
Lorem Ipsum

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

Contents

1	Summary	2
1.1	Executive Summary	2
1.2	Business Detail	2
1.3	Key Personnel	2
2	Vision	3
2.1	Business Ideas	3
2.2	Business Goals	4
2.3	What the Business Does	4
2.4	What Makes the Business Different	4
2.5	Legal Status	4
3	Marketing	4
3.1	Market Research	4
3.2	Profiling Customers	5
3.3	Profiling Competitors	5
3.4	Managing Marketing Risks	5
4	Pricing	6
4.1	Promotion and Advertisement	6
4.2	Staff	6
4.3	Premises	6
4.4	Suppliers	6
4.5	Equipment	6
4.6	Managing Operational Risks	7
5	Finance	7

1 Summary

1.1 Executive Summary

Lorem Ipsum will sell Customer Relationship Management (CRM) software provided as a service, or as a privately hosted system. Our CRM software will be fully integrated with all modern mobile devices from smart-phones to tablets meaning our software can be accessed anywhere with a connection to the internet.

Our staff have had intimate knowledge of large scale, distributed systems in their past positions, as well as good knowledge into managing relationships and CRM software.

1.2 Business Detail

Company Name

Lorem Ipsum

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 Berlin

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.

Since working in industry we have noticed the poor quality or expense of CRM software which works whilst on the move. With the availability and prevalence of mobile internet it makes little sense not to leverage such technologies.

One thing we have also noticed is the lack of choice when it comes to CRM packages. Our aim is to provide what the customer wants and only charge the customer for what they want.

We will also provide help for any set up of the CRM system and the set up of mobile devices.

2.2 Business Goals

First Year of Business

By the end of the first year we will have a usable system with the basic features implemented and on sale to customers with support staff. We will also have started the advanced features of our CRM package, ready to release them by quarter 3 of year 2.

The Business in 5 Years

In 5 years we will have a full suite of CRM software packages available with hosting on our own hardware. We will continuously develop our products based on customer feedback in an Agile methodology to continue to give customer satisfaction.

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.

2.5 Legal Status

Lorem Ipsum is a private limited company.

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

Initially our customers will be small to medium sized businesses that are in the IT industry, though we aim to gain popularity and begin to sell our software to larger businesses, while still catering to smaller ones too.

Working in an Agile fashion we will be able to quickly respond to customer requirements.

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

<ul style="list-style-type: none">• Adapting to Customers Feedback• Modularity• Price	<ul style="list-style-type: none">• Inexperience• Unknown brand
<ul style="list-style-type: none">• Emerging Market• Mobile Access and Roaming Data	<ul style="list-style-type: none">• Big brands (e.g. Microsoft)• Recession

4 Pricing

Product/Service	Your Price(s)	Range of Competitor Prices (per unit)
CRM Software	75 per month (+ extras)	280-1134, 26-29 per user per month
Mobile Set Up	100	N/A
Small Business CRM Package	250	280-1134
Social Media Presence	40 per month	Included in CRM Software or N/A
Forecasting System	100 per month	Included in CRM Software or N/A

4.1 Promotion and Advertisement

We will mainly focus on marketing our product through networking with potential customers and presenting at shows and seminars. Targeted online advertisement will also be used to expand our clientle beyond these ranges.

We will also make full use of social media networks to maintain links between new and existing customers conveniently.

4.2 Staff

Role	Total Cost	Necessary Experience	Specialist Skills or Experience
Director	20,000	Java, Project management	Large-scale web-based systems
Systems Developer	24,000	Java, C, REST	Enterprise systems
Mobile Developer	24,000	Java, C#	Mobile device application development
Support	20,000	Java, C#	Communication
Marketing Manager	24,000	Marketing, distribution	
Sales Team	13,000	Sales	

4.3 Premises

	Cost (£)
Premises required at start-up:	6000 (PA)

4.4 Suppliers

Supplier	Product	Credit
Lenovo	ThinkPad S430	770
Google	Nexus 10	320
Apple	iPad	400
Apple	Developer License	67 (PA)

4.5 Equipment

We will need at least one computer per employee. In today's age it is advantageous to use laptop computers rather than static desktop machines. This will allow staff to work from any place with internet access (namely at home or in another office) without inconvenience. We will also invest in peripheral devices for these machines too.

We will also need to invest in a number of servers on which to host project management software and, eventually, customer CRM systems. To start with we will rent this from other companies, with aims to buy our own hardware a few years into the business.

We will try to use Open Source software where possible to minimise the cost. Eclipse, for example, is a free IDE which is the preferred tool for writing Android applications. Our servers will run Enterprise Linux (likely RHEL or Cent OS) for which our System Administrator(s) will maintain.

4.6 Managing Operational Risks

Lack of management skill. We will counter this by getting a mentor from our business advisor.

We will have little trading experience, as such it may be difficult to get credit or borrow money, so we will need to get stakeholders so we can finance the business initially.

Due to a limited number of staff we may come to over-rely on certain members of staff. To begin with there is no solution to this, but encouraging communication between teams and rotations will help to ease this in the long run.

5 Finance