

Business Plan

Team/Product Name: ENAUT

Owners: HASNAIN

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1. Company Description:

- **Goals and Vision of the Company:** making water travel electric
- **Owners and their Qualifications:** Engineers, entrepenuers
- **Product or Service Offerings:** creating and selling medium scale luxury yatchs running on electricity instead of non generative fuel

2. Market Analysis:

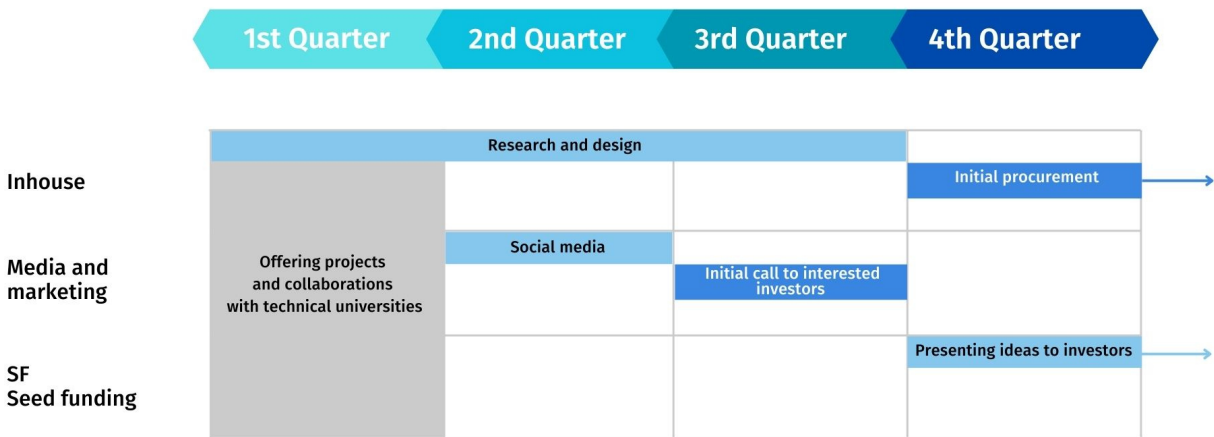
- **Market Characteristics:** targets the top 5% of elite population to offer a luxury brand name.
- **Market Trends and Forecasts:** untapped potential as of yet, a million dollar market if poached correctly
- **Competition:** competetive companies include, ferrari, lamborghini, tesla

3. Marketing Plan:

- **Reaching Customers:** stronng influential marketting campaign through celebrities like popular sportsmen and show-biz charachters
- **Marketing Goals:** influential people who set trends like yeezys from kanye, and CR7 from cristiano ronaldo
- **Advertising and Promotional Strategies:** give the first product interms of royalty for some time to influencers for "show-off"
- **Sales Forecasts:** if it starts off as a trend amongst the elite, we project 50% higher ROI for every unit sold

4. Operational Plan:

- **Conducting Operations:** currently in the 1st quarter
- **Required Resources and Costs:** Around 500 million dollars to hire research teams, for initial procurement, logistics and opening the warehouse.
- **Planned Project Stages:**



5. Financial Analysis:

- **Company Costs and Revenues:** the initial investment we might require is around 100 million so as to pay salaries for the team for 1 year and get a working unit out in the water

- **Financial Forecasts and Planned Investments:** after we have established the ground in the top elite we offer solutions to smaller economy problems like fishermen boats and small cruises, after which depending on the technological advancement by the time if we are able to sustain large cruise ships aswell
- **Planned Financing Sources and Capital Costs:** since the company has a higher ROI units sold automatically pay enough to sustain the next product.

## 6. Management Plan:

- **Planned Processes and Management Structures:** products technical side is handled by Hasnain masters mechanical engineering and the financial side is taken care by CO owner
- **Required Management Competencies and Skills:** Team leading, production planning, operations management, designing and implementing.
- **Planned Evaluation and Compensation Systems:** planned evaluation is as big as forbes top 200 within the first 30 units sold and compensation system is to resell the ordered procured parts which are always in high demand and selling to get debt free wouldnt be a problem

## 7. Development Plan:

- **Planned Long-term Goals and Development Strategies:** long term goal is to take a patent on the new type of battery researched and sell it so every boat and ship in the future is tending to buy or saving to buy our system.
- **Planned Investments and Development Projects:** we plan to keep investing on research and development to take our production cost as low as possible since after the break even point we tend to start producing everything inhouse and control the outflow into the market and eventually produce quality to withhold the largest cruise ships just on electric output