

DEEP HEAD

Business Proposal

Group assignment

By

Group 2

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NIT3274_Small IT Business-SY

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1. Executive Summary

1.1 Company information

Deep Head, Platform Consultants (Partnership by 3 people)

Incorporated On: 01 September 2020

Next Confirmation statement date: 25 September 2021

Accounts: Next accounts made up to 30 September 2021

Registered Office address: 160 Sussex St, Sydney NSW 2000, Australia

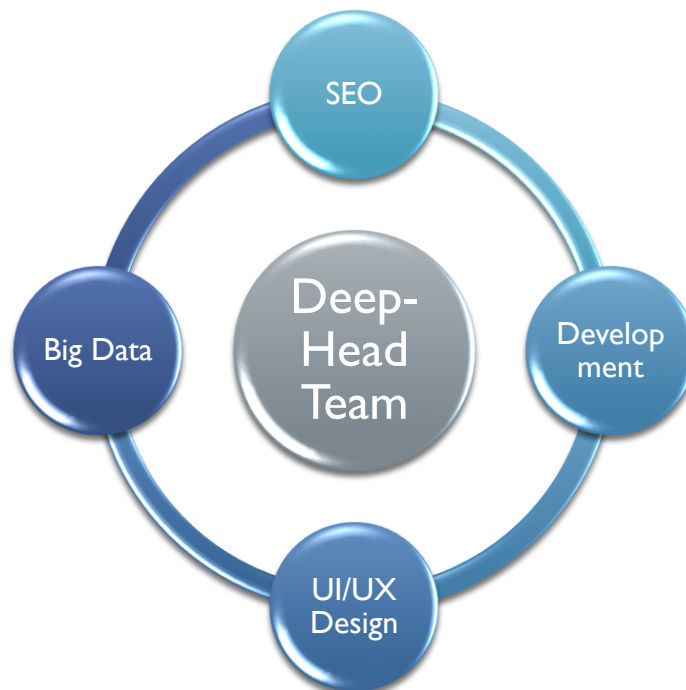
The Deep-Head team is highly experienced in developing new platforms in general, and growth strategies in particular. Our team is made by SEO experts, UI/UX Design team, and Software development team in areas related to regulation, web, mobile, online, B2B platforms. Deep-Head's principals average over 10 years' experience in this field. The teams combine industry-leading Big Data and strategic insights with practical experience in prioritizing, igniting, and monetizing innovation in platform businesses big and small.

▪ Team Member

Jang, Duyoung/ Chief Executive Officer (CEO), Chief Operating Officer (COO)

Kim, Insub/ Senior Full-stack developer / Senior Manager

Lee, Sohwa/ Senior UI/UX Designer / Project Manager



1.2 Market Opportunity

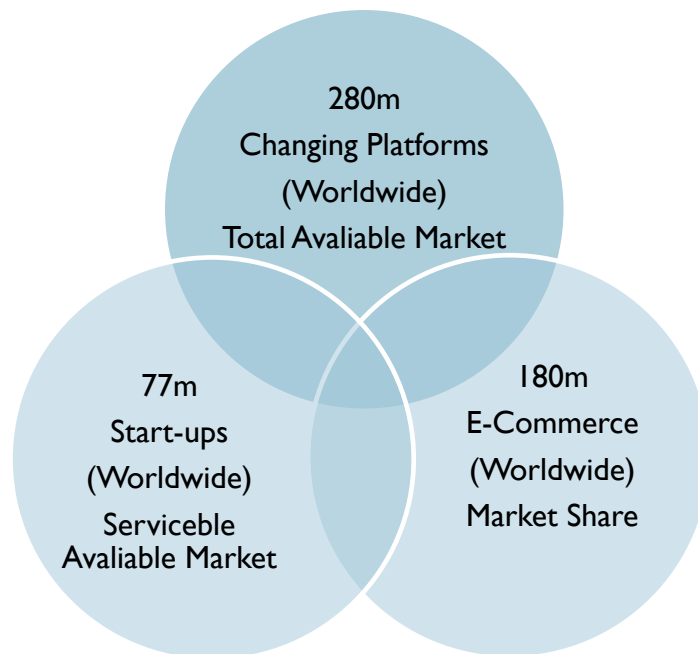
Organizations across all industries are going through various unprecedented challenges such as intense competition, significantly growing business to meet customer's needs.

Also, in recent years, many companies have a tough time coming up with good new platforms as Start-up is rapidly increasing.

Additionally, drastically changing customer's needs have also intensified market competition.

Thus, companies need highly expertise advisory and consulting teams that offer unique capability solutions.

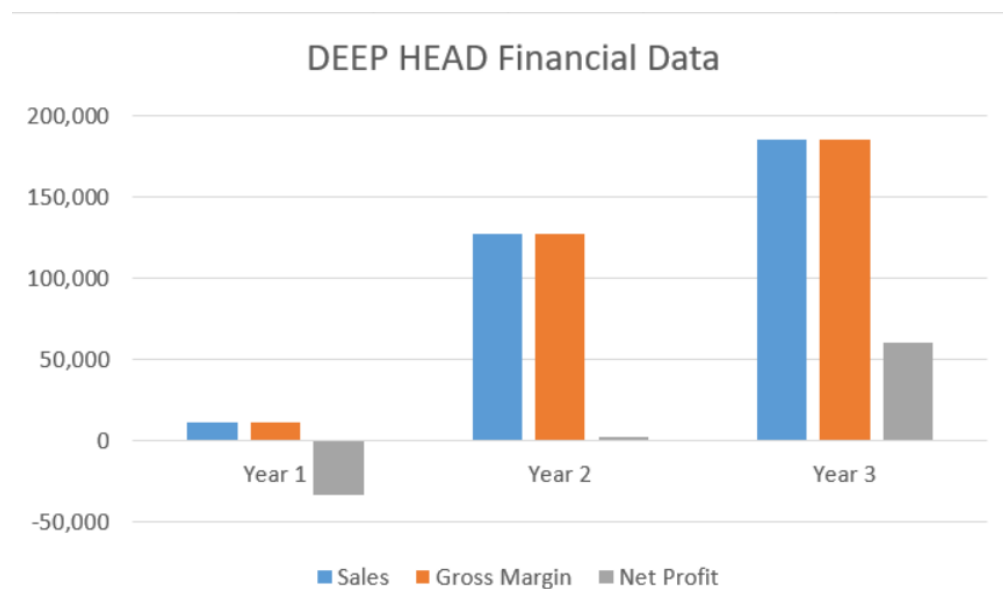
Market Size



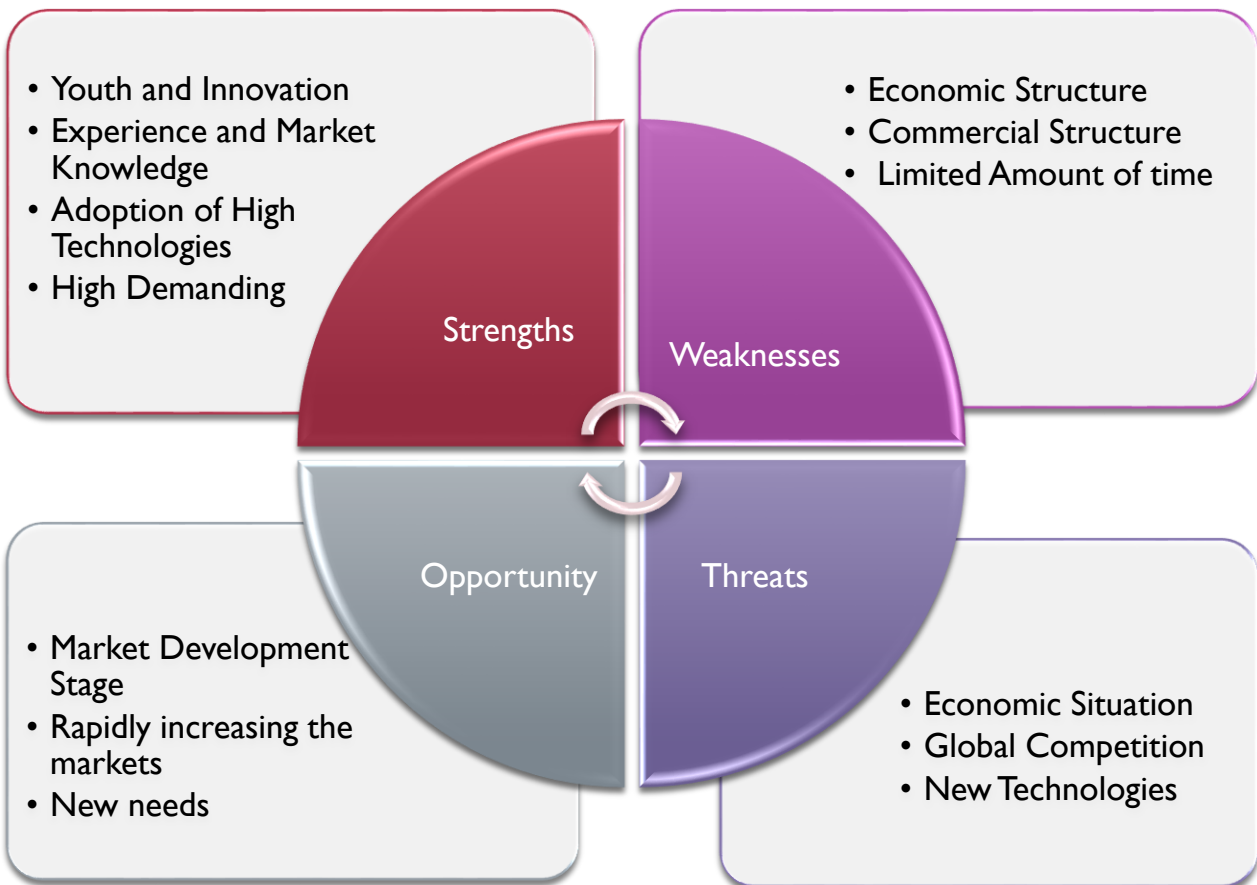
1.3 Financial data

Deep Head predicts that the fixed expenses will be \$44,437 during the rest of this year 2020 from September to December; however, Deep Head's break-even from Year 2 will at least be \$125,237.0 or higher. To reach break-even, Deep Head will be required to make a profit more than \$125,237.0. The company forecasts that when the company's marketing is successful, the company's gross profit could be over \$127,600 and \$185,600 during Year 2 and Year 3 respectively.

However, as the company is a small business just starting, the anticipation could differ as the company is not likely to earn solid profits for a few years.



1.4 SWOT ANALYSIS



1.5 Mission Statement

To have our best connection with clients, we are not to focus on technologies but on you.

1.6 Vision Statement

The happier clients are, the more successful we are.

1.7 Value Statement

- We are a global team that values diversity.
- We trust each other and have a good time succeeding together.
- We create sustainable growth.

2. Environment and Industry Analysis

2.1 Target customers

New platform businesses often face a long and tough journey from having a great idea to reaching the critical mass necessary for ignition and growth of platforms. Deep-Head Consultant team drives ignition strategies and tactics platforms with UI/UX design, SEO, and Development teams, and make connections with strategic partners and anchor clients. We work with established businesses that are launching platforms as well as venture-backed firms.

2.2 Competitors



Accenture: Consulting and implementation practice.



iOLAP: a strategic data consultancy specializing in Bigdata.



One Six Solutions: an information management and Software Engineering services provider.



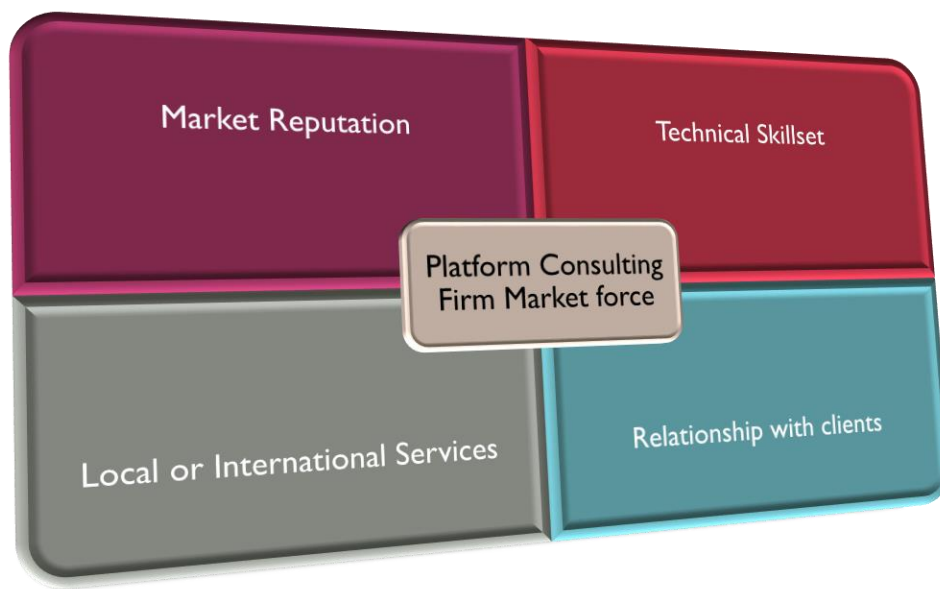
Dunn Solutions: a full-service information technology consulting firm.



Sirius: IT strategy including design, implementation, optimization and operations solutions for technical infrastructure.

The rapid rise of independent consultants is accelerated by freelancer portals such as Upwork, PeoplePerHour, Talmix and Comatch. These portals are connecting millions of professionals globally – for example, freelancers in Southern Asia with clients in Europe. This is eliminating the need for professional services companies to act as intermediaries, which for many consultancies was a lucrative part of their incumbent business.

2.3 Market forces

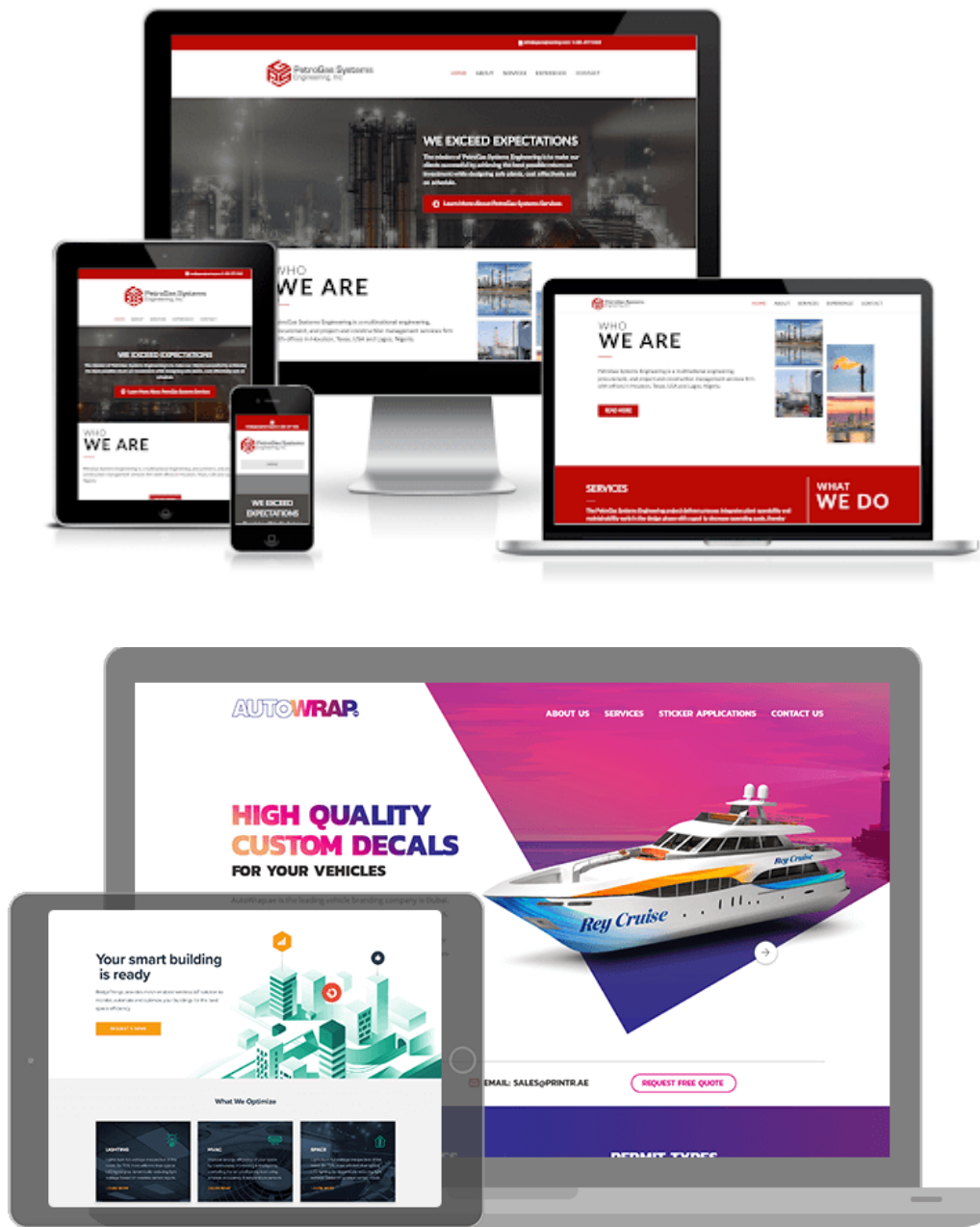


In Platform Consulting Firms, the analysis includes various parameters with but not limited to necessary technical skillsets, local or international clients, relationship with clients, and Market reputation

2.4 Product outlook and potential

We build fully responsible application platforms that has significantly increased 450% more traffics in general, and that lead 220% more profit to companies.

We do not solely develop platforms but also develop user experience and user's interests based on Bigdata that has a potentially effect on good relationship between Deep-Head and clients.



3. Products or Services

3.1 Does the solution satisfy the requirements of the target market?

Yes, it does. Because due to rapidly changing client's demands and customer's patterns, the team of dedicated Platform Consulting Service, We experts provide customized and flexible solutions to meet client management challenges.

3.2 Describe the look, feel, features, benefits, what makes it unique?



Our team is made unique by maintaining well-user interface and experience, increasing over double traffic and customers. Also, most importantly, we provide them the most suitable business platforms for client with unique business logos, well-design UI/UX and the business's needs in order to give them the best experience and results.

4. Compliance

4.1 Registrations, licencing, taxation and other legal requirements

4.1.1 Registrations

- ✓ **ABN Number:** ABN 33 111 444 555 11
- ✓ **A Business name:** Deep Head
The cost of registering your business name with the Australian Securities & Investments Commission (ASIC) is \$37 for 1 year or \$87 for 3 years.

4.1.2 Licensing

- ✓ **General Business Music License**
Require this licence for playing copyright music in our business

4.1.3 Taxation

- ✓ **Payroll Tax**
A state tax that is calculated on wages paid or payable
- ✓ **Employer Requirements/ Superannuation Guarantee**
 - pay superannuation for of all your employees
 - contribute to their preferred super funds if available

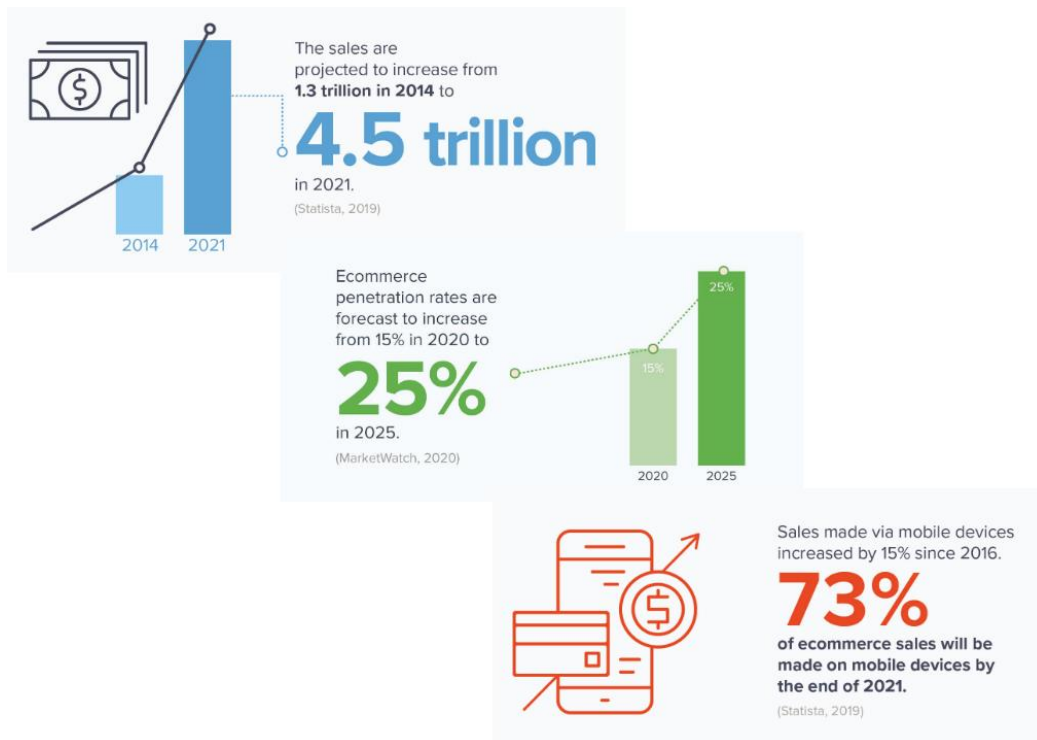
4.1.4 Legal requirements

- ✓ **Australian Privacy Principles**
Be required to comply with the Australian Privacy Principles (APPs) if you intend to handle or collect personal /sensitive information.
- ✓ **Fair Work Information Statement**
All employers covered by the national workplace relations system have an obligation to give each new employee a Fair Work Information Statement before.
- ✓ **National Employment Standards**
Employees covered by the national workplace relations system

5. Marketing, Research and Evaluation

5.1 Target market

Ecommerce/Online shopping has been increasing and online sales also have been constantly upward. Many experts predict that this tendency will continuously be growing as online shopping can be done by not only on PCs, but also on mobiles. Moreover, ecommerce is one of the fields non-face-to-face, and thus this type of business can be steadily maintained in this sort of occasion COVID-19.



5.2 Branding

We will create our brand based on our skills, such as website optimisation, website security, Google Search Console, tailor-made UI/UX for websites, and analysing customers preferences. We will promote our brand through websites and social media.

5.3 Unique selling proposition

We can state that the following skills make us special:

- Website optimization
- Website security
- Google Search Console
- Tailor-made UI/UX for websites

5.4 Look, feel, features

On our website, a client can find and feel:

- **Look:** logo, navigator, welcome text, booking calendar, services we provide, about us, team members, and context form
- **Feel:** quick response, friendly, stylish, dynamic components, clear and tidy arrangements of components
- **Features:** booking a meeting time, sending a message

5.5 Advertising and promotion

Our advertising and promotion will be conducted mostly on our social media page so that customers can easily approach our promotions and advertisements and our brand can broadly be spread through the internet.

5.6 Additional features

5.6.1 Social media link

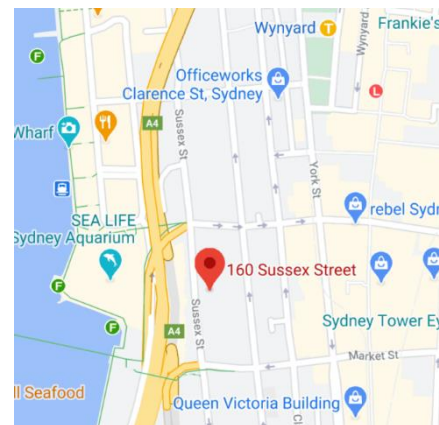


https://www.instagram.com/deep_head/

5.6.2 Location map/s

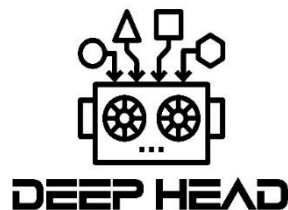
Address:

160 Sussex St, Sydney NSW 2000



5.6.3 Attractive graphics

Deep Head logo



6. Manufacturing & Operations Plan, Management Team, Timeline, Exit Strategy

6.1 Management Team

Deep Head management team is comprised of people with passion for the ICT industry, especially in Business Strategies (SEO) /Big data analysing /ICT management. Our philosophy is to focus on the client's needs. Chief Executive Officer(CEO), Chief Operating Officer (COO), Chief Technology Officer (CTO) and Chief Marketing Officer (CMO)



Jang, Duyoung

- Chief Executive Officer(CEO), Chief Operating Officer (COO)
- Academic Background: Victoria University Sydney Campus

He is responsible for strategy, vision and growth of the company and has the ability to rise above the daily details and decide where the industry and business are headed.



Kim, Insub

- Senior Full-stack developer / Senior manager
- Academic Background: Victoria University Sydney Campus

He is responsible for the development and architecture of Enterprise Web Applications and knows how collaboration and mutual inspiration

- Choose right technologies and patterns
- Makes software projects successful and solving
- Building and designing performance-critical applications



Lee, Sohwa

- Senior UI/UX Designer / Project manager
- Academic Background: Victoria University Sydney Campus

She is responsible for business development and advising clients in the area of UI/UX Design.

6.2 M&O Framework

The manufacturing and operations plan is following *Deep Head* M&O Frameworks.

All the location of facilities and required equipment and inventory control are detailed on M&O Framework which you can find on notice board.

In case you get contingency situation please follow the plan below;

Risk	Probability	Preparation	Response
Network Failure	High	Three redundant networks from different provider.	Switch to backup networks.
Power Failure	High	Two separate backup power systems based on fuel and battery from solar.	Switch to back power.
Core Equipment Failure	High	Maintain a cold backup of core equipment such as routers.	Install backup.
Facility Physically Unreachable	Low	Support the data center remotely as far as is possible.	Support the data center remotely as far as is possible.

6.3 System integration testing & data collection

▪ System Integration Testing

Deep Head usually test Software Requirements Data, Software Design Document, Software Verification Plan and Software Integration Documents.

Basically, we are following the high and Low-level requirements test and procedures which combine low-level modules builds that implement a common functionality. Once the test is passed, the build will be combined with other builds and will be testing until the system is integrated as a whole.

▪ Data Collection

Deep Head collect 4 type of data from customer.

- i. Personal data: Personally identifiable information such as Social Security numbers and gender as well as identifiable information such as IP address, web browser cookies, and device IDs (which both your laptop and mobile device have).

- ii. Engagement data: How consumers is involved with a business's website, mobile apps, social media pages, emails, paid ads and customer service routes.
- iii. Behavioral data: Transactional details such as purchase histories, product usage information and qualitative data.
- iv. Attitudinal data: Consumer satisfaction feedback, purchase criteria, product desirability.

6.4 Proposed timeline

Task Name	8-9 /20		10-11 /20		1-2 /21		2-3 /21	
Set up business plan								
Develop web application								
Launching Website								
Marketing								
Set up analytics								
Collecting feedback & reflect								

6.5 Overview of the Exit Strategy

If *Deep Head* got cases below,

- Declined: such as Bankruptcy, Rendered obsolete)
- Death
- Disability: It could make financial strains which could affect the business.
- Divorce: It may ruin the partnership
- Departure

Deep Head will place our business on the *open market* to sell the business.

Reason:

- Will be attractive to buyers and sell quickly.
- Assets and goodwill can be incorporated and maximizing the return

7. Financial Plan

7.1 Start-up Costs

A Sources and Uses of Funds describes from where a company is borrowed their money and been invested and how they spend money.

Start-up Costs	
Sources of Funds	
Debt:	
Term loans	\$0
Refinancing of old debt	\$0
Lines of credit	\$0
Line 1	\$0
Line 2	\$0
Mortgage	\$0
Equity:	
Investments	\$0
Total Sources:	
	\$0
Uses of Funds:	
Property	\$0
Inventory	\$0
Equipment (itemise)	\$0
Working capital	\$ 9,000.0
Cash reserve	\$0
Total Uses:	\$ 9,000.0

We have not borrowed or been invested any money, but have only a starting capital of \$9,000.

7.2 Income statement

An income statement, or profit and loss statement (P&L), or statement of operations presents not only the business's revenues, expenses, and profit for a specific period of time, but also whether the business is profitable during that period.

From January to August in 2020

Income Statement			
	Year 1	Year 2	Year 3
SALES:			
1. Websites	\$ 4,000.0	\$0	\$0
2. Mobile Apps	\$ 3,000.0	\$0	\$0
3. Web + App	\$ 4,600.0	\$0	\$0
TOTAL SALES REVENUES	\$ 11,600.0	\$0	\$0
Cost of Goods Sold:			
1. Websites		\$0	\$0
2. Mobile Apps		\$0	\$0
3. Web + App		\$0	\$0
TOTAL COST OF GOODS SOLD	\$0	\$0	\$0
GROSS PROFIT	\$ 11,600.0	\$0	\$0
Expenses & Costs			
Variable:			
Payroll	\$ 38,400.0	\$0	\$0
Registration Business name	\$ 37.0	\$0	\$0
Semi-variable:			
Marketing	\$ 6,000.0	\$0	\$0
Payroll tax	\$0	\$0	\$0
Internet	\$0	\$0	\$0
Fixed:			
Lease	\$0	\$0	\$0
Total Expenses & costs	\$ 44,437.0	\$0	\$0
EBITDA	\$ (32,837.0)	\$0	\$0
Depreciation	\$0	\$0	\$0
Amortisation	\$0	\$0	\$0
EBIT	\$ (32,837.0)	\$0	\$0
Interest	\$0	\$0	\$0
EBT	\$ (32,837.0)	\$0	\$0
Net Operating Loss	\$ (32,837.0)	\$0	\$0
Income Tax Expense	\$0	\$0	\$0
NET INCOME	\$ (32,837.0)	\$0	\$0
Net Profit Margin (%)	\$0	\$0	\$0

We expect that the **total sales revenues** would be \$11,600: two websites (\$4,000), one mobile applications (\$3,000), and one websites and mobile applications (\$4,600), and the total **operating expenses** would be \$44,437: Payroll (\$38,400), Registration business name (\$37 per year), and Marketing (\$6,000).

EBITDA (Earnings before Interest, Taxes, Depreciation, and Amortisation)

- **EBITDA** = Operating Profit (EBIT) + Depreciation + Amortisation
→ $- 32,837 + 0 + 0 = - 32,837$

EBIT (Earnings before Interest, and Taxes)

- **EBIT** = Revenue – Cost of Goods Sold – Operating Expenses
→ $11,600 - 0 - 44,437 = - 32,837$

EBT (Earnings before Interest)

- **EBT** = EBIT – Interest
→ $- 32,837 - 0 = - 32,837$

Net Operating Loss = $- 32,837$

Net Income

- **Net Income** = EBT – Income Tax Expense
→ $- 32,837 - 0 = - 32,837$

7.3 Cash flow projection

Cash flow represent how the amount of cash is generated and spent within a particular period of time.

Cash Flow				
	Year 1	Year 2	Year 3	
CASH FLOW FROM OPERATIONS				
Net Income (Loss)	\$ (32,837.0)	\$0	\$0	
Change in working capital	\$0	\$0	\$0	
Depreciation	\$0	\$0	\$0	
Net Cash Flow from Operations	\$ (32,837.0)	\$0	\$0	
CASH FLOW FROM INVESTMENTS				
Investment	\$0	\$0	\$0	
Net Cash Flow from Investments	\$0	\$0	\$0	
CASH FLOW FROM FINANCING				
Cash from equity	\$0	\$0	\$0	
Cash from debt	\$0	\$0	\$0	
Net Cash Flow from Financing	\$0	\$0	\$0	
SUMMARY				
Net Cash Flow	\$ (32,837.0)	\$0	\$0	
Cash at Beginning of Period	\$ 9,000.0	\$ (23,837.0)	\$0	
Cash at End of Period	\$ (23,837.0)	\$ (23,837.0)	\$0	

Net Income (Loss) (-\$32,837) is from the Income statement. Assume that we might not be received any investments, and might not own any equity and long-term debt. The total Net Cash Flow would, therefore, be - 32,837: the sum of Net Cash Flow from Operations, Net Cash Flow from Investments, and Net Cash Flow from Financing. As we have a starting capital of \$9,000, the Cash at End of Period will be: $-\$32,837 + 9,000 = -\$23,837$.

7.4 Balance Sheet

A balance sheet shows an organisation's assets, liabilities, and equity at a particular time period.

Balance Sheet				
	Year 1	Year 2	Year 3	
ASSETS				
Current Assets				
Cash	\$ (23,837.0)	\$ (23,837.0)		\$0
Accounts receivable	\$0	\$0		\$0
Inventory	\$0	\$0		\$0
Total Current Assets	\$ (23,837.0)	\$ (23,837.0)		\$0
Fixed Assets				
Vehicles	\$0	\$0		\$0
Equipment	\$0	\$0		\$0
Depreciation	\$0	\$0		\$0
Net fixed assets	\$0	\$0		\$0
Other Assets				
Goodwill	\$0	\$0		\$0
License				
Adobe	\$ 464.0			
Website Hosting	\$ 129.6			
Jira	\$ 541.0			
Zeplin	\$ 174.5			
Sketch	\$ 146.0			
Cloud	\$ 568.1			
Total Other Assets	\$ 2,023.2	\$0		\$0
TOTAL ASSETS	\$ (21,813.8)	\$ (23,837.0)		\$0
LIABILITIES & EQUITY				
Debt	\$0	\$0		\$0
Accounts payable	\$0	\$0		\$0
Total Liabilities	\$0	\$0		\$0
Share Capital	\$0	\$0		\$0
Retained earnings	\$ (21,813.8)	\$0		\$0
Total Equity	\$ (21,813.8)	\$0		\$0
TOTAL LIABILITIES & EQUITY	\$ (21,813.8)	\$0		\$0

Cash (-\$23,837) is from Cash at End of Period in Cash Flow. The total amount of Licenses would be 2,023.2. The Total Assets, The Retained earnings, and The Total Equity and Total Liabilities & Equity would be -\$21,813.8 each.

7.5 Break-even Analysis

A Break-even Analysis is conducted to calculate the amount of money that we require to make profits after paying all expenses.

Break-even analysis		
1. Total sales	\$	11,600.0
2. Fixed costs	\$	44,437.0
3. Gross profit	\$	11,600.0
4. Gross margin as percentage of sales (line 3/line1) %		100%
5. Break-even sales (line 2/line 4)	\$	44,437.0
6. Profit goal	\$	53,324.4
7. Sales required to achieve profit goal [(line 2+ line 6)/line 4]	\$	97,761.4

We set our profit goal: Total operating expenses + (Total operating expenses*0.2)

As our total operating expenses are anticipated as \$44,437, our profit goal is \$44,437 + (\$44,437 * 0.2), which is \$53,324.4.

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