



Business Plan

1. Company Description:

- **Goals and Vision of the Company:** To provide affordable smart automation solutions for everyone and contribute in reduction of carbon footprint globally through increasing energy efficiency.
- **Owners and their Qualifications:** Sarim (Master's Student in Electronic Engineering), Ruveda (Bachelors in Linguistics), E (Bachelors in Geophysics)
- **Product or Service Offerings:** Smart devices like Smart Switch Boards, Lights, Remotes, Sensors, Curtains, Camera and Maybe more based on market needs along with the services that includes surveys to suggest which devices to buy, their installation and configuration and after sales like repair and warranty claim.

2. Market Analysis:

- **Market Characteristics:** It operates mainly in the Home Appliances Sector but it depends what strategy we choose for the marketing. For example, we can place our display boards in the shops that are there for Switchboards and Lighting, also, we can provide monitoring solutions based on smart cameras and sensors.
- **Market Trends and Forecasts:** Personally I haven't seen this solution in residential homes in Italy but in commercial places the solution that exists is way more expensive than this smart solution and every home and office can adapt to this technology.
- **Competition:** LIDL is selling the same products and technology but their business is just limited to smart bulbs and sockets with the LIDL Home app on play store that has very bad reviews, the problem with their business model is that they just have a white labelled app but no services like support, suggestions for the best solutions, installation services or support and very limited products, whereas we plan to sell not just the products but the turnkey solution.

3. Marketing Plan:

- **Reaching Customers:**

Digital Marketing: Leverage online channels to reach tech-savvy consumers. Develop a user-friendly website optimized for search engines (SEO) and create engaging content through blog posts, videos, and social media. Utilize targeted online advertising, email marketing, and influencer collaborations to increase brand visibility.

- **Marketing Goals:** Establish partnerships with home builders, interior designers, and retailers to showcase your smart home automation products in model homes and showrooms. Participate in trade shows, industry events, and home automation seminars to network with potential customers and generate leads.

- **Advertising and Promotional Strategies:** Engage in PR activities to build credibility and increase media coverage. Develop press releases, collaborate with influencers, and seek opportunities for product reviews in relevant tech or lifestyle publications.

- **Sales Forecasts:**

Projected sales units for the next year: 10,000 units.

Average Selling Price per unit: \$200.

Projected Revenue = Projected sales units * Average Selling Price = 10,000 units * \$100
= \$1,000,000

4. Operational Plan:

- **Conducting Operations:** Establish partnerships or agreements with suppliers to ensure a smooth and uninterrupted supply chain.

Implement inventory management systems to optimize stock levels and avoid shortages or excess inventory.

- **Required Resources and Costs:** This will depend on our marketing budget and the specific campaigns and channels we choose to use. A rough estimate would be around \$10,000 to \$50,000 or more for marketing and advertising expenses. We can manage to buy sample of inventory as well of almost every product.

- **Planned Project Stages:**

- Research and Planning
- Supplier and Partner Engagement
- Marketing and Promotion
- Sales and Installation
- Customer Support and Maintenance
- Expansion and Growth

5. Financial Analysis:

- **Company Costs and Revenues:** Company costs will include inventory costs, salaries of electricians and other resources if we hire or outsource work, marketing expenses, office space and revenue will generate from initial survey's charges, product sales, installation charges. .

- **Financial Forecasts and Planned Investments:** The cost to price rate of the business is above 100%(if i purchase it for 1 euro from my vendor i can sell it for above 2 or maybe 3 euro), the products we will buy can be sold for almost more than double the price. But as of now I cant provide a number as this market is new for me.

- **Planned Financing Sources and Capital Costs:** Never tried any financing sources before so its new for me to learn.

6. Management Plan:

- **Required Management Competencies and Skills:** Scrum master, also supply chain expert.

7. Development Plan:

- **Planned Long-term Goals and Development Strategies:** long term goals would be that we get acquired by some government organisation for implementation of this tech in every government offices, schools and everywhere it can be implemented.

- **Planned Investments and Development Projects:** We can invest on building a recommendation model based on the big data and maybe sell this data.