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PICANDY

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***PIC CANDY***  
**BUSINESS PLAN**

Team Name: AKATSUKI

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## Table of Contents

	<b>PAGE</b>
Confidentiality Agreement	i
1) Executive Summary	1
2) Company Descriptions	2
Promoters, Shareholders and Board	2
Advisors	2
Products and Services	2
Long Term Aim of Business	2
Objectives	2
S.W.O.T Analysis	2
3) Market Analysis	3
Target Market	3
Total Market Valuation	3
Targeted Share	3
Market Trends	3
Profile of Competitors	3
Competitive Advantage	4
Benefits of Clients	4
4) Marketing/Sales Strategy	5
Income Source	5
Marketing Strategy	5
Pricing	5
Advertising and Promotion	5
Sales strategy	6
5) Research and Development	
Patents, Copyrights and Brands	7
Product/Service Development	7
R&D	7
6) Staffing and Operations	8
Management Organization Charge	8
Staffing	8
Training Plans	8
Operations	8
7) Financial Projections	9

Key Assumption	10
Profit and Loss Accounts	11
Balance Sheet	12
Cash flow Projection	13
8) Sales Pipeline	14
9) Funding requirements	15
10) Appendices	16

## Confidentiality Agreement

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## **1. EXECUTIVE SUMMARY**

**Idea :-** We are providing new platform or new style of advertisement.

In this app we are using social networking sites to assess the likes and dislikes of the general user. And then we will be showing advertisement as per their likes.

Actually this app gathers all information from an image like objects and things that are somehow important to us, and then show them with more similar examples and their name.

## **2. COMPANY DISCRIPTION**

### **Promoters and Shareholders:-**

We are a group of three students from different streams. Our first share holder would be start-ups of IITK because we will assure them that we will be giving them a preference over other companies in advertising their products.

**Advisors:** - seniors and Professors of College

**Long term aim:** - To revolutionize the concept of Advertisement and to make them recognise what they need.

### **SWOT Analysis: -**

<b>Strengths</b> 1. Uniqueness 2. Precise Advertising that caters to the users uniquely	<b>Weakness</b> 1. At first Lack of Accuracy 2. Slow
<b>Opportunities</b> 1. Revolutionary change in advertisement sector	<b>Threats</b> 1. Information may leak

### **2. Market Analysis:-**

We have done a deep research on ways of advertisement by different companies, and then came to an idea for desire oriented advertisement. Then after searching for ways to know customer's need, we came to an idea of analysing the pics uploaded by them on social media networking sites to know their interests, and provide them with ads accordingly.

### **Target Market**

We are planning to sell the products to small scale and big scale advertizing companies.

1. Small scale companies constitute a major size segment in our marketing
2. The segment constituting the small scale companies is growing and the big companies segment will likely remain evergreen.

## **5. Research and Development: -**

**Technology Roadmap:** - In this app we are using social networking sites to assess the likes and dislikes of the general user. And then we will be showing advertisement as per their likes.

Actually this app gathers all information from an image like objects and things that are somehow important to us, and then show them similar examples or products gathered from our affiliation with various e-commerce platforms.

### **Research and Development: -**

We made use of different languages like PHP, HTML, CSS, Java Script, Python And analysis of Machine Learning.



#### **4. Marketing/Sales Strategy**

We will start popularizing our product through small start-ups and after becoming considerably known, we will contact personally with companies in different market segments.

##### **Marketing strategy**

We will sign a bond with companies and will remain updated with competitors' moves, and make amendments in our deals and offers accordingly.

1. First segment consisting of small scale companies will be targeted first.
2. Because at first small scale companies would be starving for such an application to boost their business growth, and it will also provide us pace to become famous.

##### **Sales Strategy**

1. Directly reaching companies
2. Hire Distributors
3. Hire Agents

##### **Pricing**

Sell with considerable price initially to small scale companies to have an advantage over competitors by keeping an update of their price. Competition will be tough in market but we will make a positive perception of quality-price relationship by customers.

##### **Marketing and Communications Strategy**

Advertising through IITK Startups. Develop public relations by contacting them. Reaching them personally for Direct Marketing

## 6. Staffing and Operations

Our product does not require much human intervention but is rather self-stable, with machine learning algorithms. The cost of operations will be very less, majorly for the development of the base system.

### Staffing

We will require people with high technical skills, management skills and interactive skills.

Lean canvases			
Top 3 problems 1. Users have to face Unnecessary advertisements. 2. Sometimes they fail To find the items they Really want. 3. Viewers can't spend Time on checking price At different sites.	Solution 1.chooses As viewer Likes. 2.large no. Of choices.	Unique value proposition Because our Idea is unique And effective.	Unfair advantage monopoly
	Key metrics 1.likes and Dislikes of Views.		Channels advertisements Through social Networking sites and other Websites.
Cost structure Cost: 45000		revenue 150000	