**Business Plan**

**Name of Business**: FineQuo

**Type of Organisation**: Public Limited Company

**Business Aim**: - To positively impact global healthcare.

**Product**: : The “FineQuo” App

**Price:** The App is free of charge

**Mainstream Stakeholders**: Registered customers, Government, Business partners

**Human Resources Plan**: Minimum percentage of 85% in Computer Science (Post graduation) and P.C.M(Physics, Chemistry, Math) for employment.

**Requirements**

- 4 years of experience in Python and JavaScript (GUI programming).

- Completion in 3-year course of Artificial Intelligence (AI).

- Preferred Fluency in **English**, Arabic and French.

**Details of business owners**

Garv Sawhney - Co-founder

Tathya Shah – Co-founder

Priyansh Mathur – Co-founder

Ishaan Meena – Co-founder

**Main Equipment Required**

Programming Software – Free to Install on Systems

Multimedia Setup - $43,000

Desktop Computers – $16,400 (16 pcs)

**Forecast Profit**: Appendix for our product: Approximately In the first year of operations the total cost forecasted to be 80,000 with a revenue of 100,000.

Predicted profit: 20000

Level of output to break even: 15,000 per year

**Advertisement Plan**:

-Tie-ups with organic stores, restaurants and fitness centers

-Paid Promotions on Social Media

-YouTube advertisements

-Newspaper Articles

**Target Consumers:**

- Age Group of 15-50

-IOS/Android Users

- People who envision a healthier and longer Life

**Market Research :**

-Online Surveys on Social Media Platforms

- Questionnaires In School

- Interviews With Target Consumers

- Feedback Entry on website

- Government Reports and statistics

**Competitors :**

* Foodie
* YogiApproved.com

**Interface Development:**

-Firstly, we came across the idea of implementing a simple interface. This makes it user friendly for the customer. Our app provides the service to sign up and become a part of the FineQuo movement by simply creating a username and a password for the account. We have implemented a safety measure too to ensure a fair and trustworthy proposal- we require a minimum of 6 letters, for both username and password to safeguard your points and progress.

-After signing up on the first screen, our app will redirect you to another slide where it exposes you to your fitness related task.After uploading valid evidence of task completion by clicking a post workout picture, the AI in the app will detect it and redirect you to another slide

-This means that you’ve received your reward of Green points and vouchers. By tapping the “claim” button it will register that the points have been rewarded and the next reward won’t be enabled until the new task hasn’t been completed.The change is inevitable.

-Now finally, our app will redirect the consumer to google maps where we have highlighted the organic food stores and restaurants to make it an effortless experience for the consumer. In addition to this, the points earned previously can be availed to purchase organic food at minimal costs.

**Expected Forecast**: Revenue of 450,000 within the stretch of 5 years in these organic food stores for discounts and further reductions upon purchase

**Why Us?**: The world is evolving, morphed by marketing magicians into digitize emporiums for progressive public and their healthy future. Our business has an advantage over numerous other firms as the world is progressing towards a digital lifestyle even to aid the global issues.

**Target Market**: minimum 1,500,000 online registrations and app downloads within 6 months of time.

**Cash Flow**: Positive cash flow expected within 1 year

**Finance**: Loan worth $72,000 requested from bank with 3% interest (long term loan)

$34,000 investment for global advertisements and markets