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# Why the seller /supplier needs lhazar ?

# Executive Summary

Lhazar is a social e-commerce like no other. Aimed at bridging the gap between e-commerce and social networking, Lhazar provide a rich user engaging experience to targeting the B-2-B and B-2-C market.

Lhazar will provide an avid platform to solopreneurs who want to set up their business and will provide an extended user base to existing businesses.

With targeted marketing and providing rapid deliveries while keeping quality at top Lhazar ensure 100% customer satisfaction as their key responsibility.

# Business Description

Over the years, loads of stuffs have changed especially the way businesses are conducted and the marketing strategies that people employ to market their goods and services. The advent of the computer and later the internet gave a whole new definition of how things are supposed to be done in our world.

Social media marketing is one of the fruits of the internet and for sure it has enabled loads of entrepreneur to launch multi-million dollars international businesses; businesses with clientele base that cut across geographical boundaries.

Lhazar is a Social e-commerce start-up company positioning itself to become the market leader in offering online merchants and consumers a uniform and trouble-free way to return merchandise purchased online. The company offers a business-to-business solution to online merchants of physical, non-perishable products. The company utilizes a consolidation approach in handling all product returns that allows online merchants to instantly save bad sales, restore customer satisfaction and stimulate repeat sales, while offering consumers a convenient, centralized online location to claim returns. By creating a new service category and utilizing the first-mover advantage, Lhazar positions itself for rapid growth and gains a strong opportunity to raise entry barriers for possible competition.

# Mission and Vision

## Mission

Our mission is to provide business resources to solopreneurs or existing business who lack infrastructure or proper customer outreach with the targeted audience. Our application will:

1. Provide throughout setup to a solopreneurs or an individual who want to start their own business.
2. An existing business who is lagging in the market and finding difficulties to reach targeted customers.
3. A social platform to bridge the customer to business.
4. An extensive analytical system to provide organization power to grow rapidly, adapt with the changes and keep updated with customer needs according to current trend.

## Direction

Our application will be aiming to provide support from a startup to a prosperous well set-up business. We believe our application has the potential for huge success as it differs from any other e-commerce currently in the market. While our application has a similar concept to some social networks, it will be more beneficial for small companies who may be struggling with customer outreach to delivery of goods and for big enterprises who want to launch new products and reach out new customers.

## Functionality

Our application provides the user to register with us as business or a user, where as a business we provide extensive support in terms of providing an infrastructure depending upon the size of organization and turnover, deliveries to reach customer, payment methods to provide ease to customer and rigid analytics to reach out to targeted customers with right products.

For a user, Lhazar will give an opportunity to an individual to associate with the brands and promote the brands. Be a social influencer and motivate people to join in campaign and promote the products and brands

1. Provide full deployment functionalities from infrastructure to marketing till deliveries for organization ranging from small scale to large scale.
2. Providing extensive business analytics for business growth and reaching specific audience by campaign, product deliveries and digital marketing.
3. Fulfilling the gap between Business and customer and bringing both communities together.
4. Cutting the middle man and extra incurred costs from the system benefiting both the business in terms of revenue and customer by giving additional discounts.

## SMART (SPECIFIC, MEASUREABLE, ATTAINABLE, RELEVANT, TIME-BOUND)

Strength:

1. Our key strength is that Lhazar is a very **new** and there are no direct existing competitors.
2. Lhazar **bridges** the gap between social media and ecommerce and plans to bring the features of both the platforms under one dome.
3. Lhazar also aims to boost the Irish economy by building a fully native network of locally manufactured products, companies and consumers.
4. Lhazar aims to expand the horizon of Irish brands beyond the country which would significantly increase the trade.
5. Lhazar provides an infrastructure to individuals to help and grow their business idea into a viable enterprise.
6. Building this whole network will create more job opportunities to the unemployed sector of the country.
7. Lhazar has the potential to build a whole new market which would eventually provide more opportunities than existing.

Weakness:

1. As we are new to the market, currently we have fewer local contacts, so we have to increase our network in order to successfully establish.

Opportunities:

1. The market is filled with small businesses who can grow collaboratively in terms of tangible and intangible needs. Lhazar overcomes this shortcoming creating a link between several relevant businesses.
2. Lhazar also helps existing sellers to expand their customer-base and reach out to new potential customers and vice versa.
3. We will use existing social media platforms as the opportunity to kick start in establishing our platform.

Threats:

1. Existing ecommerce platforms can pivot their direction into our market but as their platform lack the fundamental ideas, they won’t be able to provide the similar services.

## Vision

Our vision is to provide professional and highly creative result oriented social media e-commerce platform and other related services that will assist businesses, individuals and non-profit organizations in promoting their brands and reaching out to a wide range of potential customers all over the globe. We want to build a platform that can favorably compete with other leading brands in the e-commerce industry.

## Motivation

Looking at today’s world where more individuals are choosing e-commerce platform for shopping than in-store there still remains certain intangible boundaries where an e-commerce lack services to fulfill what is needed by the customer. Lhazar will tightly knit that gap by relating B-2-B services around B-2-C to provide a new enhanced experience where the an organization could create the products that fit current

market trends and customer needs and where customer can reach out the organizations to deliver what is needed in the best possible way.

## COMPANY VALUES AND ETHICS

Lhazar,

Adheres to the principles of hard work, fair play, respect, honesty and integrity when dealing with clients, employees and other businesses.

Believes in fair trade, accurate advertising and fair competition.

Respects diversity and both clients and employees will be treated with dignity. Promotes gender equality and tolerance for all religions.

Believes in supporting local initiative and enterprise and incorporates this philosophy into its services.

Welcomes innovation and advances in technology and e - learning.

Aspires to be recognised and respected throughout the College Communities for its service and dedication to clients’ welfare.

Will respect and protect all clients’ personal data and the laws of intellectual property

# Market Research

## Background

## Social Networking in Ireland

## Market Revenue

## Competition

# Market Plan

The hardest part of building up a business is “Proper Marketing” and by the word proper it means reaching out the targeted audience who will be benefited from this business. Aside from a bad idea, most ideas fail to make an impact in the market because they are not able to market their product successfully. Our platform has an advantage in this area. We will reach out individuals through surveys and campaign and organizing small events throughout Ireland and contests with prizes to gather the crowd and spread awareness about Lhazar in the market.

To achieve this we will organize events in colleges which is the best place to gather the people.

Every year almost 45000 student enroll themselves in college for higher education. There are over 5000 students in AIT each year. This would be a valuable starting point for our application. For initial 6-months colleges will be our first choice to host different events and will be treated as a test bed allowing us to review some valuable information such as feedback, ways of generating review, what brings an entrepreneur to our platform, what all a customer wants from Lhazar. This information will be available after 6- months to make necessary changes. Lhazar is definitely filling the gap in the market. Ireland is a thriving country with many young individuals trying to make an impact and local shops trying to excel the market. Lhazar solved their problems from head to toe. Advertising and selling on our platform, with the potential to deliver quality product is an opportunity that is worth investment.

## Services

Following are the services provided by Lhazar to businesses and individuals.

### To Business:

* Lhazar implements delivery model for small business who want to distribute their products throughout Ireland.
* Lhazar helps in providing targeted customer base to associated business.
* Lhazar provided deep business analytics and investment plan for success.
* Lhazar maps the business to customer needs and does targeted marketing through digital marketing and social media marketing by creating “Trends”.

### To Customer

* By cutting the middle man from the business Lhazar returns those incurred costs in terms of valuable offers and discounts to customer.
* Classifying the customer based upon their activities on Lhazar platform and providing exclusive offers.
* Implementing User-Referrals Hierarchy and benefitting each user down the hierarchy.
* Associating Active users with brands and referring them as brand ambassadors.

# Operational Plan

## Location

Our headquarter is located in Athlone. Athlone is a very central location in Ireland, situated only one hour from Dublin and 90 minutes from both Cork and Limerick. We are located at a team member’s apartment. There is ample enough