**The Title of the Seminar Paper (e.g. Business Plan for...)**

Course „Business Models“

**TEAM**

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**WSEI**

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**Content of the seminar paper:**

***Introduction***

1. **Title Page**
   * Project name
   * Logo



* + Contact information

Poland, Lublin, Junoszy Street 24/18, 20-057

+48 570 870 422 – Rostyslav

* + Headquarters of the company

Poland, Lublin, Junoszy Street 24/18, 20-057

Ukraine, Dnipro, Kawerina 104/1, 49008

* + Information about entrepreneur

1. **Executive Summary**

This business plan is about organization of business for the development and implementation of corporate software of the form:

* “Enterprise Resource Planning (ERP) - an information system for enterprise resource planning; “
* Customer Relationship Management (CRM) —information system for customer relationship management;
* “Automated auto service system.

1. **General Company Description**
   * Basic Company Information
     + Kind of business and industry

This project involves the creation and development of business development software for clients in the most significant segments of the market:

Enterprise Resource Planning (ERP) is the most complex class of products for corporate clients, providing integrated production planning and all types of enterprise resources.

Customer Relationship Management (CRM) is an application software for organizations designed to automate the strategies for interacting with customers, in particular, to increase sales, optimize marketing and improve customer service by storing customer information and history of relationships with them, establishing and improvement of business processes and subsequent analysis of the results.

The main area of our activity is the development, implementation and service of software for automotive services, as well as the development and production of software and hardware based on new information technologies.

This industry is quite young for the Ukrainian and Polish market and therefore most companies lack professional software.

Thus, our company carries out its activities in the most dynamic area - the IT software sector.

We plan to provide the following range of services:

* software creation and adjustment;
* implementation of integrated services related to the implementation and activities of software.
  + - Legal subjectivity

IService LTD will be managed by working partners. The company, because of its small size, will function more as a partnership than a corporate organization, in the early stages. That’s why it will be simple to communicate with and support one another.

* + - Company ownership / management

Ownership:

Tetiana and Rostyslav are residents of Ukraine, currently live in Poland. Assel is a resident of Kazachstan and she also lives in Poland. Tetiana has Bachelor’s Degree in International Relations, Assel is an English translator and Rostyslav has Bachelor’ degree in Programming and he is also an engineer of programming development.

Supposed staff:

This business requires a very high level of knowledge, analytical ability and expertise. Consultants will necessarily be involved in the fulfillment of the core business proposition, providing the expertise to the clients. For the beginning our company will involve five to six programmers (special skills: JAVA, MySQL, HTML, Javascript, CSS, PHP) , one or two consultants and an office manager. Later, we intend to add more programmers, consultants, and sales staff.

* + - Starting a business
    - Location

The main two offices will be located in Ukraine and Poland. The creation of the software itself, its development, promotion, testing, and first sales will take place in Ukraine, since this country has more highly qualified specialists in this field, and also has a large number of graduates and freelancers who have a much lower salary than in European Union.

* + - Property, equipment and facilities

Property: office or building in Ukraine in Dnipro.

Equipment:

8 computers HP 250 G6 15,6" Intel® Core™ i5-7200U - 8GB RAM - 256GB Dysk - Win10 Pro,

2 smartphones (Samsung)

IT server Asustor AS6204T

* + - Relevant History (Significant Milestones, Achievements)

At the moment, a trial version of the software in the language C#.net has been created. Also we found the first client, who is ready to test the trial version of the program.

* + Vision
    - Mission (statement)

IService offers owners of small and large service station businesses, a reliable, high-quality business program, as well as professional and managerial development. Our mission is to help clients streamline the clint base, facilitate the management of business by optimizing and automating the work of all departments, maintaining accountability and statistics, and improving interaction with customers.

The company views each contract as an agreement between partners who want to establish close and mutually beneficial long-term relationships. IService company should also be able to maintain a financial balance and increase the value of its customers.

* + - The stage in which the company is located
    - Company goals and objectives

Our goals:

* Creating unique software for service station businesses;
* Justification of the economic efficiency of the project;
* Attraction of financing.

IService Company's objectives for the first three years of operation include:

* Creating perfect working software for service station businesses;
* Translation of a program into English and Polish;
* Formation of a creative work environment that will bring people with diverse interests and backgrounds together.

The financial objectives for IService over the next three years are to:

* Achieve sales revenues of approximately $70,000 by end of year one.
* Achieve sales revenues of approximately $160,000 by year three.
* Achieve a client mix of 60% large business/40% small business per year.
* Hire sales manager and an accountant by end of second year.
  + - Realization plan for the start-up phase
* At the initial stage it is planned to test the program in “real world”,
* attract investment,
* find potential competitors and analyse their products,
* find potential clients.
  + - Future development of the company
  + Partners
* Naming strategic partners
* Potential partners
* Contribution of cooperation
  + Investor
    - Claims, form of cooperation (hidden partner, executive, co-owner...)
    - Financial / strategic aid amount of the investment versus share

1. **Product / Service Description**
   * Service / product description
     + Name and Describe Products / Services (main features)
     + Improvements to existing services or a brand - new discovery
     + Market needs and problems
     + Saturation needs and benefits for the customer
     + Feedback from customers
     + Customer's reason for buying
     + Future products (future strategy, stage of development, and relationship between development and market needs)
   * Competitive comparison
     + General comparison of products with competitors
     + The strengths and weaknesses of products
     + Specific features (differentiation from competition)
     + Unique and competitive advantage (price, quality, service…)
   * Technology
     + Technology (for projects in contact with technology only):
     + Technological products
     + Technology Affecting Product (Manufacturing Processes)
     + Technology as a source of competitive advantage
     + Security (patents, licenses, utility models)
2. **The Opportunity, Industry & Market Description**
   * Customer analysis
   * Industry analysis
   * Market analysis
   * Competitive analysis
   * Supplier analysis
3. **Strategy and Implementation**
   * Goals
   * Choice of a suitable strategy
   * The way the strategy is implemented
4. **Team: Management and Organisation**
   * Determining the organizational structure
   * Advantages/disadvantages of the team members
   * Management system
   * Team characteristics
5. **Marketing Plan**
   * Marketing mix
   * Marketing budget, costs
   * Implementation (schedule, steps)
6. **Operational Plan**
   * Locations and facilities
   * Operating methods/procedures
   * Operating cost projections
7. **Financial Plan**

* Embedded capital
* Start up costs
* Cost of product / service
* Other costs
* Resource Strategies - Strong vs. weaknesses
* Business Income - Margin
* Prerequisites for financial statements and indicators
* Estimated profit and loss statement
* Estimated cash-flow statement
* Estimated Balance Sheet
* Financial Indicators - Turnover Breakdown, Profitability Indicators, Liquidity, Activity, Debt, and More ...

1. **Business Model Explanation – CANVAS** (working with the 9 blocks continuously)
   1. Customer Segments: who your customer is and what problems the product solves
   2. Value Proposition: the product/service, its features and benefits or uniqueness vs. competition; size of the market opportunity; and the MVP or minimum viable product that best illustrates the product as quickly as possible to elicit customer feedback early
   3. Channels: how you’ll distribute and sell your product
   4. Customer Relationships: how you’ll create demand
   5. Revenue Streams: revenue and profit sources and size
   6. Key Resources: suppliers, commodities, or other essential elements of the business
   7. Key Activities: the tasks the company must perform to succeed
   8. Key Partnership: other enterprises essential to success of the business
   9. Cost Structure: the fixed and variable costs required to operate your business

***Conclusion***

***References***

***List of tables (if included)***

***List of graphs (if included)***

***Attachments***

**Text formatting:**

Font: Times New Roman, normal, size 12

Line of text: 1.0 lines

Alignment of text: in block, indentation the first paragraph paragraph of 1.25 cm, the headings are written without reflection from the left margin, but with one line

Tables, charts, diagrams: In the text or in the Attachments, it must contain a concise name, order and source of information

Margins: Common MS Office settings