

BLISS - Dimensions Systems

**Implementation of dimension systems for
marketing and advertising in places particularly restaurants**

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CONFIDENTIALITY AGREEMENT

The undersigned reader acknowledged that the information provided by Marthe Garly L. Remy in this business plan made in 2023-2024 of the project Bliss is confidential; therefore, readers agree not to disclose it without the express written permission of Marthe Garly L Remy

Bliss is a research and development project of Gefsi relevant to marketing and advertising services with dimensions systems such as 3D, AR and VR in companies particularly restaurants in order to generate more revenue.

Signature 

Date: 11/11/2023

Bliss would be a branch of Gefsi, a limited liability company (LLC) that it is in the entity set up process. The journey started with HermesT, a pre-seed transportation company in Haiti whose fare operations stopped because of the gas-oil crisis from 2021 and 2022.



Mission

Inform, persuade and remind customers about other brand services

Vision

Increase customer reach in another level

Goals

1. Increase customer engagement
2. Improve brand recall
3. Increase conversion rates

Objectives

1. Management of dimensional modeling in data warehousing
2. Multidimensional data analysis
3. Management of dimensional framework in software development
4. Allow customers to interact with the product or service in a more personal way
5. Create a more lasting impression on consumers
6. Amplify customer satisfaction by pre-experiencing the product or services
7. Create interaction and confidence

Problems

1. Granularity choice
2. Slowly changing dimensions
3. Query performance
4. Inefficiency to represent data
5. Difficulty to identify patterns and relationships
6. Data sparsity
7. Integration with existing code
8. Framework mastering
9. Right framework choice

Solutions

1. Increased engagement
2. Improved product visualization
3. Enhanced storytelling
4. Data collection
5. Education

Market size

Augmented
reality (AR)

Search Engine
Optimization
(SEO) and Ads

Radio Ad

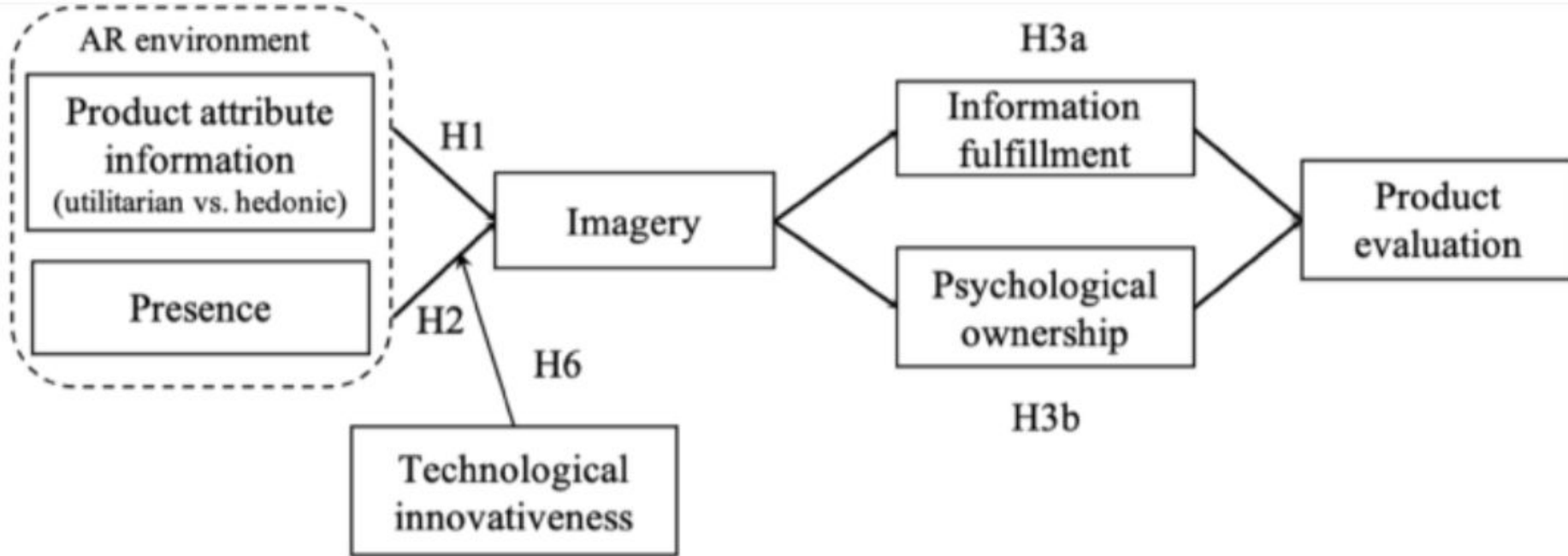
Market place:

Greater Boston area

Target audience:

Customer of the companies
Curious people

Business model



Activities

1. Realistic simulation prior to the product
2. Web AR experiences
AR feature on the website of the restaurant for brands
3. Push notifications to have a look on the restaurant website about offers
4. Social media filters
5. Use of optical projection systems, monitors and handheld devices
6. Interactive marketing campaign

Services

1. Virtual try-ons
2. Product placement
3. Interactive games and experiences

Stakeholders

1. Technology providers
2. Content developer
3. Other companies that need advertising services
4. Customers
5. The Association for Computing Machinery (ACM)
6. The Institute of Electrical and Electronics Engineers (IEEE)
7. The Augmented Reality Industry Association (ARIA)

Competitors

1. Digital marketing agencies
2. Marketing technology companies
3. Advertising agencies
4. Public relations (PR) firms
5. In-house marketing teams

Marketing

Partnership marketing campaign

Awareness campaign of this new service

- Public relations (Promotional message from the host and the server)
- Social media advertising
- Email marketing
- Content marketing
- Joint events

Team of the business

1. AR system engineer
2. AR software developer
3. AR system architect
4. AR product manager

Product and services

Real world with computer-generated perceptual information

Sales forecast		
Description	Amount	Reference
Subscription based-models	\$183	.01\$ for each visit (Let's say customers came to the platform 50 times per day to look and order gifts)
Marketplace fee	\$768	.02 % of the price of the product (Let's say some artists would like to list their products on the platform) 10 products \$10, \$20, \$50, \$60, \$80, \$100 each per month)
Advertising	\$4,563	.50 \$ pay per click for ads of other brand available on the platform (Let's say 25 customers click on ads per day)
Affiliate marketing	\$1,500,000	Advertising for Coca-cola, Louis Vuitton and another one at \$500000
Partnership company	\$14,600	Let's say Moet & Hennessy and Remy-Cointreau organize an event, the advertising per day is \$20 each within a year
Data monetization	\$10,000	Let's say the company should share some data with 5 magazine for 2000\$ each
Total revenue	\$1,530,113	

Operational plan

1. Develop AR marketing strategy
2. Create AR experiences
3. Distribute AR experiences
4. Measure and evaluate AR marketing performance
5. Continuously improve AR marketing efforts

Timeline

No.	Description	Period of time
1	Idea generation	On going
2	Team organization	1 month
3	Feasibility analysis	1 year
4	Proposal of AR marketing service to brands	6 months
5	Market research	6 months
6	Product design and development	8 months
7	Prototyping	2 months
8	Testing	1 month
9	Manufacturing and marketing	3 months
10	Evaluation of brand	3 months
11	Agreement between enterprise and brand	1 month
12	Execution	After the agreement

Startup cost and capitalization

Description	Amount
Product placement technology development	\$20,000
AR development	\$10,000
Design	\$5,000
Quality assurance	\$5,000
Dimension systems components	\$500
Partner marketing campaign	\$5,000
Permits and licenses	\$5,000
Staffing	\$457,000
Other working capital	\$22,746
Cost of insurance	\$1,200
Cost of utilities (1500*12)	\$16,000
Capitalization - Emergency funds	\$10,000
Total	\$557,446

Income statement

Description	Amount
Revenue	\$1,530,113
Beginning inventory	\$2,000
Purchase	\$6,000
Ending inventory	\$1,000
Cost of good sold	\$7,000
Gross profit	\$1,523,113
Implementation expenses	\$26,000
Partner marketing campaign expenses	\$5,000
Salaries	\$457,000
Utilities (Enterprise AR)	\$16,000
Depreciation	\$160
Tax expenses	\$251,314
Total expenses	\$755,474
Net profit	\$767,639

Balance sheet	
Description	Amount
Cash	\$10,000
Accounts receivables	\$150,000
Inventory	\$1,000
Prepaid expenses	\$375
Total	\$161,375
Investments	\$50,000
Software	\$3,000
Total	\$53,000
Total assets	\$214,375
Short term loan	\$5,000
Accrued expense	\$31,990
Deferred revenue	\$5,000
Total	\$41,990
Long term loan 1	\$30,000
Long term loan 2	\$10,000
Total	\$40,000
Total liabilities	\$81,990
Common stock	\$32,246
Dividend	\$667,500
Retained earning	\$100,139
Total equity	\$132,385
Total equity + liabilities	\$214,375

Cash flow statement

For the year ended December 31, 2025	
Description	Amount
<i>Net Income</i>	\$767,639
<i>Cash flow on operating</i>	
Depreciation	\$160
Cash paid for expenses	\$375
Net cash on operating activities	\$767,854
<i>Cash flow on investing</i>	
Cash of inventory	\$1,000
Cash from purchase-Hardware cost	\$5,000
Account receivables	\$150,000
Net cash on investing activities	\$156,000
<i>Cash flow on financing</i>	
Short term loan payment of 2.5%	\$125
Long term Loan payment of 5 % in 10 years	\$2,000
Cash flow for year ended 2025	\$921,729

Break-even analysis

Description	Amount
Fixed cost	
Salaries	\$457,000
Depreciation of assets	\$160
Insurance	\$1,200
Total fixed cost	\$458,360
Average revenue	\$255,019
Variable cost	
Repair	5000
Total variable cost	5000
Break even point (Fixed cost / Price - variable cost)	2
Contribution margin ration (Total revenue-Variable cost / Total revenue)	1