YEAR 1** | **YEAR 2** | **YEAR 3** | **YEAR 4** | **YEAR 5** |
| **Cash** | **1,250,000**  **PHP** | **1,250,000**  **PHP** | **1,250,000**  **PHP** | **1,250,000**  **PHP** | **1,250,000**  **PHP** |
| **Marketable Securities** | **5,355,930**  **PHP** | **6,576,000**  **PHP** | **7,323,555**  **PHP** | **8.045,000**  **PHP** | **8,970,670**  **PHP** |
| **Accounts Receivable** | **650,230 PHP** | **1,245,760**  **PHP** | **1,580,430**  **PHP** | **1,870,550 PHP** | **2,403,565 PHP** |
| **Total Current Assets** | **6,606,810 PHP** | **9,055,760 PHP** | **10,153,985 PHP** | **11,165,550 PHP** | **12,714,235 PHP** |
|  |  |  |  |  |  |
| **Total Assets** | **6,606,810 PHP** | **9,055,760 PHP** | **10,153,985 PHP** | **11,165,550 PHP** | **12,714,235 PHP** |
|  |  |  |  |  |  |
| **Accounts Payable** | **200** | **450** | **750** | **1,400** | **1,700** |
| **Total Current Liabilities** | **200** | **450** | **750** | **1,400** | **1,700** |
|  |  |  |  |  |  |
| **Total Liabilities** | **200** | **450** | **750** | **1,400** | **1,700** |
|  |  |  |  |  |  |
| **Retained Earnings** | **1,340,700**  **PHP** | **2,550,000 PHP** | **3,740,540**  **PHP** | **4,970,000 PHP** | **6,100,980**  **PHP** |
| **Other Equity** | **3,500,000 PHP** | **3,500,000 PHP** | **3,500,000 PHP** | **3,500,000 PHP** | **3,500,000 PHP** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Total Liabilities and Equity** | **2,159,300 PHP** | **950,000 PHP** | **249,540 PHP** | **1.470,000 PHP** | **2,600,980**  **PHP** |

**J.5) BREAK-EVEN ANALYSIS**

**F) OPERATING PLAN**

**F.1) COMPANY OBJECTIVES**

Synesthesia Cyberhaven aims to offer the community of an internet service that is affordable and accessible to them, Synesthesia Cyberhaven will appeal to individuals of all ages, and the staff of the internet café provides a guide to the customer that is not familiar with computers, by this our company hope that the community brings an interest availing our service.

**F.2) EQUIPMENTS**

Synesthesia Cyberhaven hardware will be provided by a local company of computer, furniture will be bought from a local furniture shop, internet plan is provided by a known telco company.

**F.3) EQUIPMENT EXPENSE DETAIL**

|  |  |
| --- | --- |
| **20 COMPUTER SET** | **500,000 PHP** |
| **2 PRINTERS** | **12,980 PHP** |
| **2 SCANNERS** | **9,338 PHP** |
| **20 CHAIRS** | **24,000 PHP** |
| **20 COMPUTER DESK** | **5,000 PHP** |
| **3 AIR CONDITIONER** | **35,550 PHP** |
| **10 RIM OF PAPER** | **1,300 PHP** |
| **ELECTRICITY** | **24,000 PHP** |
| **WATER** | **5,000 PHP** |
| **INTERNET** | **15,596 PHP** |
| **TOTAL** | **632,624 PHP** |

**B) EXECUTIVE SUMMARY**

**SERVICE**

Synesthesia Cyberhaven is a rising star in internet café service, Synesthesia Cyberhaven aims to bring affordable and accessible internet café service to the surrounding area, Synesthesia Cyberhaven service the following, (1) a fast and reliable service for everyone. (2) hardware rental service for gamers, streamers, and vloggers. (3) and Synesthesia Cyberhaven held tournaments for customers’ beloved e-games. Synesthesia Cyberhaven is open 24/7 and we promote a friendly and violent-free environment. Also, Synesthesia Cyberhaven offers additional services to the customers like beverages, printing services, and computer class lesson

**MARKETING PLAN**

Synesthesia Cyberhaven is open to all ages and to anyone who wants to learn more about computers, we have ads and promotions for the customers, Synesthesia Cyberhaven is unlike any other internet café because our internet is more reliable and faster, we have friendly staff, and we don’t tolerate immoral act inside the café. Synesthesia Cyberhaven have an opportunity to grow more because the ever-demanding of using the internet is growing on the market, using the internet is being prominent every year as people need to use the web daily, and the number of closing internet cafes in the area give more Synesthesia Cyberhaven spotlight to gain more customers. Synesthesia Cyberhaven has limited promo and giveaways after the opening of the business.

**ORGANIZATIONAL PLAN**

The management team consists of Christian Jay V. Landero the President and CEO, Jim Halpert the supervisor, Andy Bernard the first-line manager, the 6 part-time workers, lastly our investors, Micheal and his wife Holly.

**OPERATING PLAN**

Synesthesia Cyberhaven will get its hardware from a local company of computers and technology, its furniture from a local furniture store, the internet will be provided by a local telco company.

**FINANCIAL PLAN**

**START UP EXPENSES**

|  |  |
| --- | --- |
| **20 COMPUTER SET** | **500,000 PHP** |
| **2 PRINTERS** | **12,980 PHP** |
| **2 SCANNERS** | **9,338 PHP** |
| **20 CHAIRS** | **24,000 PHP** |
| **20 COMPUTER DESK** | **5,000 PHP** |
| **3 AIR CONDITIONER** | **35,550 PHP** |
| **10 RIM OF PAPER** | **1,300 PHP** |
| **ELECTRICITY** | **24,000 PHP** |
| **WATER** | **5,000 PHP** |
| **INTERNET** | **15,596 PHP** |
| **TOTAL** | **632,624 PHP** |

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