

DUPUY Samson

FERRY Lucas

SCHOTT Lilian

Nfté-Téléphones Business Plan

CONFIDENTIAL

[27/04/2022]

Table of content

1 Summary	3
2 The company	3
3 Products and services	3
4 Market research.....	4
4.1 Concurrents and market segmentation	4
5 The strategy	5
5.1 Project's Goal	5
5.2 Fidelity programm.....	5
6 Financial plan.....	5
6.1 Sales record	5
6.2 Project's Cost.....	5
6.3 Sales previsions	6

1 Summary

Nfté-Téléphones is a very young company in the field of telephone sales. Our company offers telephones for sale to individuals visiting our stores.

During the year 2022, we achieved a turnover of 4.5 million euros, moreover this figure has only grown since the creation of the company in 2018.

The new project of our company is the creation of a website in order to be able to sell our phones also in areas where our store is not located, moreover as we did not offer this functionality before, it will be profitable very quickly. This is why we are looking for 250,000 euros in order to be able to create this site.

2 The company

Our company Nfté-Téléphone therefore offers for sale telephones of various brands and at very varied prices and was created by a former bank manager wanting to get into the telephone business. First of all we started with a website allowing to see the products that we offer in our stores but it is not possible to proceed to the purchase of the products via this website that is why the company would get a good benefit from using a new website allowing it.

Nfté-Téléphones is still managed by the company's founder, Lilian SCHOTT, and today has 10 employees.

Our company also has 2 shareholders who are Samson DUPUY and Lucas FERRY.

3 Products and services

Our society offers telephones of all types like:



Nokia 3310



Iphone 11

our clientele is very varied because we see people of all ages and origins in our stores, but mainly people living near our points of sale. This allows us to easily take care of missing stocks in stores and thus refill them.

4 Market research

The main competitors of our company having exclusively given itself as a field of sale of telephones of any brand are few because we only count two of them:

- BestMobile (<https://www.meilleurmobilite.com/>)
- Rapid Purchase (<https://www.rapide-achat.com/>)

In order to surpass our competitors and become the leaders in this field of sales, we need to reach even more customers and for this the use of this new website will be essential and certainly beneficial to us.

5 The strategy

5.1 Project's Goal

The new project of our company is therefore to create a new website which will allow the customer to be able to directly buy one of our products from the site in question, which is not possible with our current site. In addition, the use of this new website would allow us to increase the area of action of our company by also reaching new customers, which will certainly increase our turnover.

6 Financial plan

6.1 Sales record

The company has a sales record of 4,5 millions euros as of 2022. It is in constant growth since its creation in 2018.

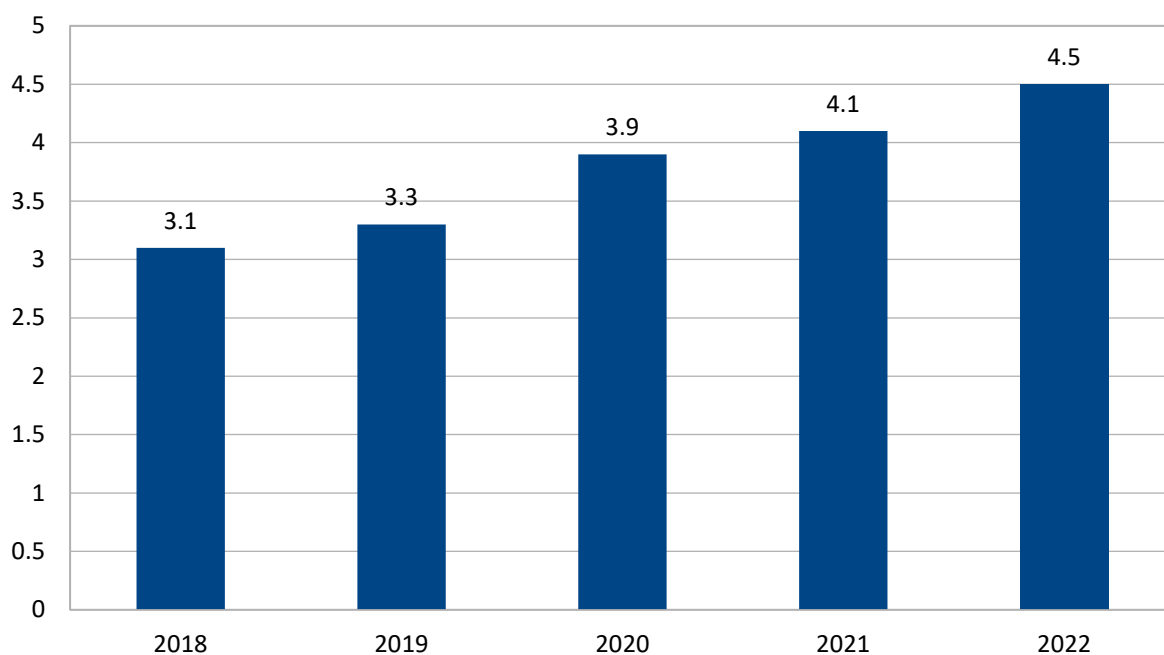
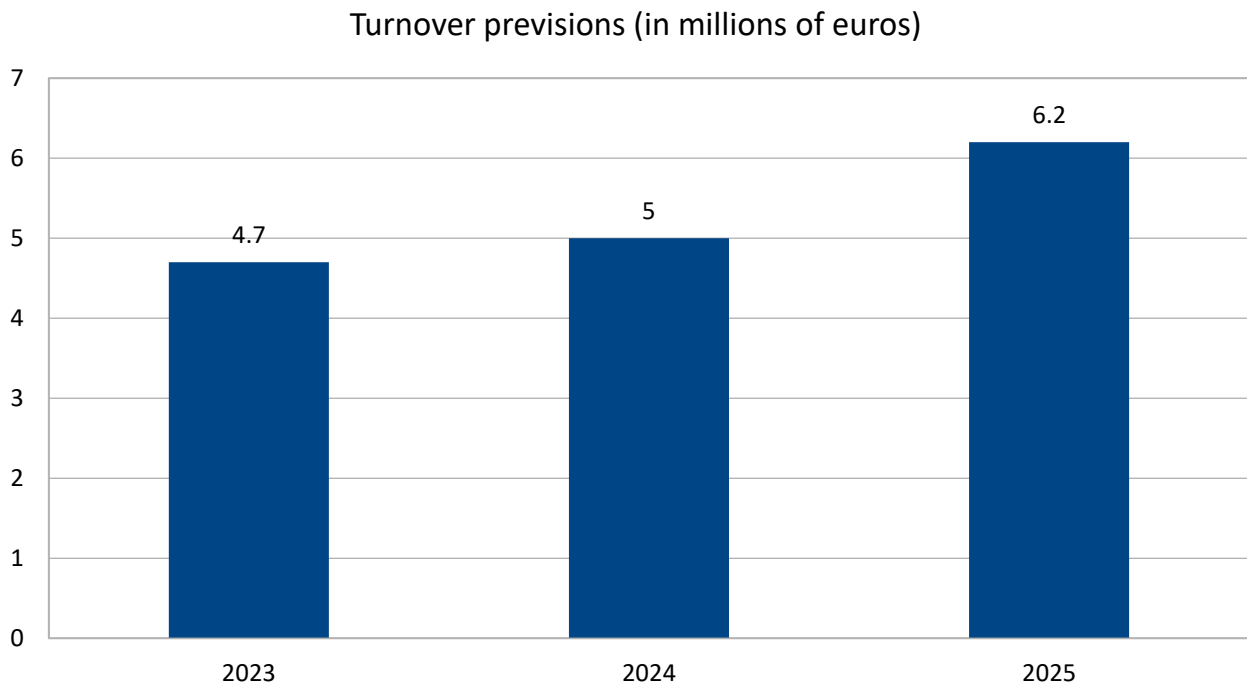


Figure 1: turnover per year (in millions of euros)

The graph helps us to see that our company has been making continuous profit since its inception.

6.2 Sales previsions

The new market that we seek to reach thanks to this website will allow us to greatly increase our turnover even if for this the forecasts that we have made show us that it will be necessary to wait at least 2 years before really seeing the benefits. provided by the website.



6.3 Project's Cost

The budget granted to the company responsible for creating the website is 250,000 euros. This sum is explained by the cost of purchasing services for the creation of the site but also in the purchase of equipment allowing optimal use of the new website as well as the structure necessary for the storage of the site on a server which will be installed in our main store located in Belfort.