

# APS



## Business Plan

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## **Executive Summary**

APS is a company that provides autopilot vehicles, mainly cars, adjusted for driving on roads in Serbia. We offer vehicles from four Korean producers: KIA, Daewoo, Hyundai and SsangYong, with built-in autopilot software. Our products have improved system for identifying and avoiding holes on roads, side-line tracking and cruise control system for maintaining distance from other vehicles.

Main idea is to provide a possibility to a large number of people to use autopilot vehicles, and also provide a possibility to people incapable of driving to use vehicles at all. This idea may also be a stimulus for other countries to follow our example.

## **Business Description & Vision**

Mission statement of APS is to encourage more people in Serbia into using autopilot vehicles and to provide possibility to people incapable of driving to use vehicles at all.

APS started as a small project, with imported cars from only several models of four Korean producers and with only three system upgrades. We concentrated on doing best on a small set. Main focus was on safety and as relaxed driving as possible. We achieved those goals, which is confirmed by excellent scores on very rigid tests and extremely big percent of satisfied customers. Now, we plan to expand our business on more vehicles, more software improvement and more counties, but keeping focus on our main principles: safety and as relaxed driving as possible. In near future, we plan to sign more contacts with car producers, in order to provide our customers with better selection of models and to keep working on our autopilot software possibilities. Several ideas are in consideration process. In more distant future, we dream on expanding our market on entire Europe, and then on the entire world, by focusing on undeveloped countries with similar problems.

## **Definition of the Market**

APS makes its contribution mainly in automotive industry, electrical and computer engineering, and Internet technology. We unite with global influential car and software producers, such as Hyundai or Tesla, and create world-class autopilot software, by combining their great possibilities and improving its defects regarding safety and compatibility.

Serbian roads are in extremely bad condition, due to numerous holes on the roads, inadequate marking, road signs and poor lighting of individual sections. This greatly complicates the use of autopilot vehicles. Therefore other autopilot inventors do not provide proper safety and use-case covering. That is why people in Serbia are discouraged to use autopilot vehicles.

To people with disabilities regarding sight and movement, is extremely difficult to drive motor vehicles on the roads in Serbia. Statistically, they are very discouraged to use it. Based on data, provided by Association for the Blind and Visually Impaired and The funds of a Special Disability Trust, only 5% of these people engages into using motor vehicles.

Our product is intended for all people that enjoy and/or need to drive. Based on statistics described above, there are two main target groups:

- People who want to drive without effort
- People with disabilities, that cannot drive otherwise

## Description of Products and Services

APS main product, and only one currently available for purchase is: car with built-in autopilot software.

We offer nineteen different car models from four Korean car producers. Currently available for purchase are:

- KIA (Rio, Picanto, Forte, Optima, Sportage)
- Hyundai (i20, i30, Elantra, Sonata, Veloster turbo, Genesis coupe)
- Daewoo (Kalos hatchback, Kalos sedan, Nubira, Lacetti Premiere)
- SsangYong (Chairman, Tivoli, Rexton SUV, Actyon)

We have improved three autopilot navigation systems, and installed them into each model. Now every product has following properties and abilities:

- System for damage recognition can detect and avoid road damages off any size and types.
- System for side-line following can maintain required distance from each side-line in straight driving and in both left and right curves and turning.
- System for car distance can measure distance from both cars in front and behind and optimize speed to keep it constant.

## Organization & Management

APS is organized into four sections:

- Research and development
- Dissemination
- Sales and finances
- Management

Research and development section is built of five large teams, with several small subteams. Each subteam has software engineering, motor vehicles and internet technologies experts that work together in order to achieve tasks assigned to their team. Also, each team has a team leader, which has contact with management.

Dissemination section is built of two teams: presentation and science team. Presentation team is in charge of marketing and branding of our product. Its assignments are related to media and car shows. Science team is in charge of developing ideas, and writing papers for conventions and car magazines. These ideas represent new fields of investigation for research and development section.

Sales and finances section is built of economy and sales experts, which run our online shop and administer all incomes and outcomes of our company.

Management section is built of three management systems (one for each section described above) and operational steering board, that handles communication and coordination between them.

Research and development, as well as management section is coordinated by scrum methodology and agile techniques. Regular short meetings are organized among all sections.

We collaborate with five external partners:

- Korean: KIA, Daewoo, Hyundai, SsangYong
- Californian: Tesla Motors

Management has responsibility to obtain and maintain all licenses needed. Also, maintaining good communication and collaboration with our upper mentioned foreign partners.

## Marketing and Sales Strategy

Our company marketing is based on several campaigns, designed to promote our products in best way and among as many possible customers. We developed two main campaigns:

- Media and public presentations
- Mindgenomics campaign

Main goal of first campaign is to achieve the maximum dissemination on special sessions, seminars and car shows as well as suitable media. We plan to keep attending all important seminars organized by automotive industry and present our ideas regarding research and improvement of our product, via science papers. Big car shows, including Woodward dream cruise and International Geneva motor show, are unique opportunities for potential customers to see our products in full light. Biggest contribution will most definitely bring articles in important international car magazines, such as: Top Gear, Road & Track and Hemming Motor News.

Using mindgenomics campaign, we will determine more precisely our target groups, discover new potential target groups, but also, provide extra benefits for all participants in this campaign. Using results of mindgenomics, we will form best marketing and sales strategies.

APS products can be bought on our web store, with intuitive and user-friendly interface, information about all available products and special offers. It is very well advertised across internet.

APS main sales strategy is based on easy mechanisms of purchase, reasonable prices and full warranties. Goal is to provide our customers with long-lasting, safe and quality product, which we can vouch for.

## Financial Management

Cash Inflows for last year:

Category	Quantity	Price per item	Total
Sold product	1215	6K – 42K Euro	24 350 000 Euro

Cash Outflows for last year:

Category	Expense	Percentage
Import expenses	5 623 800 Euro	26%
License obtaining expenses	2 163 000 Euro	10%
Research and development expenses	4 326 000 Euro	20%
Testing equipment expenses	7 354 200 Euro	34%
Marketing expenses	2 163 000 Euro	10%
Total	21 630 000 Euro	100%

Cash Balance for last year:

Total Cash Inflows	24 350 000 Euro
Total Cash Outflows	21 630 000 Euro
Total Balance	2 720 000 Euro
Profit Percentage	11.17%