

Attachment 3

**Business Plan and Long Term Service
provision plan**

Business Model and Sale Plan

1 General

Domain name service is the most critical component of online business today and many corporate businesses and online business owner in Myanmar need domain name service for their website, email, product portfolio and blog. Also looking for domain name service provider who can manage and control their domain depending on their company type and size. Frontiir is planning to offer mm domain name service targeting foreign investors who want to have country top level domain in Myanmar and also Local business owners who wants use the mm domain service to expand and promote their products in the marketplace. Frontiir intend to provide domain name sale service including website design, webhosting, email and other domain related services.

2 Sale Plan

Frontiir plans to initially target to enterprise customers, online business owner, online reseller within their social circle. Since the early adopters are willing to try new services to test out the up-and-coming technology, their positive experience will build reputation for Frontiir domain name sale service and build solid referral base. Promotional activities will be held to reduce yearly domain registration costs in the beginning of service launched. A strong marketing and sales force will be well trained to explain customers on how domain name service can benefit to their business growth and expected fee for domain name registration.

Frontiir plans to train a strong marketing and sales force to explain how customers can benefit from domain name marketing and choosing the right domain name for customer's business.

Strategies for different channels may include:

- (a) Direct sale
- (b) Website
- (c) Retail
- (d) Agent
- (e) Sale representative
- (f) Revenue sharing partner

Frontiir has in-depth knowledge of effectively managing retail stores and is expected to achieve high results, resonating with customers while reducing retail store operational costs. Properly trained retail staff in customer service and in domain name service knowledge will be provided to meet customer needs at retail stores.

Customer service interfaces with end consumers, and as representatives at frontline interacting with customer, highest standards must be upheld as brand ambassadors. Objectives of our customer service are to:

- Meet customer satisfaction
- Anticipate customer issues and resolve accordingly
- Follow through on every issue to completion
- Be another reason why customers choose and refer Frontiir products and services
- Be at the heart of competitive advantage

Pricing is based on penetration pricing to attract early adopters and gain quick market share. Price-performance is at the heart of our pricing and plan offering to ensure competitiveness with future anticipated domain name registration fees. Special pricing will be offered to business subscribers who require additional domain name services beyond single domain name and sub-domain to categories their website and business offering.

3 Financial Plan

Frontiir will invest up to **90,000 USD** in three consecutive years as follows to accelerate its business and expects to earn profit after two years of its launching domain name services. Frontiir targets to get profit Year 2.

	Year 1	Year 2	Year 3
Domain Name Sale	50	100	150
Investment	20,000 USD	30,000 USD	40000 USD
Employment	5	10	15