

Gil-Mart

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1.0 Executive summary	3
2.0 Company overview	4
2.1 Business structure	4
2.2 Nature of the business	4
2.2 Industry	4
2.3 Vision, Mission	4
2.4 Background information	4
2.5 Business objectives	4
3.0 Market analysis	5
3.1 Market size	5
3.2 SWOT analysis	5
3.3 Competitive analysis	5
4.0 Products and services	6
5.0 Customer segmentation	7
6.0 Marketing plan	8
6.1 Price	8
6.2 Product	8
6.3 Promotion	8
6.4 Place	8
7.0 Logistics and operations plan	9
7.1 Suppliers	9
7.2 Production	9
7.3 Facilities	9
7.4 Equipment	9
7.4 Shipping and fulfilment	9
7.5 Inventory	9
8.0 Financial plan	10
8.1 Sources of Income	10
8.2 Marketing Strategy and Sales Strategy	10
8.3 Payment Options	10

1.0 Executive summary

Gil-Mart is an organization which sells mobile phones, accessories and computer accessories. We introduce new brand and high quality of mobile accessories and computer accessories. We deliver item all over the Sri Lanka. We look forward to being one of the most reputable, leading mobile accessories suppliers in Sri Lanka and we are expecting to manufacture mobile parts with the label of made by Sri Lanka.

2.0 Company overview

Gil-mart is a Mobile and Computer accessories company. Founded in 2018 in Sri Lanka. We are selling branded Mobile phone and imported computer accessories. We Deliver our accessories all over the Sri Lanka.

2.1 Business structure

Gil-Mart will operate as a sole proprietorship run by the owner, Mr. Supun Chalaka.

2.2 Nature of the business

Gil-Mart sells branded, imported mobile and computer accessories and Mobile phone like iPhone, Huawei. Computer accessories like pen drives, keyboard, mouse, web cameras.

2.2 Industry

Gil-Mart operates in the mobile phone industry and computer industry primarily and sells goods that could also be categorized as part of the online shopping.

2.3 Vision, Mission

We continuously innovate to be the best destination for our customers and partners and sell branded and quality products for our customers and also, we continuously dedicated to be the best online store in SL. We look forward to being one of the most reputable, leading mobile devices in Sri Lanka and we are expecting to produce mobile parts with the name of made by Sri Lanka.

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2.4 Background information

Mr. S.D.S.Chalaka is the founder of the Gil-Mart. He has a good experience with mobiles, accessories and computer accessories and he recently following software engineering degree Program. Gil-Mart is started in 2018.when it started time period Gil-Mart sells only mobile accessories.

2.5 Business objectives

We are expecting to build our own product to perceivable prices and deliver items without considering how far customer lives that mean we are not willing to take delivery charges in future. We saw some E-commerce web sites give coupons and some offers to their customers. We expect to offer some customer rewards to our customers.

3.0 Market analysis

Our store is dedicated to provide to customers Mobile phones, accessories and computers accessories providing high customer satisfaction by rendering excellent service, quality products. Always it can be acceptable price. We will also maintain a friendly and creative work environment. The proliferation of cellular phones, computers are S increasing at rates which at one time were unimaginable. One illustrative example is that it is forecasted that within two years over 65% of children from age of 12-15 will have cell phones. Our company will try to take advantage of these developments and serve to customers in all these new trends and developments.

3.1 Market size

The cell phone and computer market is increasing very fast with today's ever emerging technology and innovation in improving cell phones and computers. Society is living with advance technology and everyone wants to keep pace with the new technologies. Cell phone and computer industry is growing larger because it has become a necessity. Parents are getting mobile phones for their teens because they want to communicate in case of an emergency and the wireless carriers have made it easy toad users to their existing plans. And carriers are becoming successful in getting parents to expand their plans to include their teens. This increases buyers and increases market size worldwide. There for we supposed to start worldwide distribution near future.

3.2 SWOT analysis

	Positive	Negative
Internal	Strengths <ul style="list-style-type: none">-high technological advancement-large customer base-increase income of customers	Weaknesses <ul style="list-style-type: none">-highly competitive-low and product yield very less margin
External	Opportunities <ul style="list-style-type: none">- Smart phones and iPhone are high demand.- Microsoft office and PDF reader enable to phones- GPA, maps 4G features for mobile.	Threats <ul style="list-style-type: none">- Highly competitive market- Low barriers to entry the industry- Need to look for each social class

3.3 Competitive analysis

In the Sri Lanka 25 million people in Sri Lanka but there are 27.38 million mobile connections even though it is the most demanded business. Every children who is over 12 years have and mobile phone. As our perspective it is the most famous and hardest business in today society. Because there are thousands of substitute products in the market and there are lot of companies will become huge threats when we entering to the market but we found it is the most demanded field also.

4.0 Products and services

In the meantime, our primary area of focus would be the sale of cell phone accessories and computer accessory. However, within 2 years from the time of commencement of business operations, we will include cell phone repairs. We will be selling accessories such as,

- USB Data Cables,
- OTG Cables,
- Lightning Cables,
- Mobile Phone Wall Chargers, Multiport USB Chargers, Wireless Chargers
- Power Banks
- Tempered glass
- Ear Phones.
- Pen
- Mouse and Keyboards
- Memory cards
- Bluetooth speakers
- Mouse pads
- USB hubs
- Back covers
- Phone holders
- Phone stickers

Our strategy hinges on providing excellent service and support. This is critical. We need to differentiate on service and support, and to therefore deliver as well.

5.0 Customer segmentation

We are selling goods on retail and whole sale foundations so when a customer willing to buy more than one dozen, it's better to use whole sale account because its items much cheaper than retail prices.

6.0 Marketing plan

Based on Gil-mart ideal customer, here's an overview of the marketing plan.

6.1 Price

Our mobile accessories and computer accessories, options are priced to give us an attractive margin while at the same time offering value to the consumer. We want repeat business. customer can purchase high quality mobile accessories and computer accessories in less price.

6.2 Product

Gil-mart provides both mobile phones accessory, computer accessory and provide services to make them useful to private users. We are especially focused on providing customer satisfaction to our esteemed customers.

6.3 Promotion

We will promote our company name and label almost more than the product itself, because to be successful we must stand for brand-name integrity and excellent menu offerings. Therefore, our promotion strategy includes focusing on events and special offers and digital ads on both Facebook and Instagram will help her reach Gil-mart ideal customers.

6.4 Place

Gil-mart will be run as an online store, sell the mobile and computer accessory Customers can place their orders at Gil-mart and will receive their orders at their home after the relevant shipping windows.

7.0 Logistics and operations plan

The logistics of delivery Gil-Mart products are a crucial thing for the business.

7.1 Suppliers

Gil-Mart owner has connected with several local Mobile shops to gather prices and buy mobile accessories and given that each item needs to be made to order, sourcing cheaper options offshore in bulk.

7.2 Production

Once a customer gives their digital image which they want and after we can send products within two or three days in their location.

7.3 Facilities

Gil-Mart owner works in his home office to pack the products and deliver orders.

7.4 Equipment

Gil-Mart need to reliable user-friendly system to doing their business well. And, system must be easy to use. In the case of a breakdown would need to be replaced immediately.

7.4 Shipping and fulfilment

In gill-mart business there is no contractors and helpers yet. In future we would like to get helpers and contractors for our business.

7.5 Inventory

Gil-Mart doesn't use inventory system yet. It only use database to store the details.

8.0 Financial plan

Gil-Mart is established with the aim of generating revenue and maximizing profit in the cell phone. We intend to sell phone accessories and phone services in addition to our core service, which is phone sales to our various customers.

8.1 Sources of Income

Gil-Mart intends to generate income by offering the following products and services;

- Retail and wholesale of different Cell Phones
- Sales of mobile hardware and accessories
- maintenance services and repairs
- mobile applications
- mobile money services
- Software and such other kinds of services

8.2 Marketing Strategy and Sales Strategy

The marketing and sales strategies that we intend to adopt for Gil-Mart are;

- By advertising in local newspapers, magazines as well as radio and television
- Engage in marketing and sales in the marketplace and in public places
- Using Social Media to promote our products and services - Facebook, Twitter, Instagram
- Encouraging our loyal customers to refer us to others

8.3 Payment Options

At Gil-Mart, we intend to make payment options for our customers to simplify things.

- Payment via cash
- Payment via credit card
- PayPal

Group Members

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- S.D.S. Chalaka TG/2017/269
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