
Business Plan

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INTRODUCTION

Creating an extensive business plan is unnecessary for most businesses to get started. However, creating a short business plan offers several benefits that outweigh the investment of time. This business plan aims to make our company known by presenting its name and its mission. It is also crucial to further explain the services that our tool offers, how it is necessary for the field of education, and also why our product is superior to the competition. This business plan also includes some important factors that should be taken into consideration. These factors contain the company overview and the business description that will present the name, the mission and the services that our company offers, the market analysis, the operating plan, the marketing and sales plan which will present how we will promote our service, and lastly the organization plan.

1. EXECUTIVE SUMMARY

MISSION: Buzz-it is a tool in the field of education that points at the students' participation in the classroom. It focuses on the progress of each student and the healthy competition between everyone in the classroom. What is more, it is a necessary tool for the lecturers who are seeking to interact with some of the students who are having difficulties with the courses. It measures everyone's progress and there is plenty of information that shows who participates and the points that each student has gathered in every course. Therefore, this tool aims to create a more engaging environment in the classroom and at the same time to facilitate the process of keeping evidence of student participation.

MARKET FOCUS: The market focus of this tool is the entire field of education and more precisely the lecturers. It is essential in order to create an environment where students will feel the need to participate more and therefore, learn and succeed in their studies. It is critical to mention that this tool will ultimately help lecturers notice which student needs more guidance in order to help them and interact with them. Thus, the principal market focus of this tool is the instructors in education.

COMPETITIVE ADVANTAGE: The main advantage that this tool has against its competitors is the fact that this tool includes multiple information and activities. The students and the lecturers will have to create an account so that they can use this tool which will be a mobile application. By doing this, the application gathers essential information that is shown to the lecturers after every activity ends. It also helps the instructors notice who is using the tool and if everyone participates. So, the advantage of this tool is that by providing all this important data to the instructors, it helps by creating a more engaging environment in the classroom.

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2. COMPANY OVERVIEW

As technology is growing at a rapid pace, several tools can be valuable and improve our everyday lives. Education plays a crucial part in our lives. Although there are a variety of technological tools in education, there is a lack of a system that keeps track of student participation in the classroom. The company's name is called Buzz-it. Buzz-it will be a beneficial tool for lecturers who need to interact with their students while also being updated with their progress. The mission of this company is to create a more pleasant environment in the classroom and simultaneously enhance student participation.

3. BUSINESS DESCRIPTION

First of all, one of the most significant issues that education faces is the lack of student participation in the classroom. Many students lose their motivation while the lecturers are trying to teach. What is more, the lecturers are not always aware of the skills that their students have and also the problems that each student may face during their academic lives.

As mentioned before, Buzz-it will be a system that will track students' participation while also showing each student's progress. This tool will be used through a mobile application. Both the lecturers and the students will have to create an account on this application so that they will be able to use it. A notable part of this tool is the option of staying anonymous by creating a nickname. Some of the students who are hesitating on classroom participation, find it more comfortable to engage more through anonymity. Furthermore, the lecturers will have the possibility of creating multiple courses with different enrollment keys that will be provided to their students. After each student enrolls in the course the lecturer asks oral questions and creates an activity on the system. Then a button will be displayed on the screen and whoever is ready to answer the question presses it. Then, on the lecturer's screen, the students' names who pressed the button faster will be arranged and displayed by order. The student who pressed the button faster will have the opportunity to answer orally first. If the answer is correct then the activity stops. If not, the lecturer will have the option to press the incorrect answer button that will appear on his screen and, so the system goes to the second student who pressed the button faster.

The idea behind this tool is to create a classroom where everyone will participate and engage with each other. Competition motivates students, even those who prefer to stay anonymous. Moreover, it is essential for lecturers to keep track and have proof of those who participate in their courses and most importantly those who do not. This system will view to the lecturers how many students are enrolled in their courses, who participates in the activities,

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and who presses the button faster. Additionally, each week a table with information including how many times a student has participated in the activities and the total points that students gather will be shown to the lecturer. This component of the system is particularly useful for the lecturer who will be able to interact with their students and offer those who are not active some guidance.

The reasons stated above prove why this tool will be extremely useful in education and particularly for the lecturers. The information that this system will provide to the instructors is crucial for noticing the students' progress and participation. Engagement, competition and interaction are also the most prominent components of this tool and why this service differs from any other product that already exists in the field of education. This tool promises to create a fun and engaging environment that will benefit both the students and the lecturers in the learning experience.

4. MARKET ANALYSIS

In this part of the report we provide the reader with an understanding of how well our business knows and understands its market and if it is big enough to support the business objectives. This section provides an overview of the industry that the business will participate in. As this section is narrowed down to the ideal customer based on the business strategy, the plan will define the target market. A detailed description and sizing of the target market will help the reader understand the market value the business is pursuing .

4.1 Industry type

The industry we are aiming to get into is educational software and applications which by now the industry worldwide has an annual revenue of nearly ten billion dollars. The industry is responsible for providing educational programs and software in order to help the system to get better and with the use of Technology help every kind of learner better understand and achieve the desired learning outcome. Such software could be plagiarism in checkers , grammar checkers, a combination of software and hardware with pointers that will help the lecturer inside the classroom and in general software that will help any learner and any teacher. Software wants to claim its position in the market or universities. As a company our goal is to help University lecturers and students to become better. We would like to engage interactions of the students inside the classroom and make the marking criteria for them more fair. In this industry there are a lot of regulations that we need to follow in order to claim our position next to the competition.

This industry is a very old one with a lot of years of service in the evolution of society as new technologies are a part of only merely 1% of its lifespan. Technology in the industry of Education is something really new and that is a lot of room for innovation in this market. To better understand what is the type of the chosen industry we'll have to better understand what

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is the educational system because it is a misconception not only schools and universities are part of it but any other form of it that has a teacher and the student like a driving school is considered part of it. So educational software and applications which is the part of our business I would like to get into aims only to help the educational system and with the rapid growth of Technology the industry of educational software made its appearance as it was really natural to. It is a different part from the software industry and a different part from the educational system. What would say it is a combination of both but it isn't. It is a clear market that has been created in the last years next to both of the above.

4.2 Market segmentation

As described above the market of choice is educational software and applications. This market has not that many segments but it still has some categorizing over products and servicing. A software company can sell either products that are a piece of software that somebody buys one time, such software can be for example the office suite of Microsoft that used to be in one time purchase and it could be considered as a product. Another example that is related in our industry, the educational system, could be an interactive board. The combination of software and hardware that needs to be installed in order for it to work is considered a product rather than a service providing. On the other hand the same company can sell service providing. Which can be a piece of software that provides a service that is not a one-time purchase such as a VPN. This is called service providing and it is paid with a subscription. An example of service providing software that exists in the educational system and in the Industry of educational software production is grammarly. With a fee for every month the company provides grammar and error checking for students and also plagiarism checking in the buyer can stop their subscription whenever they feel like it.

The problem is that somebody might want to use such kind of software only for once and you will be a problem if they had to pay for the whole month for a one time use. Our company plans to sit somewhere between those categories. We will have dedicated servers

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in order to provide services to smaller clients and also we're going to give the ability for the full installation of a dedicated server in this situation of University asking us to in order for us to keep our clients happy. Other than those two basic segments the market could be categorized and divided depending on the purpose of the software. Somebody can only produce and sell software for schools. Others might produce only for universities. Also a company in this industry can provide the hardware needed for the software to run even though it is called educational software. Still our business aims to have no need of other parties and produce a final product that can stand alone in the market and different from other individuals without necessarily having to be long in a specified segment. If it is necessary for us we're going to produce hardware and software for any situation our idea might need to face in order to fulfil the above goal which is to stand alone in the market.

4.3 Competition

As every other business in this world our's could not be an exception and as it was natural it has some competition. Our product aims to provide a fully interactive classroom with equal answering opportunities for every learner. The competition does not fully cover the needs of the market. There is software that makes a classroom more interactive that gives the opportunity to the lecturer to mark down students in a more fair way and also give them the same opportunities in the classroom but there is not the complete system that combines what we're trying to accomplish. In this industry there is plenty of room for innovation which acts as an advantage for businesses like ours because even though there is some competition there is always room for an upgrade. Even though the competition is always there, this does not mean that a new company can not succeed in this industry. There is not a clear example of competitions that we can compare with our company in order to give a clear picture about what we're going to do better than them or even just mention them. But our goal is to get ahead of the competition for many years in order for potential investors to consider our company one of the greatest in its league and always willing to invest.

5. OPERATING PLAN

In this part of the business plan all the operations of our company will be recorded. Potential buyers can find what we are offering in terms of delivering our products, the whole procedure, what payment methods we're going to use in order to make our clients' life easier and also what role the technology will have in our company, all about what technology we're going to use and what we're going to do with it. Also, potential customers and employees are described. In this part in order to show to potential buyers that our company knows who they are selling to and who can manage to complete the task to do so. In the final part we described all the facilities that our company will need in order to become a profitable one.

5.1 Order fulfilment

The main procedure of delivering all services to the customers will be via the internet. Through our website a customer will be able to observe economic plans depending on how many users our software is going to service and also pricing info. Also the sales team will be in charge of promoting, selling and updating our clients in pricing and installation information. The electronic orders will be tracked in the company's database in order for the company to have a clear picture of our customer base and each individual salesman will have to update the database every time they make a sale outside of our electronic market. This will give full control over every sale our product will make and will also give us the ability to track what we achieve from an economic perspective and also give us information about what we can do better in the future. Our clients we'll also have the opportunity of calling our customer service center not only for ordering but also for any issues that might occur with our software which again will add-on the company's prestige to the market.

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5.2 Payment methods

The standard form of payment will be electronically for small individuals that might want to buy a software. Also cash and checks will be accepted for larger groups like universities or other organizations that could be possible client's. As for pricing our software will not be a one time purchase. There would be plenty of price packs depending on the situation our clients might want us to cover. For example a small individual coaching School might want our software only for three to four times a year so a smaller pack will be available for them but for large organizations, universities or public schools our pricing might be different. Organizations might want to sign a contract with us for four to five or even ten years of services, in such a situation we will have to install dedicated servers for them. Of course it will make the costs higher than other clients but overall it will be more comfortable for them. So pricing fees can be hourly daily monthly annually or even a bigger contract with the company can be signed.

5.3 Technology

In a company like ours where we are selling software which is basically a piece of technology, technology plays a critical role over our business. The majority of our sales will be done via our electronic marketplace. Even though a sales team will also be a part of the company, they will have to use electronic means to sell, demonstrate, keep track and get paid by our clients. Our company will also have to use servers first of all to keep track of our sales, for our clients data, all their payments and everything related to the product that needs to be marked down will be stored in servers. Also in order for our software to work for small individuals the company will have dedicated servers to support that which in other customers will be supported in their private service. Also our technicians will have to be able to control all those servers from a distance in order to troubleshoot and help our customers with any issues that might occur. With so much personal information stored, a really fine security solution is fundamental. That means that our company must invest in a high-level security system. Those aspects sum up the

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technology that our company will be in need of in order to run and become a profitable one.

5.4 Key customers

The most important customers that our business might have are Universities. If our company manages to sign contracts with big universities, in terms of students, and becomes partners with those, the company will have a steady income that will result in profit. A customer like University another will depend on our company in order to solve their problems will first of all have to install dedicated servers to run our application and also manage it. That means that our company will have to make such installations, hire technicians that overall increase the profit instead of just selling our product. Overall if the company manages to get a contract with three or four universities, it will have a steady income from subscription technical support and other services from our company. That's what you get up to 30% off our annual revenue.

5.5 Key employees and organization

The personnel will be mainly computer scientists. First of all we will have the CEO team who will be the people that came up with the idea and then the company will have several departments. One of those departments will be the sales team with a lot of talented salesmen who would have to be hired in order for the company to make profit. Those people must have marketing skills but also computer science skills in order to understand what they are selling. Also the company will have a marketing team that will be in charge for organizing the advertising campaign where also marketing skills will be considered very useful. The last part of the personnel will be the technicians who will be basically computer scientists that we'll have to keep an eye on the company's servers or if a Salesman can not help a customer with troubleshooting issues of our software then

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they will take care of it too. They will also pay visits to customers with problems on the installation of servers or troubleshooting major issues which the basic training of the salesman would not be capable of. Also the same team will keep the software updated in order for our software to be as modern as possible at any time and also fix any bugs that will come out in this procedure. Finally each individual department of the company will have a manager , a management team that will report directly to the CEOs and be in charge for each department to work like a clock.

5.6 Facilities

In terms of facilities in the early days of the company that the Personnel will not be a high number of people, an office that will be separated for each department will stand as a solution. Also another place for the servers will be needed really close to the main offices in order for the technicians to be able to go down there to solve any issues that might occur. In the future if hopefully the company grows bigger a huge building that will stand as a headquarters will be a great idea. CEOs will have their own office ,managers will have their own offices, then each department will have a separate floor and downstairs they will be the servers. And if our company turns into a Corporation we will have many headquarters all around the globe that will help our customers find us easily, communicate in their language and make our profit even bigger.

6. MARKETING AND SALES PLAN

6.1 Product - Service Strategy

The product is designed in a way to fulfil all the needs of our customers. For example, in a class where there are many students a teacher or a lecturer cannot control or check if every student understood the lesson, if they have questions for what they were taught during that hour or previous lessons. Maybe some other students are shy, and they do not want to answer because of others that are listening or because they might say something which is not correct. On the other hand, some students might not listen at all, and this could be a problem at the end, when exams will be held.

Our product gives the opportunity to teachers and lecturers to be aware of what happens in the class, and which is the level of the class. The feedback given to the teacher through our application is “live” data and very detailed. It shows who interacts the most during a teaching hour, who is the fastest in pressing the buzzer, who answers only sometimes, who answers never, what is the number of correct and wrong answers for each student in the class etc. In the target market, there are other competitors having similar products but not the same. Some products known are just for the student to press the buzzer and to be the fastest one on answering a question in the class.

Here comes the difference between us and the others, we are more on the side of the teacher or the lecturer because these are the ones who will have control of the class, and they want each student to be helped and to benefit from what is taught in there. Just by looking at the statistics of each student, the teacher can come up with some conclusions for the class overall and for every student as a person. Then he/she might have a meeting and ask the student who might not be active in class for a while or for a longer time. Here is the key point, because through this meeting the student will benefit with his/her teacher’s/lecturer’s help.

Moreover, pressing the buzzer first does not directly give the opportunity to the student to answer first. The teacher will see through the application how many students answered and who these students are. If he/she sees that a student that in the statistics has answered none of the questions given for a long time, he/she can give them the opportunity to answer and not the student who pressed first. The buzzer is just an interaction, a push for the students to be

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more active in a class and not just listen to a lesson that for some might be boring and for some others not interesting at all.

Another advantage is the fact that it gives to the lecturer/teacher the opportunity to make the lesson more funny and more interactive, giving them the freedom to give to the students bonuses and things like that extra to the buzzer.

6.2 Advertising and Promotion Strategy

Buzz-it's marketing strategy reflects their perception of the industry: educational software and applications. There are many software products for educational purposes but the potential stakeholders are not aware of them. Therefore, not many people know about the products, and overall awareness is poor. Buzz-it will have a marketing strategy that targets awareness. The product has to be promoted in various sources for the purpose of reaching the target audience. It is essential for people to be aware of the product in order to be successful.

Marketing objectives and strategy are two interconnected concepts of great importance. The marketing objectives address "what the company wants to achieve", while the strategy shows "how it will be achieved". Setting marketing objectives works as a tool to measure the effectiveness of the marketing strategy. Apart from the general goals of the company that are related to its mission, there are also the specific goals that concern each department. In particular, the objectives that a company will set for each product or service it provides depend to a large extent on the product life cycle phase. There are four stages: market introduction, growth, maturity and decline.

In the case of Buzz-it, the product is in the first stage, as the service is almost unknown, sales will increase at a low rate, but there will be a lot of operating costs, resulting in a very small profit margin. This phase is very important, because if the right decisions are made and properly marketed, it will be accepted by customers and move on to the next stage of development. The marketing objectives are the following:

1. To create a remarkable clientele of educational institutes, both in number and in level of cooperation, in order to lay the right foundations for long-term cooperation
2. To become known in the area of educational softwares, so that it will gain demand from the target market it has set

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3. Raise awareness in the market about the distinct features of the product as opposed to the competition

Since the service provided by Buzz-it is in the market stage, and we have set as goals the acquisition and maintenance of a market share for this new service, the strategy we must follow is that of penetration in a specific part of the market. The reason we choose this strategy is because we have limited capital for addressing the entire market and we want to avoid direct confrontation with our main competitors. To achieve this strategy, we must follow the following steps: First, we need to target universities as it could provide more profits in relation to the reputation spreading that will facilitate. The use of advertising media will increase visibility. Last but not least, we need to approach customers through physical presence by providing a presentation of the system for better understanding of our services.

As mentioned, the company is relatively unknown in the marketplace. This means that the company is still in its initial stage and due to the lack of financial resources for a large advertising campaign, it is essential to keep in line with our budget for promoting the company's message.

Buzz-it advertising and promotional objectives are to:

- Acquire customers and generate sales.
- Position Buzz-it as the market leader.
- Increase company awareness and brand name recognition among institutions.
- Increase company awareness and brand name recognition among students.

To achieve this goal the company will have to approach a more personalized communication with the potential customers. Both parties, our company and businesses with interest in our services, aim for the best deal regarding their finances. Therefore, it is essential that the advertising campaign will not follow aggressive marketing so that we avoid any inconvenience. Although this will be our policy, this will not affect the goal to position our system as the market leader. More specifically, the ways of achieving the objectives presented above and the campaign channels that are going to be used are:

- Mass media: Youtube campaign (e.g. animated video, user demo)
- Social Media advertisement: establishing links with our website page and reaching our target audience directly through digital channels
- Email Marketing: newsletter, which is sent to registered users of the platform and displays promotional material so that they can take advantage of our offers

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- Joint advertising with other parties
- Available consultants for customer support
- Available promotion personnel to provide live presentation on institutes
- Collaboration with schools and young student influencers, which will be able to influence public opinions to promote and improve the company's reputation.
- Participation in local happenings linked with online events in the app in particular areas (e.g. in the campus).
- Sponsor local teams or other campus and community events
- Give free informational talks on local businesses
- Technical assistance: resolve issues and questions regarding the use of the service via email or phone.
- Free use on webinars to promote the business

In conclusion, the company's marketing strategy includes all the energies and means it uses in order to inform the consumers about the services it offers, to form a positive reputation on consumers as well as to encourage customers to show interest in our product. In the first quarter, the company is going to focus on building its customer clientele through direct sales, i.e. making contacts with as many universities as possible. During the second quarter, and once it has reached the desired number of parties, the company will be able to utilize other promotion tools.

6.3 Distribution Strategy

A good chance for a company to achieve success is spending a lot of time thinking of how the product or the service will be distributed to the customers. A key point to think about is how the product distribution will be easy and not burdensome otherwise it will be difficult to reach the marketplace outside the country, where the product was developed at first. It is critical to help the business scale how we deliver and distribute our content. There are a number of different ways to present the product to the learners and teachers or lecturers.

First, we start with choosing a platform that helps get our application to the customer. The content must be uploaded into a central location over the internet, for example a website from which the lecturer but also the students can reach the application and download it on their mobile phones. This is the best way to reach the customers because there is no one

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nowadays that has no access to the internet. They just go there, create a profile based on the institution so that the downloading is free and then press the download button and the content will be on their phone.

The website to which the product will be located, will offer free training for lecturers and students as well. The training will make users be more familiar with the product, the facilities that it offers, different characteristics that it has and which they have never seen before. Step by step they can understand how to use it. When the application has updates and changes on its functionalities, the users will be informed through update messages coming from the application. They have the option to update manually or automatically after every new release that the product has.

The distribution strategy that we chose is the best for the marketplace because it is easy to access for every person that has an internet connection. Just by knowing our website name, they can easily get the application. Also, the fact that we have a training session for them to get before downloading, is beneficial for them so that they do not have problems while using the application. The only thing that they have to do is the creation of the account and then everything is easy to access.

On the other hand, the distribution to the institution will be through mail-order. Our company has a list of institutions to which our product will be very helpful, and then we send them an email about our product and then we can make agreements with the ones that want to use our product for learning purposes in their institutions.

6.4 Pricing Strategy

Pricing a service is much more difficult than pricing a product that has a physical rather than intangible nature. The correct pricing policy will also determine the actual profitability of the company. In other words, setting the price too high could create a bad impression on the customers and at the same time setting it too low could create operational problems in the company. Thus, it is crucial to set the price right but also it requires to know the market very well. There are some factors that play an important role in determining the pricing. For example, the company's situation, its small size combined with its entry into the market, the goals and strategies that it has set both in marketing and in other departments. Other

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examples are the target group we are focusing on and whether they are willing to pay for our service. The pricing objectives set by Buzz-it are:

- cost coverage
- a common price line in relation to the competition
- setting a price that is considered fair by the customers.
- increase long-run profit
- use of correct price for brand name recognition

Although the service we provide is unique, the market is not familiar with our company yet. The pricing strategy that we will follow is penetration pricing which means that the price at first will be relatively low in relation to the competition in order to establish a large market share. If customers get to know the service, it can then become an essential tool in classrooms in this digital era. Additionally, the pricing method that the company will follow is pricing based on “cost plus”. In this case we will charge the service based on the overall delivery process. The pricing policy chosen, i.e. the way in which the price will be displayed to the customer, is the differentiated pricing. In other words, there will be different pricing for entrepreneurs and small businesses with limited number of users. depending on the level of services they want to be provided and different pricing for large universities. For students of course it is free for use in synchronization with their institute’s account.

Additionally to the limitation of students per classroom, there will be different payment periods although the main concept is based on the subscription payment method. The proposed available periods of use is:

- Free trial: 40 days excluding holidays.
- Standard plan: activation for 1 year
- For a longer period of time, direct communication is needed.

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In particular, the service provided is divided into sub-sections, the basic package and the other two sections that offer additional features in the basic service regarding the needs of our customers, as we see in the table below:

Fee Category	Extra features	Price
Basic	50 students per class, up to 2 activities in a session of 1 hour, 3 teachers per institution and maintaining statistics record only for 1 week.	registration fee only, \$20
Silver	5 activities per session, 3 types of different reports, 2 extra teachers	\$70
Gold	unlimited activities, statistic reports, different types of reports, up to 5 lecturers, lecturer ID, easy login for students	\$100

Additional pricing methods can be followed for completing the overall pricing strategy. For example, we can offer discounts for specific months of the year that will not follow the education timetable. Other ways for supporting our customers and at the same time providing a better service experience can be free installation of needed hardware in their premises. Services like this can be free for specific deals with customers: free training of lecturers, technical support, merchandise with custom avatars for students from our system, gathering points from students with high scores and providing gifts. All the above is part of our pricing strategy that has to follow the goals and objectives of our company.

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6.5 Sales Strategy

This section refers mainly to the organization and management of sales in direct customers, i.e. educational institutes. The goal of the sales strategy at this stage is to create a clientele, to properly communicate the advantages of our service, but as it will be available for a free trial for a specific amount of time it has to get integrated into the daily operation of each institution to make it necessary and in the future to pay for a subscription. For example, in many classes it could be used as a primary tool for delivering the lessons. The lecturers will realize the need for this service. To achieve the above goal we need a team of suitable salespeople. Initially, the business will start with the initial team members of the project, but in the future appropriate staff will be hired and will be trained. There is no distinction when searching for customers between small or large institutes for our sales strategy. However, for this to succeed, the right amount of workload should be estimated for determining the exact number of sellers needed.

Our sales strategy plays a really important role for the success of our company. Basically we aim for the online market and the major part of our sales are going to be electronically. Our clients will have the ability to order, pay and get their products through our electronic shop which in terms of cost means that we don't have to pay for shipment, turning the cost down and also making it fixed only for the maintenance of our website. We also plan to have a sales team that will have as a goal not only to sell but also to inform potential clients about our offerings and overall make the profit rise up. The cost we're going to pay for our sales team is variable because it depends on how many people were going to hire for the job and how much we are going to pay them. Other parts that our sales strategy has is it very well maintained online advertising campaign that its goal will be to increase our sales. So to conclude the sales strategy has three basic segments. The first is to make sales throughout our shop, the second is to rely on the human factor and the third is to once again use technology as our advantage. This strategy has not that many costs ask if we have to deliver deliverable products but that doesn't mean that our costs are zero.

7. ORGANIZATION PLAN

The selected form of business is General Partnership. Each person contributes money, property, labor or skill, and expects to share in the profits and losses of the business. Partners are using all their property for all the obligations of the company. More specifically they are not employees but they have a share of the company. Partnership does not need a notarial document for its foundation, on the contrary, a private contract is enough.

What does management look like? How will management be structured?

Our company will have different management departments based on the needs that we have. For example, it is very important to have a **Head of the department** for every issue that we might face throughout the years. They will be aware of everything that happens in the company and the condition of the working environment, the sales and everything related to the company. Also, the **business department** is very important because if the company comes up with new ideas then they can give us advice on how we can achieve success from our primary ideas. Moreover, the **sales department** of our company will have a goal, selling the product and distributing it to the customer based on their needs. This department plays an important role for the continuation of the company because if they do their job well, the company will be successful. And last but not least, we have a **Marketing department** responsible for promoting and advertising the product to the customers through ways that are popular nowadays.

How will conflicts be resolved?

If conflicts take place the Legal Department and the Human Department will help us solve problems that might occur inside or outside the company.

Will you have any consultants for the business? Who and Why?

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We will definitely have business consultants because otherwise the company will not be successful. There is a specific department (Business department) responsible for helping the company overall with different business plans of ideas and how to reach the needs of the people over the world.