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# Lorem Ipsum Ltd.

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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:** Lead 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:** Java 7 Certification.

### Other Key Personnel

**Name:** Mark Richards

**Position and Main Responsibilities:** 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

## 2 Vision

### 2.1 Business Ideas

Lorem Ipsum Inc. will sell Customer Relationship Management (CRM) software services with support for modern mobile platforms.

### 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           |  |
| 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

### 2.5 Legal Requirements

## 3 Marketing

### 3.1 Market Research

### 3.2 Profiling Customers

### 3.3 Profiling Competitors

| Competitor Name | Strengths | Weaknesses |
|-----------------|-----------|------------|
|-----------------|-----------|------------|

### 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