

Business plan

1st Step Enterprise

31/10/2012



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1. Summary

1st Step Enterprise is working as a marketing agent producing digital portfolio for any business organization as well as video resume for job applicants. We ensure high quality and innovative filming where business organization will be successful enough to present their company and its product to potential customers. Moreover, our area of expertise is that we know how to present a candidate in a more personalized and professional way and that will really improve customer's possibility to get a job he/she is applying for. That could be new dimension when applying for job or training in another country.

Company's one objective is to make Digital CV a new trend in the world. The objective will be accomplished by worldwide marketing and an easily accessible web portal for information of the Digital CV. As the digital CV becomes a trend our company will get more popular so one of crucial objective is to keep our company's image perfect. Secondary Objective is making hi-quality company portfolios a standard in business world. Future objectives are that we expand our company into a larger filming company, which will do different kinds of film based advertising.

2. Company information

1st Step Enterprise is a company working as a marketing agent producing digital portfolio and curriculum vitae which would be mainly in video form. Our mission is to make high quality digital portfolios for business organizations and video CVs for job applicants. Our vision is to make those popular among people and organizations. Our company is located at Joukahaisenkatu 3C (ICT-House) in Turku, Finland.

1st Step Enterprise consists of 6 people who all have invested to the company and are also owners of it. FINPEC has also invested to the company and is partial owner as well.

Owners:

- Mikko Saksi
- Juho Makkonen
- Miikka Aaltonen
- Heini Saari
- Habibul Islam
- Shiva Sharma
- FINPEC

Values

Our actions are driven by these values.

- Fair trade
- Leadership
- Quality
- Integrity
- Innovation
- Dedication

3. Services/products

Digital media has become a good weapon for marketing. 1st Step Enterprise, mainly producing audio and video oriented products to the customers. Firstly, we are producing digital portfolio for any big or small business organization and secondly digital CV for job applicants.

Many business organizations need to make video presentation for their company and products. It is not exactly like TV commercial. It's you can say more than TV commercial because it's giving more details of the specific product or company. If any company going to attend any fair or exhibition it is good to have a running video presentation in front of their customer. In some cases, if any business company wants to make new business partnership abroad, that portfolio of this organization can give a clear idea about what kind of production house they have and how is the working environment. It is often helpful to make good impression to their customers. At the same time, it gives clear idea about any specific product and makes the marketing process easier. We are making this digital portfolio with professional look. This kind of portfolio could be used in the company website and trade fair and any marketing place according to need. We have certain expertise in this digital portfolio making. We assuring high quality video along with clear sound system in our products.

In modern world everything getting more digitalized. So what if, it happens with Curriculum Vitae (CV). Digital CV or Video CV is a new and innovative concept for job applicants. In Video CV the person will be presented through video system telling his/her personal details like expertise, goal, knowledge etc. It actually reflects person's body language and talking style. That usually makes good impression upon recruiters. It could be a better way specially those who are applying for job abroad and also those who are interested for modeling. Likely, we know how to present a person perfectly. That is what we are producing this unique product.

We have two different service types for digital CV section. In 'High-tech CV' we offer full filming and editing in our own studio. In 'High-tech CV' we offer great lighting, good background and clear sound quality along with full furnished editing. That is full package of our unique product. A customer also needs pre appointment before coming to make 'High-Tech CV'. On the other hand, If somebody want to make his/her own video at home taking more time with his/her own camera and doesn't know editing, we offer just basic editing with our format for his/her CV. That is kind of promotional activities convincing customer to go for full furnished 'High-tech CV' by our company to show the difference. In next future, we have

planned to do basic editing service through our website and that might be convenient for the people around the globe.

Our final product is an edited video file in CD or DVD, which our customer will buy. It's not a readymade product. For company portfolio, after getting instruction and idea from customer, we ask for the budget to our customer. If everything is negotiated with both of us then we start our work. In some cases, strategy might change based on customer demands. Customer needs to contract with us and order for portfolio. It takes few days to finish all filming works and editing. We give a deadline for the final product. When the product is ready it is ready to be used for the right purpose.

In digital CV fixed time is one hour for per customer for filming. If it goes longer then customer has to pay some additional charges for per CV. After finish filming it takes few days to deliver the final products. We have fixed price for per CV making. For basic editing we charge a small amount. We are the first company in Finland who is offering Video CV.

As we are small company and mainly focusing on portfolio and Digital CV, we offer our products with an affordable price. Cost varies from different project as well.

4. Market analysis

4.1 Marketing segmentation

1st Step Enterprise is focusing to selling services to other companies, so marketing is mainly directed to them. Nevertheless, we also do digital CVs to the normal customers. There are two different products to them: original and high-tech.

Benefits what companies/customers are getting from our products are that we raise their brand.

B2B marketing is implemented by going to different fairs and advertises our products there. Internet is going to be also a huge marketing channel for reach customers. We use social media like Facebook and Google AdWords to make different advertising campaigns. Also we use daily newspapers to advertising. Companies to whom we are advertising can be at any industry type, because our products fit to all.

B2C marketing is mainly going to happen in our webpage and in through social media. Magazine ads have an important role too by our marketing plan to the customers.

4.2 Marketing goals

Marketing objective is to reach as many companies/customers as possible. The goal is to increase our company's money flow.

4.3 SWOT analysis

S Value to the customer	W Inexperience
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Price/Quality ratio Unique idea Marketing	Price/Quality ratio
O Making a trend Create a great brand	T Competitors Unique idea Customers sees our products unnecessary Making a trend

Strength:

We bring value to the customers by our digital CV solution. Our price/quality ratio is good. We offer quality product with lower price than our competitors. We spend lots of money and time for marketing to make our company well-know.

Weakness:

Because we don't have that much experience the quality can be low at first. But we can avoid this problem by hire someone with experience.

Opportunity:

Making digital CVs a trend and also create a great brand.

Threats:

If we are not able to make a trend of digital CV this could be the biggest threat. Also the competitors are threat, but we offer lower price and unique idea than them.

5. Strategy

We have certain expertise on making video portfolio, documentary and product reviews for any organizations where we are presenting every segment in new and innovative way. On the other hand, in Video CV we are offering our products having nice lighting, background, clear sound quality and high definition video. We are the first, who are making this Video CV for job applicants with professional look creating a new trend.

5.1 Time saving and efficient

As we have well-equipped studio and expert professionals we are offering fast and efficient work. We will make things easier for companies and it saves a lot of time. We also provide applicants a way to show how capable they are in more professional and memorable way.

5.2 Reasonable price

Although many large film making companies are capable of making video portfolios, but pricing could be a lot higher than ours, as we are a small company and focused on making just these two products.

5.3 Marketing

In our product we will have our digital signature unless customer does not want it, so we can make subtle marketing through our clients. At the beginning we can encourage students from many different universities to make video CV to apply for the job. **LinkedIn** network could be a good way of marketing if people start putting their Video CV along with their profile details.

And then the real business starts, if Video CV is more efficient in recruiting system through professional network.

6. Management plan

6.1 Roles

Mikko Saksi (Managing Director)

- Manage the day-to-day operations of the company
- Manage, motivate, develop and lead members of the Management Team
- Manage resources efficiently and effectively to achieve the company's objectives
- Chair Management Team meetings
- Take a leadership role in establishing or developing the company's culture and values

Habibul Islam (Deputy Managing Director)

- Measuring success
- Approving images
- Developing guidelines
- Ensuring timely delivery

Heini Saari (Financial Manager)

- Has to control the cost of funds
- Overall financial operation of the department
- Has to achieve the company's goals by reducing the cost of funds
- Managing the financial activities of the organization
- Managing budgets

Juho Makkonen (Technical Advisor)

- Making sure everything technical works
- Teaching others on technical things
- Helping on technical problems

Miikka Aaltonen (Marketing & Sales Advisor)

- Making customer focused decisions
- Understanding current and potential customers
- Customer relationship management

Shiva Sharma (Marketing & Sales Manager)

- Researching and reporting on external opportunities
- Developing the marketing strategy and plan
- Managing agencies

6.2 Competences

Personnel

Mikko Saksi (Managing Director)

- Managing skills
 - Worked as a Project manager at Kaune Oy
- Good social skills
- Technical skills
 - IT-student in Turku University of applied sciences.
- Good basic understanding of how the company works
 - Been part of a family business Kaune Oy

Habibul Islam (Deputy Managing Director)

- Idea generation
 - Member of Windows Phone Hackaton
- Creative
- Managing skills
 - Worked as a office manager
- Presentation skills
 - Worked as a project manager

Heini Saari (Financial Manager)

- Calculation and understanding financial matters
 - Worked in financial department in Part master OY
- Marketing sense
- Good sense of humor
- Realistic
- Optimistic

Juho Makkonen (Technical Advisor)

- Technical skills
 - Studying IT in Turku University of Applied Sciences
 - Worked in Trivore Corporation in various projects
- Creative ideas
 - Specializes in media technology

Miikka Aaltonen (Marketing & Sales Advisor)

- Technical skills
 - Studying IT at Turku University of Applied Sciences

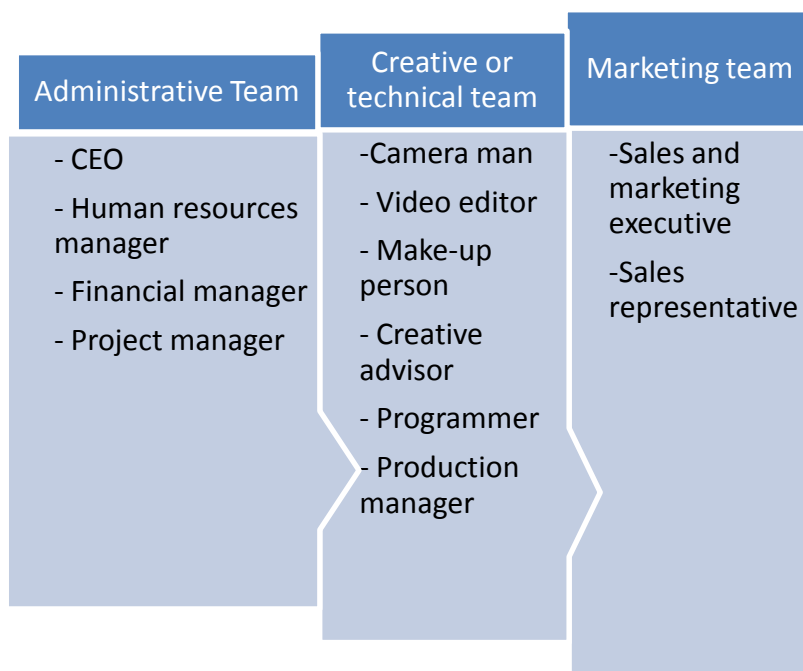
- Filming and editing
 - Lots of filming and editing experience
- Understanding customer's needs

Shiva Sharma (Marketing & Sales Manager)

- Marketing skills
 - Done marketing at family business.
- Positive attitude
- Convincing people

6.3 Human Resources plan

In-house



Outsourcing

Website infrastructure management is outsourced to a “website-company”. The same company will make the software for the webportal.

7. Financial plan

7.1 Start-up costs and funding

Expenses

Equipment

Camera	2500 €
Camera Kit	2500 €
Lighting	130 €
Light Modifier	50 €

Light Stand	300 €
Back Grounds and Stand	150 €
Sound Kit	200 €
Final Cut Pro X	260 €
Total	6090 €

Office supplies

Total	721 €
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Computers

Apple MacBook Pro 15.4" MD104	2349 €
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Services

Renting a web hotel	100 €/month
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Marketing costs

Total	500 €/month
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Other

Total	500 €/month
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Assets and liabilities***Cash requirements***

Total cash requirement for the first year is	66 760 €
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Equipment cost	6090 €
Office supplies cost	721 €
Computer cost	2349 €
Services cost	1200 €
Marketing cost	6000 €
Other costs	6000 €
Salaries cost	36 000 €
Rents cost for working place	8 400 €

Loans

Loan requirement is 24 000 €. The loan will be asked from the bank.

Office supplies and equipment are purchased by our own capital (18 000 €).

Marketing cost	24 000 €
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Company will start shortening the loan after the first year.

Capital

At the start of the business we need all of the equipment and office supplies. We also need the first month rent, salaries and web service. Equipment costs are 6090 € and the office supplies are 721 €. First months salaries are 3000 € and first month's rent is 700 €. The web service costs 100€ for the first month.

Every founding member invests 3000 €. The total invest capital is 18 000 €. The company's marketing costs would be paid from the loan.

7.2 Sales forecast

7.2.1 Monthly estimation for the first year

We estimate to get 126 000 € income for the first year.

Our monthly estimated income will be 10 500 €. Details will be found in budget plan.

7.2.2 Yearly estimation of sales growth for three first years

We estimate to get 476 000 € income for three first years.

First year	126 000 €
Second year	150 000 €
Third year	200 000 €

7.3 Cost analysis

7.3.1 Monthly cost analysis for the first year

Salaries

500 €/month

Total (6 people)

3000 €/month

Rents

Office/ working place

700 €/month

Services

Renting a web hotel

100 €/month

7.3.2 Yearly cost analysis for the three first years

Equipment cost	6090 €
Office supplies cost	721 €
Computer cost	2349 €
Services cost	1200 €
Salaries cost	36000 €
Rents cost	8400 €
Marketing cost	24000 €
Other cost	6000 €
Total	84 760 €

7.4 Cash flow

80 % of our sales will be Company portfolio because it has the best profit for our company.

Company portfolios price is 2000 € which will give us 100% profit.

(Company portfolios cost 1000 € to make.)

15 % of our sales will be CV editing.
CV editing price is 40€ which will give us 70% profit.
(CV editing cost 12 € to make.)

5 % of our sales will be High-tech CV.
High-tech CV:s price is 100€ which will give us 60% profit.
(High-tech CV costs 40 € to make.)

7.4.2 Year break-even point

Company has to make 99 235 € income that it breaks even.
Details can be found in budget plan.

The number of products sold must be:

39 pcs Company portfolios
373 pcs CV editing
49 pcs High-Tec CVs

8. Assessment

8.1 Risk analysis

As digital CVs are very new so it is possible that no one will be interested in it. This could be biggest risk to our company. Price and quality of products and services is another important risk that we should consider.

Marketing and convincing company to recommend their applicants to use our product and purchasing good equipment and using high quality software and studio should prepare us against those risks.

If digital CV doesn't work we could focus on making company promotions and advertising.