

VFurnish

Business Plan

02/10/2016



Confidentiality Agreement-

The undersigned reader acknowledges that the information provided in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of VFurnish .

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information that is in the public domain through other means, and that any disclosure or use of this confidential information by the reader may cause serious harm or damage to VFurnish .

Upon request, this document is to be immediately returned to VFurnish .

Signature .

Name .

Date

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Executive Summary

a) Purpose of the plan - The primary purpose of this business plan is to define what the business is or what it intends to be over time. Businesses evolve and adapt over time, and factoring future growth and direction into the business plan can be an effective way to plan for changes in the market, growing or slowing trends, and new innovations or directions to take as the company grows. The Small Business Administration states, "The development of a comprehensive business plan shows whether or not a business has the potential to make a profit." By putting statistics, facts, figures and detailed plans in writing, a new business has a better chance of attracting investors to provide the capital needed for getting started. This business plan conveys the organizational structure of our business, including titles of directors or officers and their individual duties. It also acts as a management tool that can be referred to regularly to ensure the business is on course with meeting goals, sales targets or operational milestones. This business will solve the daily life problem which people face when they shift their houses or buy a furniture.

b) Service - VFurnish furniture planner is an easy and fun way to know what you need before you shop, or even after. The simple interface allows you to create floor plans and arrange furniture to see how products fit. Input your room's dimensions and the colour of the wall of your room. Then, click the photos of the furniture you want to place in the room or willing to place in it. You can change the colour of the wall at any time, with real-time updates so you can see how it will look in your home.

Advantages:

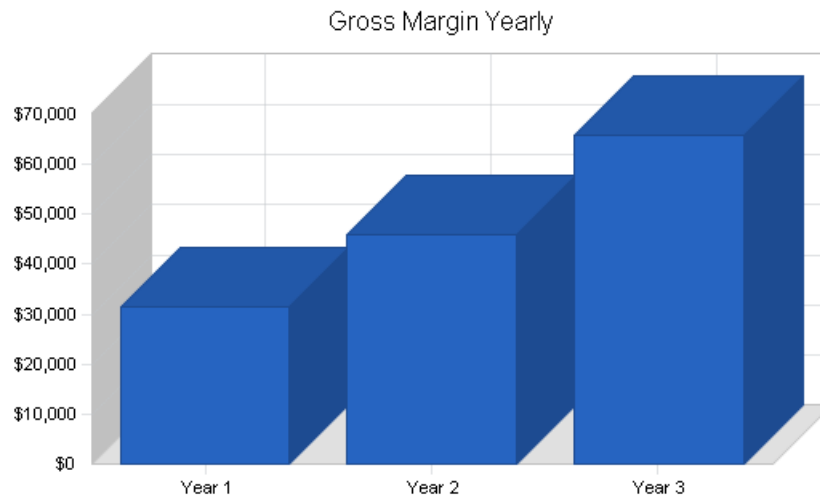
- Plan your room before shopping or after shopping!
- Save time by measuring rearranging your room in a virtual environment
- Drag and drop furniture
- Confirm items fit in your room before you buy
- Create multiple layouts to see what works best
- Save, print and share your designs
- It's free — start planning now

c) Marketing opportunity - The service has a wide opportunity among the local people as it has various benefits. It will relieve people from the great problem of moving the heavy furnitures here and there to see where they fit the best. Also people can see what fit in their room the best before buying the product. Thus it will save time as well as money.

d) Management team - The best management teams create cultures that people enjoy working in. The management team will be responsible for-

- Create an environment for success
- Nip problems in the bud, or prevent them entirely
- Exploit big opportunities

e) Financial projection -



f) Funding Requirements - Most of the funds will be required initially for the marketing purpose as marketing is essential for any product to become famous.

Company Description-

a) People involved in starting the company -

CEO - Bhuvi Gupta

The CEO's main duty is setting strategy and vision for proper development of the product within the deadline and in good quality. She also has to coordinate the team well and has to respond to the needs of the teammates. Also, she will be responsible for the future improvement in the product.

Technical - Pritesh Kumbhare

The Technical Director is responsible for the successful creation of the company's product by managing technical risks and opportunities. He has to oversee the technical design documentation process for correctness and timeliness and will also be responsible for fixing any bug.

Marketing - Prachi Agarwal

The marketing team's main responsibility will be planning the best strategies to promote the product in the market. The work also involves identifying markets and customer groups and also has to make sure the website is attractive.

Products and services - The new VFurnish is a free interactive room designer tool created to assist you during the design development stages of your residential or commercial project. With the Virtual Room Designer, you can reinvent each room in your house, from top to bottom, online. Create countless variations of your living space, mixing and matching colors, finishes and materials. When you decide on your final design, save, print and get into your local store to get started. Input your room's dimensions and the colour of the wall of your room. Then, click the photos of the furniture you want to place in the room or willing to place it. You can change the colour of the wall at any time, with real-time updates so you can see how it will look in your home.

Unique selling point - The most salient feature of this web page is that it allows user to put the exact shape of the 'existing' furniture in the virtual room planner by clicking a photograph of it and then uploading it. Most of the few websites available right now don't have this facility. They just have some basic shapes of the furniture and the customer is bound to use them.

Advantages to customers - The most salient feature of his app is that saves time and effort of customers. Also people get an idea of shape and size of the furniture which fits best in their room before going to buy. Also, it confirms that the item fits in your room before buying. It allows save and print your designs. Most importantly, it's free and user friendly.

Disadvantages -

The user may take time in cropping the image of the furniture.

Future Developments -

Product development is one of the most important drivers of innovation. The **VR technology** can be further incorporated in the app to have a 360 degree angle view of the room which will make it more useful.

c) Objectives -

Milestone	Start Date	End Date	Budget	Department
Year Buying Program	1/12/2016	30/12/2016	\$560	Products
Membership Strategy	1/1/2017	15/1/2017	\$225	Promotions
Seminar Schedule & Prep.	1/2/2017	1/3/2017	\$45	Marketing
Seminars	1/3/2017	30/4/2017	\$540	Marketing
Client Review/Analysis	1/6/2017	1/7/2017	\$250	Marketing
R&D (High Point, N.C.)	1/1/2017	1/7/2017	\$1,800	Products
Total			\$3,670	

d) SWOT analysis -

Strengths - Allows user to get the actual visual insight of their room by uploading the image of their furniture. Most of the websites already available do not have this option.

Weakness - The user has to crop the image of the furniture after uploading it on the website which may take some time.

Opportunities - Has great opportunity among the Home Furnishing Industry as it saves time and effort of the people while interior designing.

Threats - Might face competition from existing websites that use the verilog technology.

Market analysis -

a) Target market - There are broadly two types of customer; residential and commercial. The former would be characterised by an individual or household decision making unit whereas the latter would be characterised as an organisation, potentially an organisation can be slightly tough to deal with as it can be more complex with decision makers, buyers, specifiers, influencers and many people involved in the decision making processes. A potential, residential customer could be a friend, relation, someone down the road, a referral. Essentially someone who wants to 'do' their living space. A potential commercial customer could be a any interior designing firm, hotel chain, your local restaurant, the office where someone you know works; often it will be a 'workplace' of some sorts but it could also include a large property developer/builder building an apartment block or a private aircraft or yacht manufacturer/designer. this segment is nowadays growing exponentially.

b) Total market revenue - The sales forecast is broken down into three main revenue streams; residential consulting revenue, commercial consulting revenue, and product sales. The goal is to have these two revenue streams be equal by the second year, with product sales slower to secure during year one. The revenue forecast for the upcoming year is based on a modest 12% growth rate. The economic unpredictability adds to the difficulty of making these projections.

c) Market trends - Websites currently available do not have the facility of clicking the photograph and uploading it. they just have to take some basic size of furniture which is already there on the website. Thus it is first of its kind and thus can be marketed easily.

d) Profile of competitors - some of the websites which are our good competitors are planner 5D, Roomstyle 3D planner, ikea home planner tools, ikea kitchen planner, Design a room etc.

e) Benefits to the clients - Today in this modern world, where time is considered to be money, it saves time and effort of people. Also it is very easy to use. Also, reduces errors by people in buying the wrong dimension of the furniture.

Marketing/Sales strategy

Marketing strategy - The marketing strategy is based on establishing Barton Interiors as the resource of choice for people in need of interior design ideas and products. The more involved "do-it-yourself" and the "buy-it-yourself" clients will find the consulting and guidance helpful. On the other end of the spectrum,

the "just-get-it-done" client will find Barton will successfully accomplish exactly that. All clients will find Barton Interiors to be a resources to decorate their homes and offices in a way that is inspiring, inviting, and motivating.

Our marketing strategy is based on superior performance in the following areas:

- Unique consulting services.
- Product choices specifically chosen for each individual client project.
- Overall quality of the experience and the result.
- Excellent client service and support regardless.

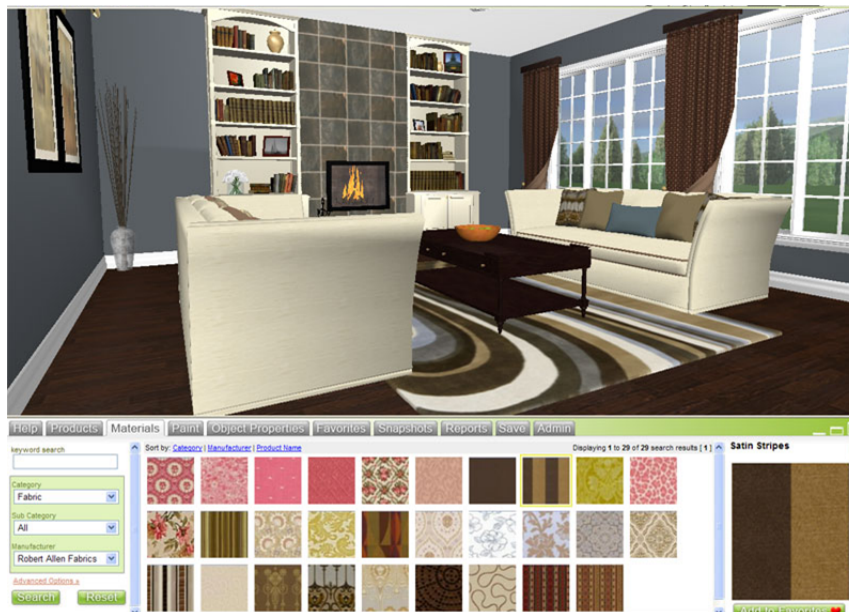
This marketing strategy will create awareness, interest, and appeal from our target market for what Barton Interiors offers our clients. This will be executed in a manner that will entice them to come back for repeat purchases and encourage them to refer friends and professional contacts.

Promotion Strategy - The promotion strategy will focus on generating referrals. Other potential sources of promotion include:

- Newspaper Advertisements: Select advertisements in the famous newspapers.
- Television Advertisements: Selecting national television shows.
- Quarterly Postcard: A direct mail postcard distributed to the client mailing list.
- Website: Collaborating with other famous websites and giving ad on them.

Research and Development-

Technology Roadmap-We will further extend our website so that we can get a 360 degree view of the whole room using VR technology. Also, we will try to develop technology that will automatically crop the image and then upload them on a new layer in the photo editor. For this the user has to take 360 degree images of their furniture and upload them on the website. The user will also be able to save these images and print them. That will be a user friendly interface where user can upload the 3-D models of their furniture and can experience the artificial world using VR glasses. Virtual Reality (VR) typically refers to computer technologies that use software to generate realistic images, sounds and other sensations that replicate a real environment (or create an imaginary setting), and simulate a user's physical presence in this environment, by enabling the user to interact with this space and any objects depicted therein using specialized display screens or projectors and other devices. VR has been defined as "...a realistic and immersive simulation of a three-dimensional environment, created using interactive software and hardware, and experienced or controlled by movement of the body or as an "immersive, interactive experience generated by a computer". A person using virtual reality equipment is typically able to "look around" the artificial world, move about in it and interact with features or items that are depicted on a screen or in goggles



Research and development-The research and development team of the company will work on area related to VR technology as this will be our next step. Right now, 3D virtual reality is used for urban regeneration, planning and trans-

portation projects. In 2007, development began on a virtual reality software which took design coordinate geometry used by land surveyors and civil engineers and incorporated precision spatial information created automatically by the lines and curves typically shown on subdivision plats and land surveying plans. These precise spatial areas cross referenced color and texture to an item list. The team's main responsibility will be to work on this field.