CS3810 Business Plan

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1 Business Description

Anti-Entropy is company specialising in mobile applications for back office sales systems. The currently supported platforms are the iOS and Android operating systems. The aim of this product is to give busineses a simple solution to managing information on customers, provided products and services. This application may even replace dedicated terminals with a more convenient form factor, idealy installed on company supplied phones or tablets.

We also provide server hardware which hosts a central database the mobile software interacts with for its operations. This can either be renting our hosting service or purchasing a dedicated server for installation on the customers premesis.

To use the software the customer must pay a monthly licence fee, there are available per device or at a larger cost, per company. When purchasing a product the customer gets their first month licence for free.

Packaged with the licence we offer support services to help streamline the integration of our products into a customers business.

2 Competitor Analysis

The main competitors for this type of product would be similar products and the dedicated hardware versions as well as companies that offer similar back end sales management.

Companies that offer sich services are:

- ACT!
  A CRM solution software package created by Sage.
  This seems to be a Windows only solution with no Mac, Linux or mobile support apart from some standard calendar syncing features.
  They also offer a support package at a cost.

- Goldmine
  It has a mobile version as well as a desktop version with integration into Microsoft Outlook.
  The mobile version is only available on iOS and requires a windows server to host the service.
  This solution also seems to have third party plugin support for a few additional features.

- Maximizer
  Maximizer CRM Which also has iCalendar integration as well as a web based access tot he system.
  It has mobile versions as well including blackberry and windows mobile (not windows phone).

3 Strengths

We have solutions for the two main current mobile platforms as well as offering both hosted and dedicated database options.
Providing a personal service by having a friendly sales team who get to know each of our customers businesses directly and offer to meet on their own premesis.

4 Weaknesses

The costs of starting up and generating an initial income is the greatest weakness during the early stages of the business.
Competitors are already established and can already generate revenue to stay afloat.

The second weakness would be awareness, the competitors are already known or easily found. Getting the brand out to potential customers and portraying our product as a quility brand.

5 Opportunities

The internet is a very cheap and effective medium for gaining awareness and for easy communication between us as a company and our customers.
Anti-Entropy will focus on good business to business relationships to try and establish brand loyalty and to help tailor our service to their individual needs. A lot of these services are just a software package with optional support with no need to talk to a human being, just order the software and you are done, we offer a personal service to help integrate with existing businesses.

6 Threats

Already established products are much more likely to get the sales over a new unknown product.
If the venture is very successfull then there is the possibility of work overload where we may not be able to deliver all of the services promtly and to the standard of which the customer is expecting.

7 Personnel

- Managing Director
  Will be responisble to the top level management of the business and making sure that all of the finances are managed appropriately.

- Senior Developer
  Responsible for the development team. Should have a Computer Science or programming background.

- Web Developer
  Creation an maintenance of the company website will be the responsibility of the web developer, which should expand to a team when the company is more established. Also will work on the web client for the product.

- Developer
  Standard developer working on the product itself. Idealy having one developer per application (iOS, Android, Server). Initialy developers will have to provide support for their products as well.

- HR Manager
  Will be tasked with making sure the Government criteria for workplaces is met and that staff are kept happy. Primarily ensuring a productive workforce.

- Sales
  Responsible for contacting other businesses about our product and building relationships with them, as well as aquiring sales.

- Marketing Manager
  To seek our potential customers to give to sales, to organise and manage advertising. Should be familiar with digital marketing.

8 Marketing

Co-ordination between the sales team and the marketing manager will be key to successfull marketing.

- Traditional advertising
  In business magazines and newspapers.

- Targeted adverts on websites.

9 Justifications

To keep the utility costs down we should rent office space which has utilities included including a T1 broadband internet line.
Sales staff will use their personal vehicles or public transport, depending on distance needed to travel, untill the company is established enough and can afford the expense of company vehicles.

The reasons behind choosing iOS and Android as the mobile platforms for this

venture is due to the increasing market share of these devices over the alternatives. According to Tech-Thoughts [9] Android has had an increasing market share over iOS and currently has much more of the market than its competitor. iOS is the next highest and is on the rise.
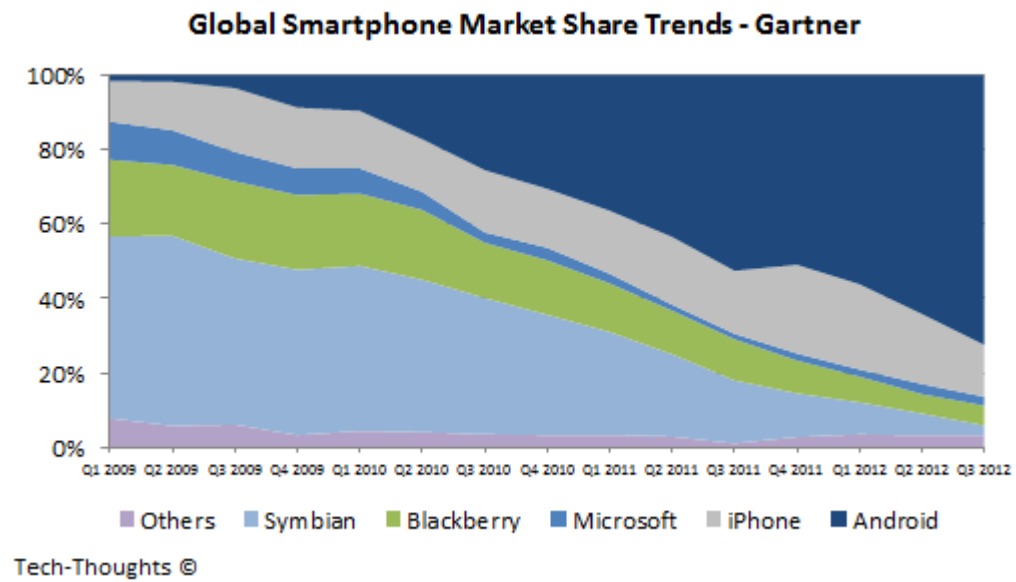
Global Smartphone Market Share Trends - Gartner

Figure 1: Smartphone market share

		January	February	March	April	May	June	July	August	September	October	November	December	Anual
Sales														
Pre VAT				435	2,576	2,798	3,716	7,008	6,652	9,217	13,776	14,742	22,309	
VAT				87	515	560	743	1,402	1,330	1,843	2,755	2,948	4,462	
Loans		100,000												
Investment		25,000												
Total Cash In		125,000	0	522	3,091	3,358	4,459	8,410	7,982	11,060	16,531	17,690	26,771	224,875
Overhead Costs														
Managing Director	20,000	1	1	1	1	1	1	1	1	1	1	1	1	
Senior Developer	23,000	1	1	1	1	1	1	1	1	1	1	1	1	
Web Developer	19,000	1	1	1	1	1	1	1	1	1	1	1	1	
Developer	17,500	1	1	1	1	2	2	2	2	2	2	2	3	
HR Manager	20,000	1	1	1	1	1	1	1	1	1	1	1	1	
Sales	26,000	1	1	1	1	1	1	1	2	2	2	2	2	
Marketing Manager	20,000	1	1	1	1	1	1	1	1	1	1	1	1	
Salaries		12,125	12,125	12,125	12,125	13,583	13,583	13,583	15,750	15,750	15,750	15,750	17,208	
On Costs	15.00%	1,819	1,819	1,819	1,819	2,038	2,038	2,038	2,363	2,363	2,363	2,363	2,581	
Rent	13720	980	980	980	980	1,120	1,120	1,120	1,260	1,260	1,260	1,260	1,400	
Telephone	361.6	133	21	21	21	21	21	21	21	21	21	21	21	
ISP	0	0	0	0	0	0	0	0	0	0	0	0	0	
Advertising	3600	300	300	300	300	300	300	300	300	300	300	300	300	
Travel	1800	150	150	150	150	150	150	150	150	150	150	150	150	
Legal	840	70	70	70	70	70	70	70	70	70	70	70	70	
Insurance	900	75	75	75	75	75	75	75	75	75	75	75	75	
Accountant	600	50	50	50	50	50	50	50	50	50	50	50	50	
Computer Equipment	4000	2,800	0	0	0	400	0	0	400	0	0	0	400	
Server Hosting	808	434	34	34	34	34	34	34	34	34	34	34	34	
Loans	3000	250	250	250	250	250	250	250	250	250	250	250	250	
Total VAT		1,048	386	386	386	494	414	414	522	442	442	442	1,066	
Total Cash Out		20,234	16,260	16,260	16,260	18,585	18,105	18,105	21,244	20,764	20,764	20,764	23,606	230,949
To VAT					-1,733				524		3,198			8,215
Cash Balance		104,766	88,507	72,769	61,334	46,107	32,462	22,243	8,981	-723	-8,154	-11,228	-8,062	

Figure 2: 1st Year Cash Flow

		January	February	March	April	May	June	July	August	September	October	November	December	Anual
Sales														
iOS Application	15	25	54	16	0	22	20	51	14	4	27	18	23	4,110
Android Application	12	5	18	9	43	19	21	21	18	61	42	14	9	3,360
Licence(single)	50	0	30	48	62	105	96	116	178	210	275	264	241	81,250
Licence(unlimited)	500	0	1	1	1	1	3	4	4	5	5	4	6	17,500
Hosting	50	0	1	1	2	4	6	8	9	9	13	18	26	4,850
Servers	1000	0	0	0	0	1	1	2	4	3	7	8	2	28,000
Total Sales		**435**	**2,576**	**2,798**	**3,716**	**7,008**	**6,652**	**9,217**	**13,776**	**14,742**	**22,309**	**22,538**	**15,803**	**121,570**
Overhead Costs														
Managing Director	20000	1	1	1	1	1	1	1	1	1	1	1	1	
Senior Developer	23000	1	1	1	1	1	1	1	1	1	1	1	1	
Web Developer	19000	1	1	1	1	1	1	1	1	1	1	1	1	
Developer	17500	1	1	1	1	2	2	2	2	2	2	2	3	
HR Manager	20000	1	1	1	1	1	1	1	1	1	1	1	1	
Sales	26000	1	1	1	1	1	1	1	2	2	2	2	2	
Marketing Manager	20000	1	1	1	1	1	1	1	1	1	1	1	1	
Salaries		12,125	12,125	12,125	12,125	13,583	13,583	13,583	15,750	15,750	15,750	15,750	17,208	
On Costs		1,819	1,819	1,819	1,819	2,038	2,038	2,038	2,363	2,363	2,363	2,363	2,581	
Rent	13720	980	980	980	980	1,120	1,120	1,120	1,260	1,260	1,260	1,260	1,400	
Telephone	362	133	21	21	21	21	21	21	21	21	21	21	21	
ISP	0	0	0	0	0	0	0	0	0	0	0	0	0	
Advertising	7000	300	300	300	300	300	300	300	300	300	300	300	300	
Travel	1800	150	150	150	150	150	150	150	150	150	150	150	150	
Legal	840	70	70	70	70	70	70	70	70	70	70	70	70	
Insurance	900	75	75	75	75	75	75	75	75	75	75	75	75	
Accountant	600	50	50	50	50	50	50	50	50	50	50	50	50	
Loans	3000	250	250	250	250	250	250	250	250	250	250	250	250	
Server Hosting	808	434	34	34	34	34	34	34	34	34	34	34	34	
Deprication (Computer)		540				60			60				60	
Total Costs		**16,926**	**15,874**	**15,874**	**15,874**	**17,751**	**17,691**	**17,691**	**20,382**	**20,322**	**20,322**	**20,322**	**22,199**	**221,227**
Profit Loss		-16,491	-29,788	-42,864	-55,021	-65,764	-76,802	-85,276	-91,882	-97,463	-95,476	-93,260	-99,657	

Figure 3: 1st Year Profit/Loss

Balance Sheet Year 1		
Fixed Assets		
	Computer Equipment	3,280
		3,280
Current Assets		
	Cash	-8,062
	Accounts Recievable	38,341
		30,279
Current Liabilities		
	VAT	8,215
	Net Current Assets	22,063
	Total Assets – Current Liabilities	**25,343**
Long Term Liabilities		
	Loan	100,000
		100,000
Net Assets		
	Capital	25,000
	Retained Profit	-99,657
		25,343

Figure 4: 1st Year Balance Sheet

		January	February	March	April	May	June	July	August	September	October	November	December	Anual
Sales														
Pre VAT		22,538	15,803	19,083	19,957	24,111	24,008	21,474	29,176	26,884	27,123	29,386	30,976	
VAT				3,817	3,991	4,822	4,802	4,295	5,835	5,377	5,425	5,877	6,195	
Loans														
Investment														
Total Cash In		22,538	15,803	22,900	23,948	28,933	28,810	25,769	35,011	32,261	32,548	35,263	37,171	340,955
Overhead Costs														
Managing Director	20,000	1	1	1	1	1	1	1	1	1	1	1	1	
Senior Developer	23,000	1	1	1	1	1	1	1	1	1	1	1	1	
Web Developer	19,000	1	2	2	2	2	2	2	2	2	2	2	2	
Developer	17,500	3	3	3	3	3	3	3	3	3	3	3	3	
HR Manager	20,000	1	1	1	1	1	1	1	1	1	1	1	1	
Sales	26,000	2	2	2	2	3	3	3	3	3	3	3	3	
Marketing Manager	20,000	1	1	1	1	1	1	1	1	1	1	1	1	
Salaries		17,208	18,792	18,792	18,792	20,958	20,958	20,958	20,958	20,958	20,958	20,958	20,958	
On Costs	15.00%	2,581	2,819	2,819	2,819	3,144	3,144	3,144	3,144	3,144	3,144	3,144	3,144	
Rent	19460	1,400	1,540	1,540	1,540	1,680	1,680	1,680	1,680	1,680	1,680	1,680	1,680	
Telephone	361.6	133	21	21	21	21	21	21	21	21	21	21	21	
ISP	0	0	0	0	0	0	0	0	0	0	0	0	0	
Advertising	3600	300	300	300	300	300	300	300	300	300	300	300	300	
Travel	1800	150	150	150	150	150	150	150	150	150	150	150	150	
Legal	840	70	70	70	70	70	70	70	70	70	70	70	70	
Insurance	900	75	75	75	75	75	75	75	75	75	75	75	75	
Accountant	600	50	50	50	50	50	50	50	50	50	50	50	50	
Computer Equipment	1600	0	400	0	0	400	0	0	400	0	0	0	400	
Server Hosting	808	434	34	34	34	34	34	34	34	34	34	34	34	
Loans	3000	250	250	250	250	250	250	250	250	250	250	250	250	
Total VAT		572	578	498	498	606	526	526	606	526	526	526	1,235	
Total Cash Out		23,224	25,078	24,598	24,598	27,738	27,258	27,258	27,738	27,258	27,258	27,258	28,367	317,630
To VAT		8,215			2,168			11,985			13,849				15,210
Cash Balance	-8,062	-16,963	-26,239	-27,937	-30,755	-29,560	-28,008	-41,483	-34,209	-29,206	-37,765	-29,760	-20,955	

Figure 5: 2nd Year Cash Flow

		January	February	March	April	May	June	July	August	September	October	November	December	Anual
Sales														
iOS Application	15	41	61	43	36	94	104	98	13	38	74	80	55	11,055
Android Application	12	64	91	18	64	22	43	47	19	43	18	104	99	7,584
Licence(single)	50	265	285	301	322	312	326	369	398	424	461	489	510	223,100
Licence(unlimited)	500	6	16	18	21	26	30	32	38	48	56	58	68	208,500
Hosting	50	29	34	44	52	64	76	88	96	102	112	121	136	47,700
Servers	1000	3	2	6	4	1	7	2	2	2	1	11	4	45,000
Total Sales		19,083	19,957	24,111	24,008	21,474	29,176	26,884	27,123	29,386	30,976	43,948	38,313	334,439
Overhead Costs														
Managing Director	20000	1	1	1	1	1	1	1	1	1	1	1	1	
Senior Developer	23000	1	1	1	1	1	1	1	1	1	1	1	1	
Web Developer	19000	1	2	2	2	2	2	2	2	2	2	2	2	
Developer	17500	3	3	3	3	3	3	3	3	3	3	3	3	
HR Manager	20000	1	1	1	1	1	1	1	1	1	1	1	1	
Sales	26000	2	2	2	2	3	3	3	3	3	3	3	3	
Marketing Manager	20000	1	1	1	1	1	1	1	1	1	1	1	1	
Salaries		17,208	18,792	18,792	18,792	20,958	20,958	20,958	20,958	20,958	20,958	20,958	20,958	
On Costs		2,581	2,819	2,819	2,819	3,144	3,144	3,144	3,144	3,144	3,144	3,144	3,144	
Rent	19460	1,400	1,540	1,540	1,540	1,680	1,680	1,680	1,680	1,680	1,680	1,680	1,680	
Telephone	362	133	21	21	21	21	21	21	21	21	21	21	21	
ISP	0	0	0	0	0	0	0	0	0	0	0	0	0	
Advertising	7000	300	300	300	300	300	300	300	300	300	300	300	300	
Travel	1800	150	150	150	150	150	150	150	150	150	150	150	150	
Legal	840	70	70	70	70	70	70	70	70	70	70	70	70	
Insurance	900	75	75	75	75	75	75	75	75	75	75	75	75	
Accountant	600	50	50	50	50	50	50	50	50	50	50	50	50	
Loans	3000	250	250	250	250	250	250	250	250	250	250	250	250	
Server Hosting	808	434	34	34	34	34	34	34	34	34	34	34	34	
Deprication (Computer)			60			60			60				60	
Total Costs		22,651	24,160	24,100	24,100	26,792	26,732	26,732	26,792	26,732	26,732	26,732	26,792	309,047
Profit Loss	-99657	-103,225	-107,428	-107,418	-107,510	-112,828	-110,383	-110,231	-109,900	-107,246	-103,002	-85,786	-74,265	

Figure 6: 2nd Year Profit/Loss

Balance Sheet Year 2		
Fixed Assets		
	Computer Equipment	4,640
		4,640
Current Assets		
	Cash	-20,955
	Accounts Recievable	82,261
		61,306
Current Liabilities		
	VAT	15,210
	Net Current Assets	46,095
	Total Assets – Current Liabilities	**50,735**
Long Term Liabilities		
	Loan	100,000
		100,000
Net Assets		
	Capital	25,000
	Retained Profit	-74,265
		50,735

Figure 7: 2nd Year Balance Sheet

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