Rick’s Business Plan

Big Picture

Develop a website to serve like a Sports Card Collecting shop’s Virtual Store.

Listing inventory categories:

Sport

Name

Team

Position

Year

Manufacturer

Specialty Categories:

Complete Portfolios

Hall of fame

e.g. 100000 baseball cards between 1970-2000

Example of Complete Portfolios:

Alou Family

Griffey Family

Nolan Ryan

Potential customers:

* Private collectors
* Sports Organization
* Personal Remembrance

Need to know information customer interested in:

* Team
* Individual Player
* Gift
* Party

Size of portfolio:

* Lifetime
* Year
* Individual
* Collection

Themes:

* Players in movies
* Players in a book

Sale Interaction:

* Receive initial email
* Send first reply email
* Incorporate comments
* Get 20% of estimated expenditure
* Incorporate comments
* Send picture of portfolio in an email with final selling price
* Send balance due
* Ship package