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 SAHUGUET
* Anh-Dung LE

The following table illustrates the roles of each member:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Overview | Geographic |  |  |  |
| CEO  Gustavo | HQ | US | EU | Brazil |
| Functional roles include: |  |  |  |  |
| Area manager | Gustavo |  | Anh-Dung |  |
| Finance | Gustavo | Gustavo | Gustavo | Gustavo |
| Marketing | Mathilde | Mathilde | Mathilde | Mathilde |
| Sales | Gustavo | Gustavo | Gustavo | Gustavo |
| Negotiation | Gustavo | Gustavo | Gustavo | Gustavo |
| Production | Anh-Dung | Anh-Dung | Anh-Dung | Anh-Dung |
| Logistics | Mathilde | Mathilde | Mathilde | Mathilde |
| 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. Because 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

## SWOT Analysis

With this analysis we can establish how to implement our strategy inside the different areas in which we are able to operate.

### Strengths

We are the people with a passion for what we do, with a high sense of commitments and responsibility.

Cover a part of the market that is necessary and yet not many companies will do.

### Weaknesses

Being a wholesaler our economic activity relies on having great relationships with successful manufactures that are able to sell us enough chips and PC to satisfy the demand of the market.

At the beginning we have to sale through agents the PCs and chips that we will buy from Nippon, which will cost a lot of money, and only after three quarters we will be able to be a wholesaler.

### Opportunities

All the companies will be focusing in producing chips or PCs, and to avoid paying high fees to the agents, they will prefer to use our company to sale their products in an specific area.

### Threats

Not having enough stock to satisfy the demand of the market, and loss a lot of clients.

The fact that we need to invest to much money in the beginning and is mandatory to sell a good amount of products to have enough cash to invest money in an specific moment.

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

### Competitive Edge

We will start selling products from the first quarter to gain an advantage and be the first company that sales PCs and chips and then have the highest share in the market, so other companies will want to may agreements with us to sell their products.

### Marketing Strategy

Will use advertising as a main source of promotion. Have stock every time, so there's not even one customer that cannot buy one of our products because there is not enough in inventory. Give some special offers to costumers on the first quarters to gain some awareness inside the market.

# Risk analysis

# Possible partnership

Our possible partners can be the PC manufacturers in the US area at the first time. And then we try to cooperate with the high-class chip manufacturers to produce deluxe PCs.

We can cooperate with other labs to create higher class of PCs.

Governments and institutes can be our potential partners.

# Conclusion

## Concerns

We did not understand all the information from the Gazette

The lack of financial skills of the team members

## Issues

The tools for decision-making

## Uncertainties

# Annexes