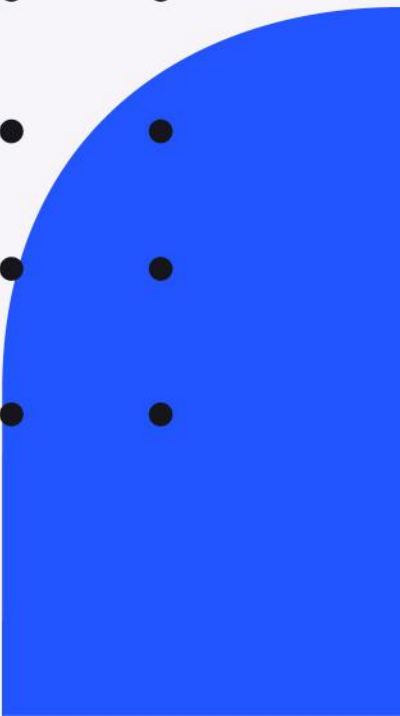
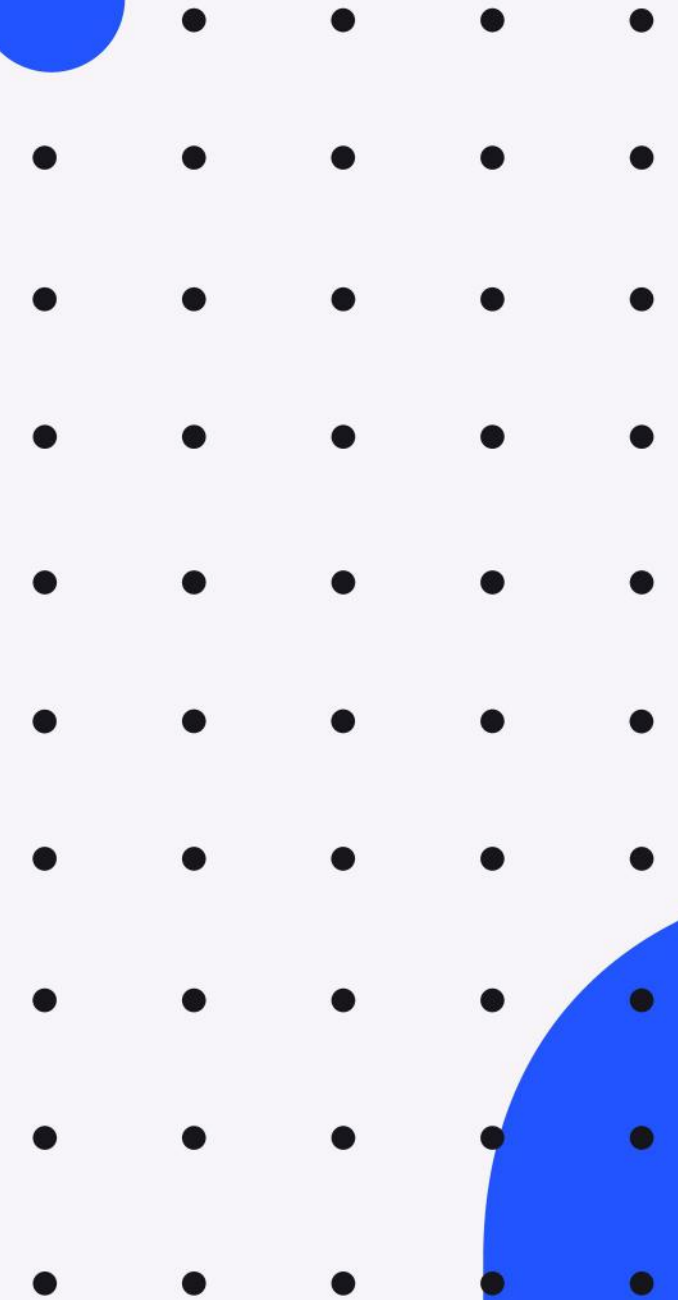
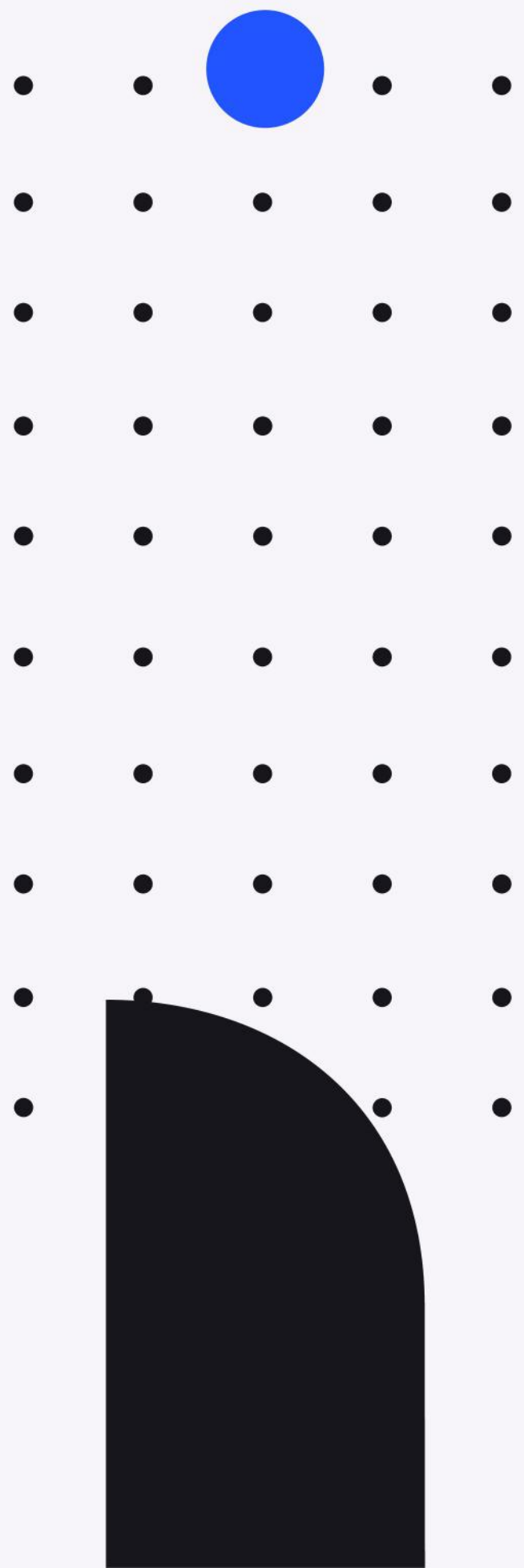


Business Plan

Alba Design
Web Development Company





Vision & Mission



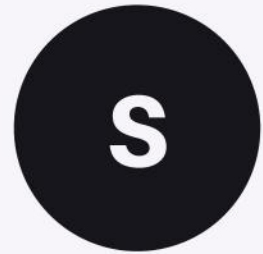
To become a prime performer in the national marketplace by providing highly innovative web development services that will drive our clients' business towards growth. We believe technology can make life better for everyone if used in the right way.



To create highly innovative and business-centered web solutions by utilizing the latest technologies, building life-long relationships with the clients along with achieving the highest client satisfaction.

Goals & Objectives

Short-term, mid-term, long-term goals



Expand our web studio by helping small business entities as well as the students



Get a share in the market segment, by creating strong brand identity



Hire skilful employees, reach permanent monthly income amount of 100,000 tg



Value Proposition

New wave of customers are
closer than you think.
Start selling today.

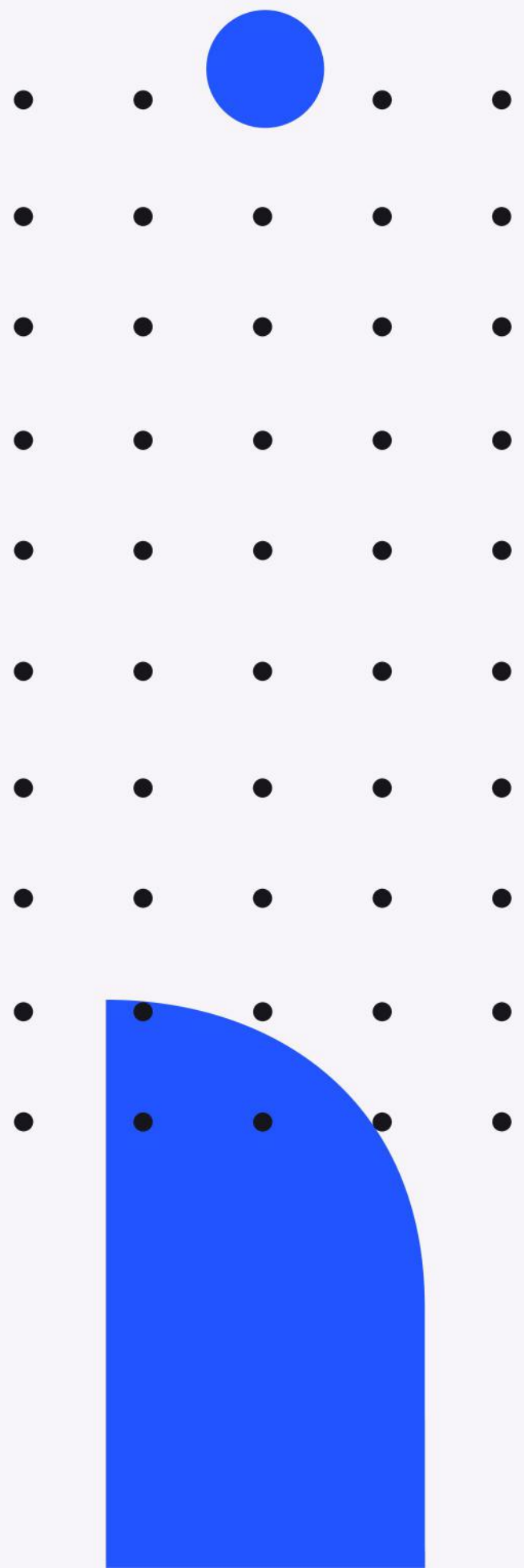


Market

In both local and national area there are not many competitors in comparison with global range.

They are not able to satisfy all the wishes of clients. For example, "Интернет-компания PS" offers web-cunstrutor with limited functions and "Megagroup.kz" provides old-fashioned design structures. Currently UI | UX Design is trending, which is why it will be major focus of Alba Design





Customers



Small business owners, students working on school projects

There are tonnes of potential clients who run small and medium businesses. The affordable price and revolutionary web-solutions will be the reasons of choosing Alba Design among others.

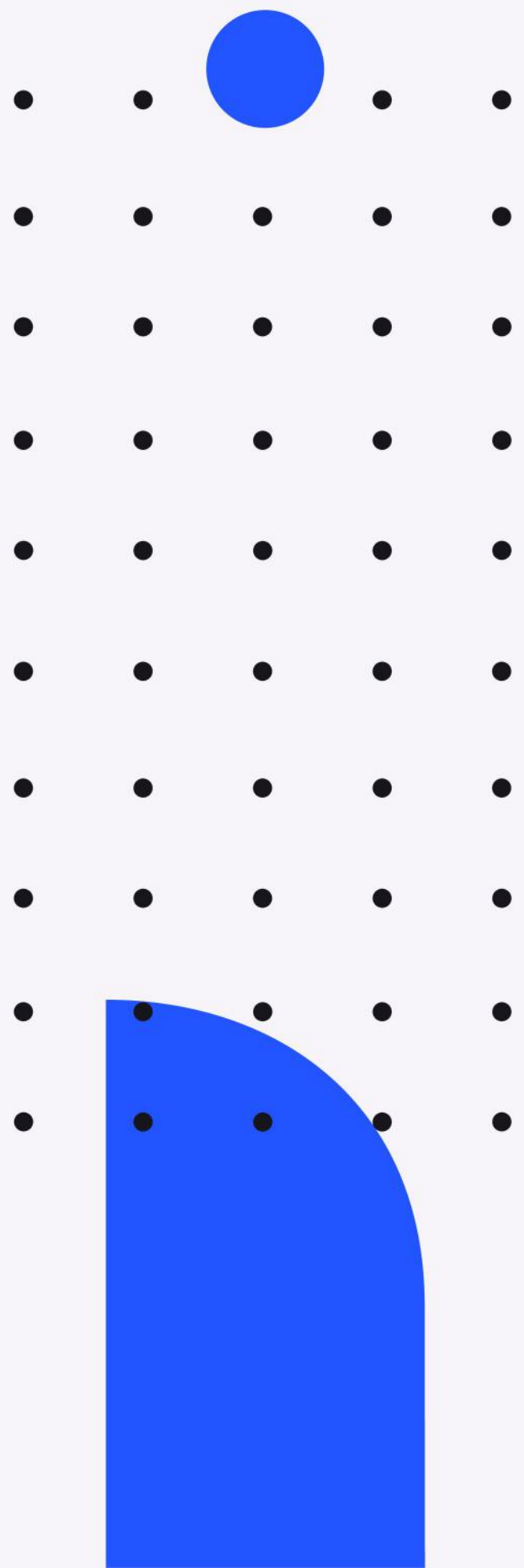


Demand



Currently practically all the businesses have lost the customers wave due to quarantine, and Kazakhstan is not exception. As a result, websites such as e-shops, delivery services and landing pages will be the highly demanded types of orders.





Product



Web-applications, including landing pages

● **₹5k**

Basic

● **₹15k**

Advanced

● **₹30k**

Premium



Marketing Strategy

What is happening next?

- It is necessary to complete 4-5 orders till the end of the 2020
- Service will be provided online, distantly via hosting
- Coverage area is Kazakhstan and CIS space
- Promotion via Social Media Marketing tools, specifically Instagram Targeting of Alba Design's page



Action

To develop and expand the company

Register on freelance exchange "fl.ru" to reach new clients

Make cold-calls to local businesses and offer our services

Lead the Instagram page properly, post latest works

The Team



**Ishanov
Aktilek**

Co-founder,
Frontend Developer



**Kaisar
Alibekov**

Co-founder,
Backend Developer

