

Business Plan

Team/Product Name: DRONVISION.PL

Owners: Marcel with assistant Žan

1. Company Description:

- **Goals and Vision of the Company:** *Input information about the company's goals and vision here.*

To be self-sufficient, have an ideal job for a digital nomad

- **Owners and their Qualifications:** *List the owners and describe their qualifications.*

Marcel is the owner, drone pilot licence, learning by doing, participation at E+ projects connected to this field.

- **Product or Service Offerings:** *Describe what products or services the company offers.*

Promotional videos for NGO's and individuals.

2. Market Analysis:

- **Market Characteristics:** *Describe the market in which the company operates.*

Providing drone filming services, relatively new market with lots of opportunities.

- **Market Trends and Forecasts:** *List current trends and forecasts for your market.*

Agriculture and thermo vision are the top of the forecast. Also drone filming at the weddings and similar events.

- **Competition:** *Identify competitive companies and assess their strengths and weaknesses.*

Not so much competition, around 20 companies in Poland.

3. Marketing Plan:

- **Reaching Customers:** *Describe how the company intends to reach its customers.*

Satisfied clients spreading a good word for the company, social media.

- **Marketing Goals:** *Define the company's marketing goals.*

To attract sufficient quantity of clients, quickly gain new clients for the newest services provided.

- **Advertising and Promotional Strategies:** *Describe the planned advertising and promotional strategies.*

Influencing through social media, launching campaigns, promoting new services provided by new equipment.

- **Sales Forecasts:** *Provide sales forecasts.*

Return invested capital and bank loan (12k) in 6-12 months. Expected high demand because of new equipment.

4. Operational Plan:

- **Conducting Operations:** *Describe how the company plans to conduct its operations.*

One-man band: Marcel going on the field with a florescent vest and the licence and insurance.

- **Required Resources and Costs:** *List the resources needed and the estimated costs.*

First 2 years 12k (6k or won capital + 6k of bank loan), 12k for new thermo vision camera, later investment in a van for traveling (additional 20k).

- **Planned Project Stages:** *Describe the planned stages of the project.*

First buy new thermo vision camera, immediately start using it and offer new services in residential and agricultural projects. Later investment in a van for traveling.

5. Financial Analysis:

- **Company Costs and Revenues:** *Provide information on the company's costs and revenues.*

150€/month for taxes

20.000€/equipment worth

400€/year of maintenance costs

- **Financial Forecasts and Planned Investments:** *Provide financial forecasts and describe planned investments.*

First 2 years 12k (6k or won capital + 6k of bank loan), 12k for new thermo vision camera, later investment in a van for traveling (additional 20k).

- **Planned Financing Sources and Capital Costs:** *Describe planned financing sources and estimated capital costs.*

Own capital (6k), bank loan (6k)

6. Management Plan:

- **Planned Processes and Management Structures:** *Describe planned processes and management structures.*

Influencing on social media, one-man band company – not much human resources management needed, planning processes based on the demand of our service.

- **Required Management Competencies and Skills:** *List the required management competencies and skills.*

6 years of practical experience, 2 years of business management school.

- **Planned Evaluation and Compensation Systems:** *Describe planned evaluation and compensation systems.*

Planned Evaluation every 6 months, if goals and financial expectations are not met continue with work in the next 6 months with extra marketing and promoting. Change work strategy if needed.

7. Development Plan:

- **Planned Long-term Goals and Development Strategies:** *Describe planned long-term goals and development strategies.*

Enter in new fields of residential and agricultural background. Expand the company to other bigger cities in Poland after that go European.

- **Planned Investments and Development Projects:** *List and describe planned investments and development projects.*

First 2 years 12k (6k of own capital + 6k of bank loan), 12k for new thermo vision camera, later investment in a van for traveling (additional 20k).

Remember, a business plan should be a dynamic document that is updated and adjusted as the company evolves and market conditions change. Regularly updating your business plan will help you maintain the accuracy of your plan and focus on achieving business objectives.