eWomen Business Plan

Partial Draft

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Feb. 14, 2013

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# EXECUTIVE SUMMARY

eWomen is an online business for shopping and selling. The company's primary vehicle will be a web site with the following address: www.eWomen.com. The website will target female consumers who have busy schedule such as students, professionals, and others. Like many web businesses, eWomen will generate revenue by selling products online.

## Objectives

* Sales of $1,350,000 for 2014 and $1,500,000 by 2015
* Net income more than 9% of sales by the fourth year

## Mission

The primary goal of eWomen is to become the industry leader in online shopping and selling. For the company to succeed, potential customers must know that eWomen provides all products for women from clothing to accessories. It must also guarantee that each online transaction is secured and safe.

## Keys to Success

* The ability to supply different products for women at a discounted price
* Reputation for respectability and reliability in e-business community
* Up-to-date assessment of consumer needs

# Company Summary

eWomen is a new company that will sell products, specifically for women. The company's web site will serve consumers to browse and select a product of their choice and make an online purchases. A registration will be required to ensure that only members of eWomen can do a transaction in the system.

## Market Analysis Summary

eWomen conducted market research to determine

* Profile of target audience
* Size of target audience

The answers to these questions are crucial to the marketing of eWomen. We must understand the nature of our audience.

## Current Competition

eWomen has many competitors. Nevertheless, it poised to capitalize a specific group of people. The target audience is women who lives in North America such as Canada and United States. We are prepared to refine our site to meet the needs of this growing market and to aggressively promote our site to reach a wide-ranging audience and withstand challenges from current and future competitors.

## Market Definition

The company's initial focus will be female Canadians and US residents. Many women in these countries are working full-time job and have busy schedules.

## Audience Needs

Our surveys shows that the need for online selling and buying is a practical approach. Approximately 70% of female university students have experiences in online shopping. And about 75% of the interviewed individuals said that they would visit eWomen website as soon as it is ready.