Shengyang Guan

Assignment #1

**Executive summary:**

Earlyft is the way goods move around cities by enabling anyone to have anything delivered on-demand. We use Urban Logistics platform connects customers with local couriers who can deliver anything from any store or restaurant in minutes. We empower communities to shop local with no waiting, and empower businesses through our API to offer delivery.

**Company Description:**

Earlyft is a peer-to-peer logistics platform that connect customers to store and restaurant. The company designs, markets, and operates a mobile application and set up local deliver point in the city, in order to reduce waiting time as fast as possible.

**Market Analysis:**

Logistics already become very important part of our online shopping today. Basic on huge logistics market, Eatlyft provide the fastest logistics in the city. Earlyft target customers who has fast paced life in downtown area.

**Organization & Management:**

Design apratment---- Appcation, funtion, system design.

Technology apartment----programing and maintaining the system.

Finance apartment----manange inverstment and funding. Dealing with payment.

Accounting apartment----income & oucome record.

Human resource department----employment

Marketing apartment----marketing targeted customer, corroprate with restaurant and stores.

**Products & services:**

One hour guarantee food and goods deliver in the city area.

**Marketing & Sales:**

Target on customers who need food and goods deliver in city area. Promote food discount and lower shipping cost. Sales application to restrants and stores.

**Financial Projections:**

First year: $50,000 sale to restaurant and stores, $200,000 user income.

Second year: $100,000 to restaurant and stores, $400,000 user income.

Thrid year: $ 150,000 to restarurant and stores, $650,000 user income.

**Funding Requirements:**

First year:

* Office building
* Office supply
* system design investment
* deliver vehicle
* empolyement
* advtaning
* marketing

Second year:

* empolyement
* maintant system
* opration cost
* empolyement
* marketing

Thrid year:

* Real estate inventment
* Stock inventment
* new localtions set up