Name of the Group: ACE

Name of the Owner: Shiela Marie C. Quejado

Name of the business: Easycp

# Executive Summary

Easycp is an online mobile shop that sells and manufactures different kinds of smartphones locally. It offers products with top-notch quality and innovative features to deliver the best digital experience to its consumers. This shop aspires to give items with a superior overall experience for everyone and is dedicated to being a trendsetting smartphone retailer. Easycp is a friendly website that is easy to use and easy to understand all the buttons. We want to make a first impression at the first chance to our customers. This venture will provide easy and fast transactions. Ordering online has become a trend since pandemic-related lockdown starts, online mobile shops has spiked to new heights of most mature markets.

# Business Idea

We now live in a technologically advanced era where communications, transactions, transportation, and other daily tasks have all been made simpler. The field of Information Technology is always evolving and changing dramatically. Among other things, technology has made it easier to travel, establish cities, and cultivate crops, effectively connecting all nations, fostering globalization, and facilitating the expansion of economies and the conduct of business. In the end, technology has improved human life from antiquity to the present by resolving issues with daily living and making a variety of society as a whole, there may be more positive effects than bad ones. These effects have eased many people's lives and provided many with the resources, information and tools they need to lead better lives. These effects have had a significant impact on the education, transportation, agriculture and other sectors of global society.

Our business plan "Easycp" provides a goal to develop a local-based prototype that can help consumers to shop online instead of going out in the mall, providing customers with the best technology, trendy at the most competitive price. Less difficult, riskier, and inconvenient to interact with COVID-19 carriers around other people. Our business's objective is to become a healthier and sustainable enterprise, to let the extraordinary users enjoy the beauty and quality of our products.

# Business Form

**Limited Liability Company or LLC** is a type of business structure that someone can choose when they're starting a business. This type of structure protects most of an owner's personal assets, and the business's income is passed through the owner's personal income. Using Limited Liability Company for Easycp Ventures prototype, help on not subject to double taxation subject to double taxation. It can meet the Return of Investment (ROI) in a short period of time since Easycp is a multi-member LLC.

**Benefits of LLC:**

·   Tax Advantages of an LLC

> 1.   **Single-member LLC-** the IRS ignores the business structure and taxes you like it would an individual.

> 2.   **Multi-member LLC** – It does not pay any income taxes, and all the profits are pass-through to the members, who then pay the IRS on their individual tax returns.

·        Protect personal assets- Owner's personal financial assets aren't in danger if the LLC goes into debt or sued.

·        Management Flexibility- the LLCs have the option of manager or member managed arrangements. Member managed refers to a firm where the members actively participate in management. In a manager-managed LLC, the members give a manager, who may or may not be a member,

control over the company. In this scenario, some members-or-all might choose a more passive investing approach.

·       Less Paperwork- LLC's are not required to have a board of directors, keep meeting minutes, or hold shareholders meetings.

## Business Models

Business models are a formula for creating, distributing, and capturing value for an organization's stakeholders. A company's ability to prosper, both now and in the future, depends on its business models, especially when it is the first to market with a novel good or service. A business model is also your company's strategy for generating revenue. It explains how you provide value to your customers at a reasonable price. Describe your target market, the products or services you plan to sell, and any possible fees. Essentially, they support young, developing businesses by attracting capital, hiring talent, and motivating management and staff. For established businesses to stay current with new trends and issues, their business models must be continuously modified.

Easycp website will assist customers in finding good quality smartphones for their everyday use, work or for entertainment. We are concentrating on the marketplace and crowdsourcing business models. We believe that this is the finest strategy to make money from our website because it will help us have a higher income.

First, we will be focusing on the marketplace. As stated, the marketplace allows sellers to list items for sale and provide customers with easy tools for connecting to sellers. Since our website is an online mobile shop we will allow every mobile brand to promote their products on our website. In that case, they will pay us just by promoting them.

Second is Crowdsourcing. Our website will bring a large number of people to contribute content in it and these are the sellers that will contribute to that selling website by posting their different kinds of smartphone products. We will use crowdsourcing as an advertisement,

not only advertising their online shop, but also advertising it to other people or businesses to gain consumers.

# Industry and Competitor Analysis

**Industry Analysis**

| What industry does your venture belong to? | Explain how your venture is involved in the industry that you have selected. | Identify and apply the five (5) forced model to your venture |
|---|---|---|
| IT Industry | Easycp is an online mobile shop website that sells different kinds of smartphones. | **Threat of Substitutes**-instead of going to malls and risking our health, time and effort, online mobile shops like Easycp are more convenient.<br><br>**Threat of New Entrants-** Marketing strategy will always work to attract customers.<br><br>**Rivalry among Existing Forms-** We will make sure to spoiled them with good services and quality products that could make them buy again. |

| | | **Bargaining Power of Suppliers-** When the cost of supplies increases our prices increase as well but the same quality.<br><br>**Bargaining Power of Buyers-** When the prices increase we make sure that the qualities will increase as well. |
|---|---|---|

**Competitor Analysis**

| List atleast 3 of your venture's competitors | Are they direct or indirect? | Explain how they become your competitors | How do you plan to win against your competitors? |
|---|---|---|---|
| Lazada | Direct Competitors | Lazada is a similar e-commerce platform that offers services for purchasing or selling goods via a website or mobile app. | Advertise more because marketing strategy is the key. |
| Shopee | Direct Competitors | Shopee is a similar e-commerce platform that | Advertise more because marketing strategy is the |

|  |  | offers services for purchasing or selling goods via a website or mobile app | key. |
|---|---|---|---|
| Marketplace | Indirect Competitor | Marketplace is on facebook where different products are offered there. | Advertise more because marketing strategy is the key. |

## SWOT Analysis

A SWOT analysis is a framework for analyzing your organization's strengths, weaknesses, opportunities, and threats. SWOT Analysis helps us to identify our organizations Strength, Weaknesses, Opportunities and Threats. It guided us to build on what we do well, address what we are lacking, seize new openings and minimize risks.

| STRENGTH | WEAKNESSES |
|---|---|
| 1. **User-Friendly**- We focused on the needs of our target audience, made good use of available space, and provided great designs from our users. | 1. **Budgeting-** New firm in IT Industry so we're not that good at budgeting our finances well, Particularly in the technological service.<br><br>2. **Lack of Financial Support**- Easycp is a startup business that most people don't know or are not familiar with, making it difficult to obtain sponsorship. |
| OPPORTUNITIES | THREATS |
| **1. Technology trends due to pandemic** – As a result of covid, people now prefer to shop online and other businesses innovate their services by using mobile applications and web applications to Reach out their customers. | 1. **Competitors** – People who have the same idea as ours might discover new trends that's been created before. Existing competitors are difficult to compete with since they have a larger target audience and have formed excellent ties with their customers.<br><br>2. **Hackers** – Due to lack of funds, we were unable |

| | |
|---|---|
| | to invest in increased security, which may serve as an entrance point for hackers. |

## The 4Ps of Marketing a New Venture

| Identify the 4Ps of our Venture | Description |
|---|---|
| **Product (tangible/intangible services)** | **Website Development**<br><br>· Sublime Text<br><br>· XAMPP<br><br>· WordPress<br><br>· SQL<br><br>· Bootstrap<br><br>· Adobe XD (for designing and prototyping)<br><br>· Adobe Photoshop |

| Price | The following are the commission that we will earn from:<br><br>· **Transaction fees** – we will charge a transaction fee to end users for around 5%.<br><br>· **Advertising** – gadget selling businesses will advertise them and products to the website. |
|---|---|
| **Promotion** | Our main goal here is to help consumers to shop online instead of going out in the mall, and also, providing customers with the best technology, trendy at the most competitive price. The way to promote our website is through **Advertising** and **Social Media**. |
| **Place** | We finally chose an internet market. By doing this, we can lower obstacles to purchase and maximize client convenience. These days, moving around when buying or selling products online is much more preferable. |

# Writing a Business Plan

## I. COMPANY PROFILE

The mission of Ace Company of Easycp is to provide distinctive solutions to particular industrial problems. We are approachable, dependable, multiracial, efficient, and sympathetic. It's fun for us to think of societal problems. In this constantly evolving industry, we are also prepared for novel changes. Even though the business is still young and in its infancy, it should not be taken lightly. With excellent business practices and minimal maintenance, we provide cutting-edge solutions. Ace Company of Easycp has the capacity to outcompete a wide range of industrial competitors and can hold onto their position to have a positive social impact. The address for our location is readily available online because it's more practical.

## II. BUSINESS PLAN PROBLEM AND SOLUTIONS

### The Problem

The following are the acknowledged issues the researcher have identified:

- Lack of Financial Financial Support
- Hackers where it could be a serious problem when it comes to your data from the business.
- Competitors where all business has much of it. They can offer the same products as yours.

### The Solution

The following are the proposed solutions of this problem:

- If you lack financial support you could reduce your expenses, increase income, do some combination of both. Another choice is you can use a loan because it has lower interests than credit cards, they can be used to consolidate multiple credit card debts into single, lower-cost monthly payments.
- We could use HTTPs. Sites who have this have a green lock in their address bar to show that it's secure and authentic. It also means that

the site is what it claims to be and not a fake one that hackers use to gain access to credit card information and other credentials.
- Use a strong marketing strategy to collect customers. As we are an online mobile shop, we could use social media to advertise and make customers build interest in us.

## III.   MARKET ANALYSIS

With precision, the local area is identified as the target market. Potential customers are those from the Philippines. People who need it for everyday use, for work, or just for entertainment. Easycp focuses on users who access the internet through PC , smartphone, tablet, and its performance marketing initiatives aim to increase income and attract new clients. In the current e-commerce market, there are many rivals including Lazada, Shopee, QSL wireless, Guanzon, Silicon Valley and other online retailers. Our shop will use marketing to raise brand recognition and brand preference because it is unrivaled. Participating in various activities and events can help our business become more visible in the market and reap rewards.

According to the research, there were approximately 84.67 million smartphone users in the Philippines  by 2022. It was forecasted that by 2025, there would be around 91.5 million users in our country. We have discovered the initial demands and desires of potential clients, and we are getting ready to elaborate on them to satisfy them through our service. Our company plan can satisfy the demand for the convenience from the client.

## IV. THE ECONOMICS OF THE BUSINESS

| Transaction cost | Month 1 | Month 3 | Month 6 | Month 9 | Month 12 |
|---|---|---|---|---|---|
| Salary of employee | 350 | 350 | 400 | 400 | 500 |
| Product supplies | 50000 | 50000 | 95000 | 60000 | 1800000 |

| Web Maintenance | 5000 | 5000 | 6000 | 8000 | 9000 |
|---|---|---|---|---|---|
| Equipments | 100000 | 3000 | 1000 | 2500 | 2000 |
| Marketing | 2500 | 2000 | 2000 | 2500 | 3000 |
| **Total Expenses** | **607850** | **60350** | **104400** | **73400** | **194500** |

**Revenue**

Estimated from all sources in 1 year including grants, marketing, advertising, contract, sales, etc. is ₱ 1,086,644.

| MONTH | SALES |
|---|---|
| January | 50,299 pesos |
| February | 45,360 pesos |
| March | 41,050 pesos |
| April | 39,874 pesos |
| May | 60,977 pesos |
| June | 57,116 pesos |
| July | 51,473 pesos |
| August | 71,094 pesos |
| September | 63,566 pesos |

| | |
|---|---|
| October | 40,844 pesos |
| November | 37,097 pesos |
| December | 60,999 pesos |

## V. OPERATIONS PLAN

Easycp will give service online since it is an online mobile shop website. Giving customers the products that has high-quality and at the same time affordable. Transactions are thru chat on our website and fb page.

## VI. MANAGEMENT TEAM

Entrepreneurs and business owners may find it challenging to manage numerous high-level duties as their firm grows. Putting together a management team to help with role and duty assignment is a critical stage in expanding a corporation. A management team is a group of experienced workers that a business owner has hired to fulfill important responsibilities within the organization.

**Figure 1. Management Team Roles**

**Project Venture:** Easypc

**Founder:** Shiela Marie C. Quejado

## VII. OVERALL SCHEDULE

| MILESTONE | Due Date |
|---|---|
| Creating FB page | 3 days before opening ou store |
| Publishing Website | A week before opening our store |

| | |
|---|---|
| **Opening Store** | After 2-4 years |
| **Achieve the Sales Target** | 20k-30k per month |

## Financial Projections

## Raising Capital

| | |
|---|---|
| **Personal Funds** | ● Members can contribute to raise the capital by their personal savings or others. We all know that opening a business is like bidding; it is possible to lose it or double your savings. |
| Bootstrapping | The other method to raise our capital in our venture. The method we use in bootstrapping are:<br>● We buy items from our direct supplier at a cheaper cost. There are companies that we can deal with so that we can reduce the price of the products we will buy and sell them at an affordable price.<br>● Minimize our personal expenses and save income for buying future computer parts and accessories. |
| **Friends, Family and other Companies** | ● To deal with them for raising ou capital we will present our project in a business like manner. If someone agrees to |

| | our proposal we will use a form of loan and prepare a promissory note with a repayment schedule that we and the other parties should sign. |
|---|---|

# The New Venture Team

# New Age Sources of Income

**Ways on how to get a source of income in online business**

**Advertisement**

With advertisements, it can help to raise our capital for our business. Aside from that, it will help us to promote the business through social media platforms. It also allows the business to earn extra revenue. For example, our business is an online mobile shop, we can create videos for a new release iPhone14 that show the features and specs. Since it's in demand, people will get to know the latest trends and it will boost the brand as well as the sales.

**Merchandise**

Aside from selling phones online, we can use the merchandise as another source of revenue. For example, the new iPhone 14 versions, we can include accessories on our website like cases, power banks, and more. Not just to sell but to promote our products.

# Feasibility Analysis

## PART 1.  Strength of the Business Idea

| Areas | Low Potential (-1) | Moderate Potential (0) | High Potential (+1) |
|---|---|---|---|
| 1. Extent to which the idea: <br>● Take the advantage of an environmental trend <br>● Solves a problem <br>● Addresses an unfilled gap in the marketplace. | | **Moderate** | |
| 2. Timeliness of entry to market | | **Moderately Timely** | |
| 3. Extent to which the idea "adds value" for its buyer or end user. | | | **High** |
| 4. Extent to which the customer | | | |

| | | Moderately Satisfied | |
|---|---|---|---|
| is satisfied by competing products that are already available. | | **Moderately Satisfied** | |
| 5. Degree to which the idea requires customers to change their basic practices or behaviors. | **Moderate Change Require** | | |

## Part 2: Industry-Related Issues

| Areas | Low Potential (-1) | Moderate Potential (0) | High Potential (+1) |
|---|---|---|---|
| 1. Number of competitors | **Many** | | |
| 2. Stage of Industry cycle | | **Growth Phase** | |
| 3. Growth rate of industry | | **Moderate Growth** | |
| 4. Importance of industry's | | | **"Must have"** |

| | | | |
|---|---|---|---|
| products and/or services to customers | | | |
| 5. Industry operating margins | | **Moderate** | |

## Part 3: Target Market Customer-Related Issues

| Areas | Low Potential (-1) | Moderate Potential (0) | High Potential (+1) |
|---|---|---|---|
| 1. Identification of Target Market for the proposed new venture | | | **Identified** |
| 2. Ability to create "barriers to entry" for potential competitors | | **May or may not be able to create** | |
| 3. Purchasing power of customers | | | **High** |
| 4. Ease of making customers aware of | | | **High** |

| | | | |
|---|---|---|---|
| the new product or service. | | | |
| 5. Growth potential of Target Market | | **Moderate** | |

## Part 4: Founder's-(or Founders'-) Related Issues

| Areas | Low Potential (-1) | Moderate Potential (0) | High Potential (+1) |
|---|---|---|---|
| 1. Founder's of founders' experience in the Industry | | **Moderate Experience** | |
| 2. Founder's or founders' skills as they relate to the proposed new venture's product or service | | **Moderate Skills** | |
| 3. Extent of founder's or founders' profession al and | | **Moderate** | |

| | | | |
|---|---|---|---|
| social networks in the relevant industry | | | |
| 4. Extent to which the proposed new venture meets the founder's or founders' personal goals and aspirations | | | **Strong** |
| 5. Likelihood that a team can be put together to launch and grow the new venture | | | **Very Likely** |

## Part 5: Financial Issues

| Areas | Low Potential (-1) | Moderate Potential (0) | High Potential (+1) |
|---|---|---|---|
| 1. Initial capital investment | | **Moderate** | |
| 2. Number of revenue | | | |

| | | | |
|---|---|---|---|
| drivers (ways in which the company makes money) | | **Two to Three** | |
| 3. Time to break even | | **2 to 3 years** | |
| 4. Financial Performance of similar businesses | **Weak** | | |
| 5. Ability to fund initial product (or service) development and/or initial start-up expenses from personal funds or via bootstrapping | | | **High** |

## Overall Potential

| Parts | Score (-5 to +5) | Overall Potential of the Businesses Idea Based on Each Part | Suggestions for Improving the Potential |
|---|---|---|---|
| | | | |

|  |  | (High, Moderate, Low) |  |
|---|---|---|---|
| Part 1: Strength of Business Idea | 0 | **Moderate** | Every idea has a potential, but to effectively implement it, more needs to be done. |
| Part 2: Industry-Related Issues | 0 | Moderate | Marketing strategy is the answer to attract customers. |
| Part 3: Target Market and Customer Related Issues | +3 | Moderate | Promote your business so that people will know about you. |
| Part 4: Founder's (or founders') Related Issues. | +2 | Moderate | Improving the quality of products and services. |
| Part 5: Financial Issues | +1 | Moderate | Cut off those unimportant things to avoid high bills and save more. |
| Overall Assessment | +3 | Moderate | With effective marketing and excellent user service, our company will expand more quickly and pass the breakeven point. |

# Conclusion

Online shops are now a smart choice and a smart move to make nowadays. It's efficient and effective at the same time because of the reason that it makes our life easier in general. Easycp can be a successful online shop with

# Project Name: EASYCP

## Lean Canvas

Lean Canvas: Easycp

Date:

Ver:

### Problem:

1. Competitors

2. Hackers

3. Lack of Financial Support

### Existing Alternatives:

Advertise more using social media.

### Solution:

1. Competitors are always there, so make some strong marketing strategy.

2. Use HTTPS

3. Could use a loan

### Key Metrics:

Sold Items: 8 smartphones per month

### Unique Value Proposition:

1. Products are high quality reliable and long lasting.

2. Branches we have are trusted when it comes to smartphones.

### High-Level Concept:

Quality with low-cost items.

### Unfair Advantage:

1. Existing Customers

2. The dream team

### Channels:

1. Facebook page thru chats

2. Could be shoot a message on our website thru chats

### Customer Segments:

1. Customers who like to update their phone time to time

2. Customers who uses phones for work.

3. Customers who uses phones for online class and for entertainment

### Early Adopters:

1. Customers who offer feedback but aren't a drain on our support.

2. Customers refer others to our business.

3. Customers who make regular purchases.

### Cost Structure

Hosting and Billing

₱ 2,000 / month

### Revenue Streams

With discount and warranty