**Team (can be flexible with the position of this section)**

The NAN-TECH shop will operate virtually 24 hours a day 7 days a week. Although the store opening hours will be officially 9:00 a.m. to 6:00 p.m., it is clear that due to our Internet operation the customer support will be a non-stop one. The team will consist of the following staff members, who have been developed to support these hours:

* CEO
* Marketing manager.
* Office administrator.
* Accountant.
* Two Customer Assistants.
* Stockers (full time and part time).
* Other

**Market size – Define Niche based on research and using top-down logic.**

In the past years, most local IT shops had decreasing number of customers due to the success of large online worldwide famous shops that draw away local customers with help of their low prices. We believe that with our low prices and variety of IT devices and equipment, customers would pick us as the place to buy rather than some place online where they do not have ability to see and use the product, also same friendly staff as ours, free delivery and free access to our community.

We believe that our IT shop can provide a reasonable selection in the most important product areas, be competitive in pricing, and offer the customer a shopping environment that will assure repeat business.

We will focus on two significant customer groups: IT enthusiasts and IT specialists.

**Industry Analysis**

The IT retailing industry is highly competitive. Suppliers have a great deal of power in setting and negotiating the prices of their products and services. The costs of services and devices are generally not always that cheap, and buyers are willing to search for the most favorable combination of price and acceptable service. We are there to help them on that path.

**Customer Analysis-Value Proposition**

We said that our main customers are IT specialists and IT enthusiasts. It may sound a little bit too generic, but we are all aware that we live in the IT age, where every single person, from a little child to our grandparents, uses those devices and that they help them with their everyday activities.