Lorem Ipsum Ltd.

Alexander Brown *(adb9@aber.ac.uk)*

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1 Summary

1.1 Executive Summary

1.2 Business Detail

Company Name

Lorem Ipsum Ltd.

Address

42 Lorem Ipsum,
Aberystwyth,
Ceredigion,
England

Telephone Number

+44 1234 987765

The Business Will

1.3 Key Personnel

Details of Owners

Name: Alexander Brown

Position and Main Responsibilities: Director, Software Developer

Experience and Knowledge of our Industry: 3 years Experience with the Java programming language including mobile application and OSGi development. 1 year Linux administration.

Previous Employment: CICS L3 Service Tooling Engineer, IBM UK.

Key Skills Brought to the Business: Software Development and Server Administration.

Academic/Professional Qualifications: MEng Software Engineering, University of Aberystwyth; Java 7 Certification.

Other Key Personnel

Name: Mark Richards

Position and Main Responsibilities: Mobile Developer and Tester

Experience and Knowledge of our Industry: 5 years Software Development experience in Java, C# and Ruby.

Previous Employment: Lead Tester, BBC

Key Skills Brought to the Business: Software Testing and Architecture

Academic/Professions Qualifications: BSc (Hons) Computer Science, University of Kent

Name: Kate Howle

Position and Main Responsibilities: Systems Administrator

Experience and Knowledge of our Industry: 7 years UNIX/Linux Administration experience.

Previous Employment: Senior System Administrator, Linux IT

Key Skills Brought to the Business: UNIX/Linux Administration

Academic/Professions Qualifications: BSc (Hons) Computer Science, University of Dublin; RedHat Certified Engineer

Name: Jay Hans

Position and Main Responsibilities: Marketing and Sales

Experience and Knowledge of our Industry: 2 years Marketing

Previous Employment: Business Analysis, IBM UK

Key Skills Brought to the Business: Marketing and Sales

Academic/Professions Qualifications: BSc (Hons) Business Computing, University of West England

2 Vision

2.1 Business Ideas

Lorem Ipsum Inc. will sell Customer Relationship Management (CRM) software services with support for modern mobile platforms. We offer a good support network to ensure 99.9% uptime of all of our systems.

Customers will be able to run our CRM software on their own servers, for which we provide set up support, or on our own servers, where we guarantee the best possible availability.

2.2 Business Goals

First Year of Business

The Business in 5 Years

2.3 What the Business Does

Product/Service	Features	Benefits
Contract Monitoring System	Monitoring and Tracking of every stage of the sale process	Streamlines the sale process
Forecasting System	Forecasts into opportunities, territories and sales	Sales forecasts
Social Media Services	Social Media presence to track and communicate with customers	Improves cooperate image
Mobile and Tablet set-up	Set up for mobile devices	On the move access to any of our systems

2.4 What Makes the Business Different

We provide software, support, hosting and set up. We do not restrict the customer and work to improve our software to suit their needs.

Our support staff are friendly and knowledgeable and are able to liaise with our developers to get any problems sorted as quickly as we can.

3 Marketing

3.1 Market Research

Our market research has shown that cloud-based CRM services will continue to gather popularity. Cloud is an increasingly popular technology in today's market, especially with the influx of mobile devices and roaming data.

Our research also shows that customers prefer a clean, customisable interface on which to interact with CRM software. Again with mobile devices this is especially important with screen real-estate being a premium.

Social Networking is a great tool to provide our customers to better communicate across the whole CRM system and with their customers. A large social presence is key to being successful.

3.2 Profiling Customers

3.3 Profiling Competitors

Competitor Name	Strengths	Weaknesses
ACT!	Contract Management Low cost of investment Easy to use Calendar Management Sales Tracking Email Merging	Entry-level Limited number of users Separate Website add-on
GoldMine	Sale force automation Integration Capability Reports and analysis Automated workflows Project Management Customer service and support Telemarketing scripting	Complex interface Limited number of users Complex set up
Sage CRM	Ease of use Scalability Adaptable and Customisable Customer service management Campaign planning and management Performance Reports	Purely website based Cost
Microsoft CRM	Automated tools Embedded with Outlook Reporting Analytics Scalability Adaptable and Customisable	Cost Embedded with Outlook

3.4 Managing Marketing Risks

4 Pricing

Product/Service	Your Price(s)	Range of Competitor Prices (per unit)

4.1 Promotion and Advertisement

4.2 Running the Business

4.3 Staff

Role	Total Cost	Necessary Experience	Specialist Skills or Experience

4.4 Premises

	Cost (£)
Premises required at start-up:	???

4.5 Suppliers

Supplier	Product	Credit

4.6 Equipment

4.7 Managing Operational Risks

5 Finance