

# Our Business Plan

By  
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# Executive Summary

Explore our business and who we are.

The Business	SB Designs is a programming and graphic design business, based in the United Kingdom, specialising in transport based games, apps and websites. With our subsidiaries, we work closely with other partners to deliver more projects.
Our Aim	Our aim is to create and new products and projects, to fill gaps in the market and satisfy the consumers' wants and needs.
The People Involved	As Founder and Managing Director, is Sebastian Neill. He is a single employee and developer. Sebastian Neill (TurquoiseTNT) and Sean Neill (SeannDesigns) are SB Designs subsidiaries.
The Overall Industry	The technology industry is booming currently, with the constant release of new products, apps, websites, etc., with tech giants taking over the market, and smaller businesses, trying to make unique products to compete.
The Competitors	Although huge tech giants, such as Microsoft and Google are taking over the market, we aim to release unique, brand new projects to fill gaps in the market, to show that small businesses can compete with larger ones.
Future Plans	By 2027, we aim to have released multiple apps to Android, iOS and other key operating systems. By 2029 (when Sebastian is 18), we aim to have registered as a company, and expand further.

# The Organisation

Our business, people, and subsidiaries.

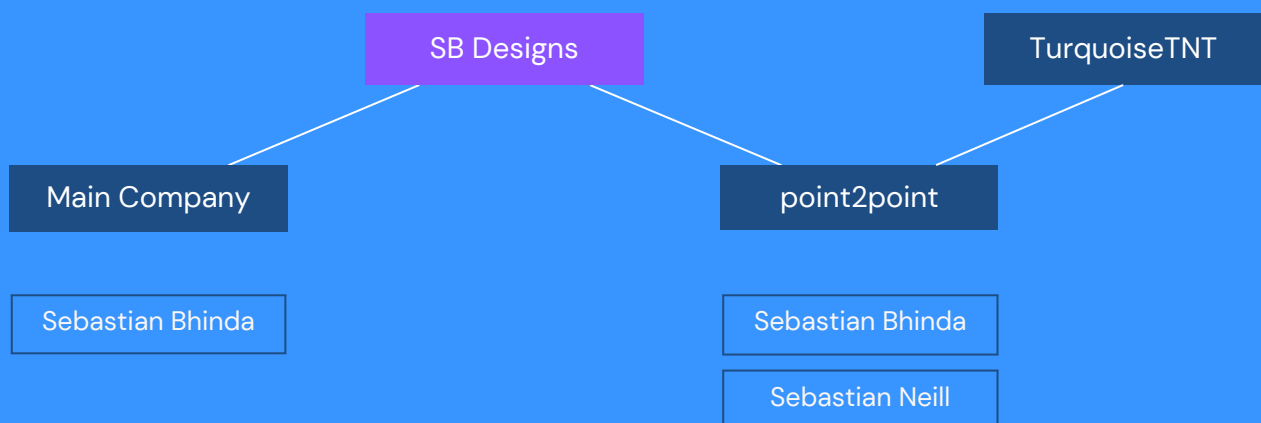


## Sebastian Bhinda

Founder, Managing Director, and Chief Executive Officer

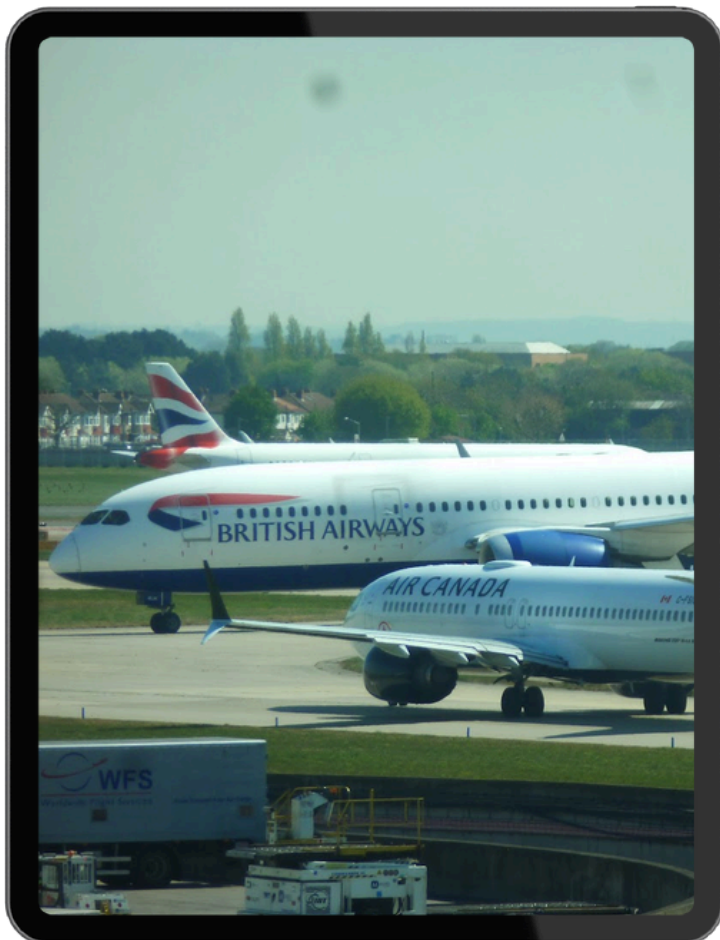
Sebastian founded SB Designs in 2022, after starting secondary school at Southend High School for Boys, the place in which his love for programming became big. He therefore took the risk to found SB Designs, a programming and graphic design business. As the business' only employee, Sebastian codes and creates all the projects, in hope of success, and comes up with unique and innovative ideas, to make the business thrive.

## ORGANISATION MAP



# Business Description

Our projects, and what we make.



## OUR PROJECTS

Due to Sebastian's passion for transport, travel and photography, many of our projects are based around that. We create unique, brand new to the market, apps, websites and games to satisfy the consumers' wants. We want to fill gaps in the market, so consumers can receive the goods that they want.

In our subsidiary point2point (a joint venture with TurquoiseTNT), we create transport based apps together, from in-flight entertainment systems, to train games, soon to publish to the big app stores.

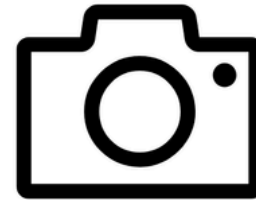
# Our Projects

The programming and graphic design projects that we have developed.



## AeroMix

AeroMix is our portable in-flight entertainment (IFE) system, developed by under our subsidiary, point2point. It fills a gap in the market, used by consumers who travel flights without seat-back IFEs.



## SB Photos

### SB Photos

Sebastian is a keen photographer, snapping wildlife, and transport. SB Photos is a website, containing a portfolio of his photographs. Sebastian aims to improve his photography skills, and eventually get on to selling them.

The logo for Pixl is the word "PIXL" in a large, bold, grey, sans-serif font, centered within a white rectangular area.

## PIXL

### Pixl

Using our skill in graphic design, Pixl is a collection of desktop backgrounds to lighten up your devices. We aim to create more unique designs, to attract the attention of more consumers.

## Trackle



### Trackle

Being our first ever project, launched in 2022 (and constantly under development), Trackle is a game, in which players guess stations on a given railway line. We aim to release this shortly on Google Play and other similar stores, and soon expand to other transport systems, around the world.

# Our Strategy

Our marketing, and product strategy.

## REACHING A WIDER AUDIENCE

Our aim is to get our apps to globalise, and meet consumer needs not just in the United Kingdom, but all over the globe. We can do this by marketing our business, over the next few years.

## THE 4PS OF MARKETING

This tables illustrates how we as a business can market.

### PRODUCT

- Clear branding.
- Creating household names.
- Unique and brand new to the market.
- Easy to use.
- High quality.

### PRICE

- Reasonable and affordable pricing for our apps and websites.
- Premium subscriptions to access more services.
- Slightly lower prices than close competitors, to get more customers.

### PROMOTION

- Advertisements on other websites.
- Word of mouth, by consumers of our products.
- Frequent flyers/newsletters to loyal consumers, to promote new products.

### PLACE

- A storefront once we've saved up enough money, to sell direct to clients (hopefully the next 10 years).
- Sell our apps on app stores, such as Google Play.
- Sell physical items on online storefronts, such as Shopify.

# Financial Plan

How our business is going to make money.

## OUR FINANCIAL SITUATION

Being under the age of 18, Sebastian is not yet able to register SB Designs as a company, and thus can only make up to £1000 a year. In 2029, when Sebastian turns 18, we plan to register as a company, so our income is not limited.

So far, we have very little income. But here are the ways we can make some money, over the next few years:

- We will be releasing apps to Google Play and similar app stores, where we can charge for apps or premium subscriptions.
- We can also add advertisements to these apps to make more money, via services such as Google AdSense. They will not only pay us for putting their advertisements on our websites/apps, but also for every click they receive.
- Partner companies, such as our strong and key partner Sean FH Travels, can also pay us to advertise them on our websites/apps, giving smaller businesses like them some promotion in the market.



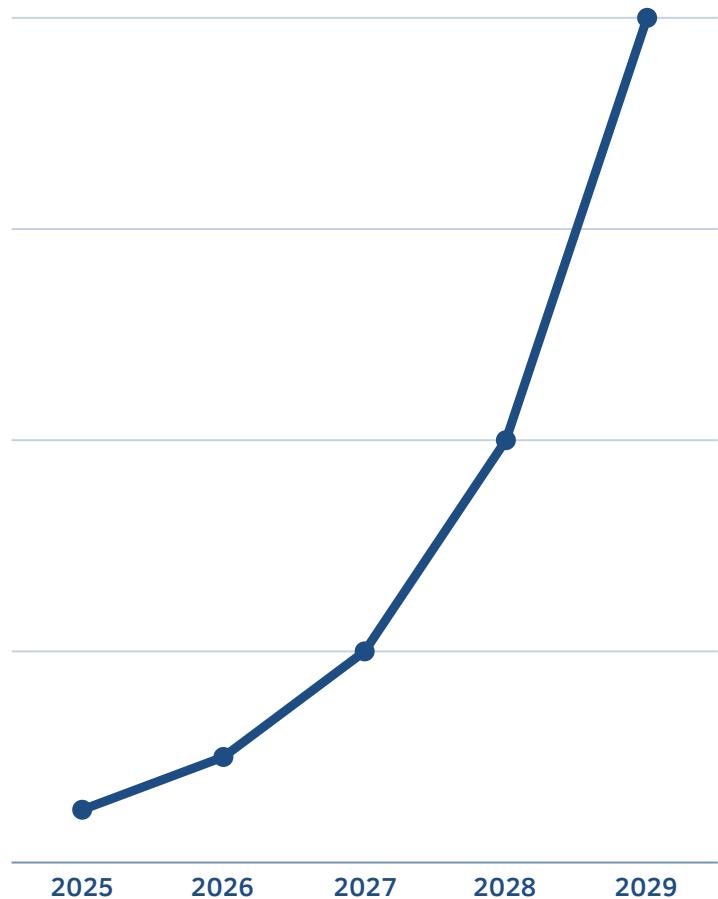
# Future Plans

Our business beyond 2025.

## AIMING HIGH

Because our business is only a startup (and the owner is below the age of 18), it's hard to plan our future. However, we aim to double the amount of consumers each year, therefore doubling our income.

Income and Consumers



### 2026

Release Trackle and AeroMix to Google Play and similar stores.

### 2027+

Continue to develop new versions, and create brand extension strategies for our key products.

### 2029

Register SB Designs as a limited company, with Companies House.

### 2030+

Sell to clients, and eventually create a physical storefront.

# Contact us for further inquiries

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**sb** designs