

IMPERIAL COLLEGE LONDON

DEPARTMENT OF COMPUTING

COURSE 350: MANAGEMENT AND BUSINESS FOR COMPUTING
ENGINEERS

name of company here

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1 Executive summary

business model = product (disguised as service for legal reasons - absolut?)
business objective maximise sales - new to the market explain the required infrastructure to sell a lot

2 Vision statement

ethics - poverty, religion, corruption, age restriction, health, fairtrade, eco(water recycling ...rutz..., using up all the apples)
type = co-operative

3 Management team

4 Introduction to the market

5 Products and services offered

6 Marketing plan

objective - maximise sales -j how
 $LTV = (Tn + ATV + LT) - (CoA + CoR)$ options which affect LTV
tailor LTV to get maximise value for target customer - guesswork market
research needs to be conducted
how this affects the supply chain

7 Revenue model

8 Resource, cost and implementation plan

revenue - retail licence other sales
profit - gross net EBITDA NPV
costs ...
sources of capital

9 Product and systems development plans

In order to setup a stable and longlasting infrastructure for our business we must take into consideration all the stages and requirements of production. This outlines a coherent development plan as follows.

1. Factory

When deciding about our homebase we considered two main criteria. The first regards our situation as a new company without assets. This brought the decision of renting out the factory bulding and equipment. The second criteria regards our main ingrediant requirements. Apples in India are available in the region of Himachal Pradesh.

For these reasons we will set our factory near Shimla, capital of Himachal Pradesh and rent the space and equipment necessary for production

Quantities and Workforce

For our marketing plan we require a relatively small production volume. Workforce availability.

Quality control We must ensure a good quality especially because it is a new product for this market..

2. Suppliers

- Apple supply
Buy from local farmers Sell residue back to farmers for animals (or agree on lower price)
- (Potentially) mango, berries, pares etc. suppliers
- Water supply
Divine Waters, Foods Beverages
- Sugar supply
- Bottling
Home brewers use beer bottles, which work perfectly well, and are inexpensive. This allows the cider to become naturally carbonated.

3. Risks

Eliminated some risk by:
renting instead of building the factory
buying instead of growing own apples
Workforce: lack of experience
Collaborators:

- 10 Capital requirements
- 11 Business opportunities and risks
- 12 Pro-forma financial projections
- 13 Risk analysis