

BUSM1311

The Entrepreneurial Process

Semester 1, 2020

Assignment 2 – Identifying and Developing an Entrepreneurial Idea

Names(s): Sher Anne Wong, Duncan Do

Student Number(s): s3703019, s3718718

Contents Page

Cover Page	1
Contents Page	2
Report contents	3-5
References	6

The concept of our business idea involves creating a peer-to-peer marketplace that connects locals who want to buy goods from overseas that they cannot attain locally and travellers willing to ferry them over who have extra baggage space.

Unless you live in a country in the centre of the commercial world, it is unlikely all the products you want are produced locally. Thus, there is a clear growing demand for products unavailable in person/locally. So the supply and demand both exist prominently today, however the means to connect them is not always there. Major companies with ecommerce websites will most likely have shipping capabilities to many countries, and lesser companies may have shipping to the major consumer countries. There is, however, a gap of countries, which is where we come in.

Our market segment is 2-fold, the product ferriers, and the receivers. Part of the ferry demographic can be isolated to the similar group of uber drivers and Airbnb hosts. We believe this is the appropriate target not because of any similarity in the service provided itself, but because of the level of autonomy those occupations provide. Furthermore, the ferry demographic can also be identified by the individuals or companies who frequent on international ventures. Since they were travelling anyway, this additional task would come at no extra time cost to themselves.

For the receiver's market, a notable subset is those who reside in countries who are not usually considered in the shipping loop when companies allow for international purchases. This would not always be the lightly populated or lower income countries; many first world countries are sometimes excluded from such loops as well; at least at first. Branching off from that, the efficiency of systems now days has perpetuated this idea of immediate satisfaction. People expect the things they desire to come quickly as soon as they call for it. If a simple webpage does not load within 3 seconds [1] "53% of people will leave". This idea can be extrapolated to services that begin release in a smaller circle and expand to more international outlets later. Humans tend to be impatient and desire it as soon as they are aware of it. Therefore, we can target the demographic that wants their products instantly and rather not wait for a long-winded release to their country.

There are several third-party pre-existing peer-to-peer transportation services of online goods. Notable ones are Airtrov, Shopandbox, and Grabr. The services like this one all provide a similar scheme, offering an alternate transport of goods. However, it does not overlap with some of our perceived customer base.

All the competitors offer a similar service, with the advantage of having an established market from existing for a longer period. However, where they falter is the lack of an Australian demographic. As our service is based in Australia, it will be easier for us to establish an Australian market at a lesser cost. This idea can be extrapolated to servicing areas and countries others neglect; capitalising on the untapped market before trying to disrupt the market currently dominated by the before mentioned services.

In order to implement our business idea, we would search for an investor who believes and is willing to invest in our business idea. We would start by preparing an investment proposal that describes the details of the business idea and what it does. Then, we will further describe what inspired us to launch this business idea and how the idea came about. It will then be followed by the necessary financial documents as well as the marketing, financial, operations and legal plans detailing what our plans are for the business in the future. The proposal will also include a project timetable that entails how long the agreement will last as well as an exit plan in the case of a business failure.

In terms of non-financial resources, our team has decided that we would create an online presence to promote the business idea. As social media has become a very powerful and important asset to businesses these days, we believe that targeted advertisements on social media platforms will help assist our business in reaching its intended audiences such as backpackers and buyers who are willing to place their trust in our platform.

These days, there are many ways that entrepreneurs can attract investors and pitch their ideas to the general public to gain a vested interest. Our team is hoping to gain some funds on crowdfunding platforms that specifically investigate investing in innovative entrepreneurial ideas, such as Kickstarter. By pitching our business idea on social media and prompting interested parties to invest in our team and our idea, this will not only allow us to gain some capital but also some potential customers. Furthermore, it is important our venture team attends networking events. This is a prime opportunity to meet like-minded entrepreneurs in similar fields as they could provide some important insight or assistance that could help our business. In addition, networking events such as pitch meetings are perfect time to scout for potential investors. Further assisting our venture with economic funds or services if they consider our service promising.

Starting a new business venture involves a lot of guidelines that businesses must follow, whether they are legal or ethical implications. Firstly, we would ensure that our platform

includes a secure check-out process for buyers when they input their card details for deposits on their requests. This will be done by encrypting transmission of data on pages where payment information is provided. We must also ensure that the personal information for those who create accounts within our platform are kept private and confidential, and not shared with any third parties. However, in any case that information is shared to third party users, permission must be expressed by the user to do so. Furthermore, our business must also ensure that we inform our customers that we do not allow and bare no responsibilities to all illegal goods involved in the use of our platform.

Words: 999

References

[1] machmetrics.com, “Average Page Load Times for 2018 – How does yours compare?”, 2020.
[Online]. Available: <https://www.machmetrics.com/speed-blog/average-page-load-times-websites-2018/>. [Accessed: 17- April- 2020]