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| --- | --- | --- | --- | --- | --- |
| UASD/ 2018-10 / 329/ Ferreiras. | | 2402 | | A02 | |
| NOMBRE | Luis | MATRICULA   |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | 1 | 0 | 0 | 2 | 6 | 0 | 6 | 6 | 0 | | | |  |
| APELLIDO | Mateo |
| SECCIÓN |  | |

**TEMA:** Teoría Organizacional

**REQUERIMIENTOS**

Generar una idea de un negocio y escribir **su Plan de Negocios;** Usar la plantilla en el archivo **“Business-Plan-Template.PDF”**, enviada conjuntamente con éste documento; Debe incluir Valores, Visión, Misión, Metas, Objetivos. SUGERENCIA: Convertir el PDF a Word para trabajar sobre la plantilla.

**ENTREGA**

**FECHA:** 24-FEB-2018 **HORA:** <= 2400 **LUGAR:** felix.ferreiras@gmail.com

**FORMATO:** Archivo PDF conteniendo como cubierta esta hoja con sus datos llenos, también en fuente Calibri 12, a un espacio entre líneas, identificadas cada pagina en la esquina superior derecha con su matricula y nombre, y con el número de hoja en el formato X de Y.

El nombre del archivo es: 329-A02-<su matricula>.PDF; **Ejemplo :** 329-A02-1234743173.PDF

El nombre del asunto en el correo es: 329-A02-<su matricula>; **Ejemplo:** 329-A02-1234743173

(-\_-) : Si usted no cumple con estos requerimiento su trabajo no es recibido.

**IDIOMA:** español.

<<COMPANY LOGO>>

<<AdMinistration>>

BUSINESS PLAN

*<<Prepared by:Luis Mateo>> <<Date>>*

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### Visión

Que la publicidad se manejada de manera sutil y eficaz en todas partes.

### Misión

Crear y promover las marcas de nuestros clientes de la manera más eficiente posible.

### Metas

Mejorar la percepción que tienen los usuarios de la marca, con una estrategia basada en transparencia y entretenimiento se puede conseguir.

### Objetivos

Mejorar la forma en que la publicidad llega a los consumidores.

# Confidentiality Agreement

The undersigned reader acknowledges that the information provided in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of <<*Luis Mateo*>>.

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information that is in the public domain through other means, and that any disclosure or use of this confidential information by the reader may cause serious harm or damage to <<*Company*>>.

Upon request, this document is to be immediately returned to <<*Luis Mateo*>>.

LMMS

Signature

Luis Mateo

Name (printed)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date

This is a business plan. It does not imply offering of securities.

## 1. Executive Summary

<< Introduce promoters here, and the reason you are now preparing this Business Plan.

This section should not be completed until the business plan is written. It will highlight all milestones in the company’s development over the next five years. It should sum up the following areas:

* Purpose of the plan
* Product or service and its advantages
* Market opportunity
* Management team
* Track record, if any
* Financial projections
* Funding requirements

Financial projections should be summarized and highlighted. The following format is suggested as a guide:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Year 1** | **Year 2** | **Year 3** |
| **Sales** |  |  |  |
| **Exports** |  |  |  |
| **Net Profit before Tax** |  |  |  |
| **Investment** |  |  |  |
| **Employment** |  |  |  |

!Remember that potential investors often make a provisional judgement based on the executive summary, and that their decision to read the main body of the business plan will depend on the information presented here. The appendices at the back of the plan contain more detailed information to support the main text of the business plan. >>

## 2. Company Description

### Promoters and Shareholders

* Luis Mateo

### Advisors

* Armando paredes Cell.12345687
* Aquiles bailo Cell.12354789

### Products and services

* Administración de marcas
* Creación de marcas
* Planes publicitarios

**Long Term Aim of the Business**

<< State the long-term aim of the new business. >>

### Objectives

<< State the specific milestones to be achieved by the company over the next five years (sales, exports, employment, product development, etc.). >>

### SWOT Analysis

|  |  |
| --- | --- |
| **Strengths**  • Mercado en crecimiento. | **Weaknesses**  • Salarios bajos |
| **Opportunities**  • Aparición de nuevas empresas. | **Threats**  •Competidores nuevos.  • Las personas quieren cosas nuevas constantemente . |

>>

## 3. Market Analysis

La empresa se instalará en Santo Domingo, por lo que actualmente solo va a prestar

servicio dentro del panorama nacional, sin descartar cualquier oportunidad que

pueda considerar atractiva que llegue a través de la página web o vía email

proveniente del ámbito internacional.

### Target Market

El producto está dedicado a las microempresas hasta las grandes empresas, ya que en República Dominicana el porcentaje de negocios de entre 1 y 9

trabajadores es del 42.3% del total de empresas.

### Total Market Valuation

El 45% de los negocios solicita servicio de publicidad contratan servicios publicitarios mientras que el 30% piensa en implementar y el 25% no considera viable invertir en publicidad esto nos permite tener una amplia oportunidad de desarrollo desde el punto de vista de todos nuestros servicios.

### Target Company revenue

|  |  |
| --- | --- |
| **Competidor** | **Ingresos 2016 (Miles)** |
| Markentsyng | 500$ |
| Metapub | 450$ |
| Adcore | 430$ |
| Contectate | 400.$ |

### Market Trends

El continuo avance de lo digital hace que cada día surjan nuevos actores y fuentes susceptibles de controlar una parte nueva, así en un entorno donde todo puede ser medido, también nos encontramos con fuentes como:

* Google Trends
* Google Analytics
* Google Bloggers Tools
* Alexa
* Quantcast

### Profile of Competitors

* Administración de marcas
* Creación de marcas
* Planes publicitarios

### Competitive Advantage

Se destaca la preocupación por el cliente y por conseguir lo que el cliente desea. Una frase que estaría dentro de este posicionamiento sería “Si no está satisfecho, le

devolvemos el dinero”. Se quiere convertir este trato y atención como seña de

identidad, que cuando el cliente escuche la marca de la empresa la relacione con

calidad de servicio.

### Benefits to Clients

* Ahorrar tiempo.
* Aumento de las ventas
* Una apariencia más distinguida
* Reconocimiento,

## 4. Marketing/Sales Strategy

### Marketing Strategy

El producto será percibido por el mercado como un servicio de calidad y cercanía con el cliente, donde impera el buen trato y una estrecha relación para poder prestar el mejor servicio respecto a sus necesidades. Aun así, no se utilizará un nivel de precios elevado para diferenciarse, sino que se quiere conseguir con el propio servicio.

### Revenue Sources

|  |  |  |
| --- | --- | --- |
|  |  | Beneficios |
|  | Products | 150 |
| • | Services | 100 |
| • | Licenses | 25 |
| • | After sales | 90 |
| • | Upgrades | 50 |

### Sales Strategy

La base de nuestra estrategia será que mientras mas tiempo de contratación compre con nosotros mas económico será el servicio que le ofreceremos.

### Marketing and Communications Strategy

* Pagina de facebook
* Cuenta de Instagram
* Cuenta de twitter

## 5. Research and Development

### Technology Roadmap

<< Show the intended future development of your product or service, i.e., changes to meet future market demands, adaptations to international markets, or upgrades. Also detail plans for new products or services to add to the range.

Include

* Team/Department structure
* Methodology
* Platforms used
* Milestones to be achieved
* System Overview Diagram>>

### Research and Development

<<

**Technical Partners**

N/A

### IP, Patents, Copyrights, Brands

N/A

## 6. Staffing and Operations

### Management (including Board) Organization Chart

<< Include a diagram of the way in which the management of the new venture will be organized. This should show the areas of responsibility of each manager and the employees to be taken on over the next three years. >>

### Staffing

<< State what employees will be taken on over the next three years, with which skills, in which areas of the business. >>

### Training Plans

<< Outline the planned employee and management development to be undertaken in order to maintain a skilled workforce. This should also tie in with the future market developments and any new product or service developments. >>

### Operations

<< State the physical requirements of the business:

* Premises
* Equipment
* Production facilities
* Infrastructure
* Communications facilities
* Costs involved
* Suppliers >>

## 7. Financial Projections

|  |  |
| --- | --- |
| I Key Assumptions | p |
| II Profit and Loss Accounts | p |
| III Balance Sheets | p |
| IV Cashflow | p |

### Requirements for Preparation of Projections

N/A

### *I Key Assumptions*

<< This section reviews the key assumptions used in the financial projections. It is a guide to explain how key figures in the financial projections were arrived at. Included here should be items such as:

* Income sources
* Number of employees projected for each year and their intended salaries
* Projected investment in equipment and materials
* Projected R&D costs
* Depreciation allowed for
* Expected rent and rates charges
* Creditor days expected and debtor days allowed
* Expense calculations

This section should be brief and to the point. Further detail regarding these items can be placed in the Appendices. >>

### *II Profit & Loss Accounts*

<< Attach here projected profit and loss accounts for the first three years of the company’s operations. >>

### *III Balance Sheets*

<< Attach here projected balance sheets for the first three years of the company’s operations. >>

### *IV Cashflow*

## 8. Sales Pipeline

Table as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name of Customer | Size of Deal | Date PO expected | Probability % Getting Sale | of |
| Pedro Perez | 5 years | 12/3/2018 | 70% |  |
| Maria Mendez | 2 years | 25/5/2018 | 50% |  |
| Jose Jaquez | 3 years | 3/4/2018 | 80% |  |
| Carlos Caceres | 6 month | 7/3/2018 | 90% |  |

## 9. Funding Requirements

**Sources:**

Luis Mateo aportara el 100% de los fondos necesarios.

**Required for:**

* Equipos
* Local
* Personal

## 9. Appendices

<< This section is used to provide the detailed data on which the main text of the business plan is based, and to provide extra information of interest to the readers of the business plan. Items for inclusion in appendices vary from business to business, but normally include some of the following:

* Promoters’ CVs
* Detailed financial assumptions
* Most recent Company Audited Accounts
* Share Cap table and Investment history
* Term Sheet from Potential Investors
* Detailed market research findings
* Promotional literature
* Product or service information
* Details of company website
* Testimonials or letters of intent from customers >>