This document indicates the business model of ModTech company. It could be edited and changed afterwards.

The business plan

# Executive summary

The aim of our company is to be in the wholesalers business. We aim to set up in places where there already is a market (e.g., US) so to establish our tools and methods, and then to extend to other places such a Brazil. Our business will be in both chips and PCs, as those products are complementary and will support each other in case of any loss in sales.

We know that different customers have different needs, so we will adapt our strategy to different geographic markets and create targeted advertising campaigns. We will create market opportunities by adapting products we sell and prices to customers.

In the long term, we also plan to produce computers for high end users if possible depending on factories set-up prices.

The company name is ModTech Inc. – it is an abbreviation for Modern Technology, because we the key value of our company is to bring technology to people and ameliorate daily life through innovation.

# Team members and initial roles

The ModTech team includes 3 members:

* Gustavo MARIN (the “expert” and our team leader)
* Mathilde SAHUGET
* Anh-Dung LE

The following table illustrates the roles of each member:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Overview | Geographic |  |  |  |
| CEO | HQ | US | EU | Brazil |
| Functional roles include: |  |  |  |  |
| Area manager |  |  | Anh-Dung |  |
| Finance |  |  |  |  |
| Marketing |  |  |  |  |
| Sales |  |  |  |  |
| Negotiation |  |  |  |  |
| Production | Anh-Dung | Anh-Dung | Anh-Dung | Anh-Dung |
| Logistics |  |  |  |  |
| R&D | Anh-Dung | Anh-Dung | Anh-Dung | Anh-Dung |

Our team gathers people from different backgrounds and culture; we think this diversity as a source of enrichment and success that will enable us to go beyond what other companies can do. We complement each other by seeing business and technology from different perspectives. As English is our working language, the communication flow is easy and it enhances our collaboration.

# Business model

## Customer segments

* High class customers
* Other company wanting to sell products through wholesaler
* Governments
* Institutes, universities

## Channels

* Advertisement
* Agents
* Wholesalers
* Distributors

## Customer relationships

* Loyalty discount
* Customer service and warranty

## Value propositions

* High quality, deluxe computers for high end users.
* One of the biggest wholesaler in the market
* Reliable products and services
* Instant product delivery

## Revenue streams

* Selling deluxe computers
* Selling computers from other companies as a wholesaler
* R&D patent
* Bank interest
* Leasing plants

## Key activities

* Creating high class computers
* Buying high quality chips from other firms
* R&D labs for best patents
* Marketing products
* Wholesaling

## Key resources

* PC plants
* Cash flows
* R&D labs
* Loyal customers

## Key partners

* High quality chips companies
* Consultant firms
* Banks
* Governments
* Agents
* Nippon
* Law consultants
* Shipping partners

## Cost structure

* PC plants
* R&D team
* Production
* Shipping cost
* Marketing
* Distributors
* Agents
* Consulting fees
* Taxes

# Financial analysis

# External environment

# Implementation roadmap

**What are your first steps to implement your business model?**

# Risk analysis

# Initial planning schedule

# Possible partnership

# Conclusion

# Annexes