

Business Plan

SERVIES



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Management

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2 Executive Summary

Business to introduce crockery products like water bottles, cups etc. in e commerce using Facebook, Instagram, Amazon etc., as platform. And during entrepreneurial/business weeks in different universities and different business expo in Pakistan. We'll start doing online selling on Facebook & Instagram Pages, Amazon, Daraz.pk etc. We will also introduce products at different expos in Pakistan and in universities during business weeks. Products to be provided; cups, water bottles, lunch boxes and other side products; photo albums, keychains, and candles. Differences in the design and style of products will be a source of competitive advantage. The business will start at a cost of Rs. 2,00,000 / - based on equal gain and loss with partners. 80% of the proceeds will be invested in procurement and the rest will be used to cover advertising and operational costs. This is a partner-based business. There are four partners. The products will be based on style and its unique design. A psychological pricing strategy will be used. It will attract more customers. We will offer customization of products to our customers according to their need & demands. The online market is very competitive. We'll use our digital marketing strategies to capture more market share. Our target customers will be students, teachers, and sportspersons.

3 Business Introduction

“SERVIES” will be the name of the company. This is a Dutch word that means “tableware” or “crockery”. Slogan for the company will be “DESIGNS THAT DELIGHT”. Business plan is to introduce items like Mugs, Water Bottles, Lunch Boxes, Photo Albums etc. This project is presented by NUML BBA-4B (morning) students. The company will provide valuable products at reasonable prices.

3.1 Mission Statement

To become a competitive and progressive company. We will enhance our integrity, transparency & ethics, for ultimate satisfaction to whom-so-ever we deal with.

3.2 Company Vision

We will further explore and create the best product range. We will expand our network to gain high yields.

3.3 Business Goals & Objectives

We will continuously try to improve performance with respect to industries’ best practices and technological advancements. We will promote a customer-focused and team-building culture by maintaining an open communication with customers and staff. SERVIES will use a customer-driven product development attitude to achieve a diverse market position, with a unique combination of product strength, price competitiveness, quality, and customer relationships.

3.4 Logo/Trademark



3.5 Stake Holders

Our internal stakeholders will be employees, owners/partners, or maybe investors. External stakeholders will be competitors, suppliers, creditors, and customers.

4 The Company-Legal Status

This will be a retail business. Legally, SERVIES will be a partnership type of business.

5 The Industry

Pakistan's e-commerce market size posted a growth of over 35% in the first quarter of the fiscal year 2021 to Rs96 billion compared to Rs71bn over the corresponding period of last year. The development of e-commerce in the whole world has made it possible for economic development. E-commerce globally has grown enormously in the past twenty years with growth rates of sales standing at 13 percent, which equates to sales that were worth an estimated \$2.9 trillion. These figures are expected to reach \$4.5 trillion by 2021. Online shopping reached growth of 12 percent

in 2017 with a worth of \$1.3 billion. There have been several studies which confirm that 18 percent of all online retail sales in Pakistan took place in 2018. Forecasts show that by 2040 it is expected that 95 percent of all retail sales and purchases will be made and facilitated online.

6 Market Analysis and Marketing Plan

Market analysis and marketing plan for SERVIES is explained below:

6.1 Market Size

Market size in context of e commerce is very large worldwide as well as in Pakistan. Revenue in Pakistan is expected to show an annual growth rate of 6.14%, resulting in a projected market volume of US\$9,030m by 2025. In the eCommerce market, the number of users is expected to amount to 65.1m users by 2025. Globally, In 2020, retail e-commerce sales worldwide amounted to 4.28 trillion US dollars and e-retail revenues are projected to grow to 5.4 trillion US dollars in 2022. Online shopping is one of the most popular online activities worldwide.

6.2 Target Customers

Our main target customers will be students, teachers, and sportspersons.

6.3 Positioning Strategy

Products will be positioned on many of their new designs. The positioning statement "FEEL IT WITH NEW INSIGHTS" will indicate that the products are based on modern designs. The business will be committed to helping customers choose the product of their choice, better suited to their needs by providing detailed product information based on general advice about new design and style information and with a very reasonable price range.

6.4 Market Share

We will try to occupy minimum 20%-30% of market share of these products in next 2 years.

6.5 Channels of Distribution

Products will be available online. Customers can order by visiting SERVIES official pages on Instagram / Facebook and on Amazon, Daraz.pk and Alibaba. Also, the products will be available in the market during business expo in Pakistan, mainly in Islamabad and Lahore and during business weeks in universities.

6.6 Sales Strategy

We will make sales strategy by doing following:

- Personal Selling (Approaching university students to convince them)
- Advertising (Distribution of brochures in the target market, displaying posters & banners and running social media ads)
- Sales Promotions

6.6.1 Pricing

The product will be purchased directly from wholesalers in bulk quantity and as a result, costs will decrease and charging lower prices will provide a competitive advantage.

6.6.2 Promotion

Digital marketing, Personal marketing, Advertising and Sales Promotion will be used in promotion programs. Sales coupons will be sold to potential promoters with the promise of huge discounts for them when they purchase products.

6.6.3 Products

The products will be based on unique styles & designs. We will offer customized designs to the customers on their demand. And we will also offer extra features in our products like Power bank and Mini Speaker but these featured products are a bit costly but with a reasonable price. In our featured Photo Albums, we'll add storage space with touchscreen where a person can store his/her photos in soft form and we'll provide internal memory of 1GB with dedicated memory card slot and USB Port.

6.6.4 Place

The products will be sold digitally by using e-commerce platforms like Amazon, Alibaba, Daraz.pk, Facebook and Insta Pages. We will also set up stalls at different expos and in universities during business/entrepreneurial weeks in twin cities (in starting, we'll move towards other cities in future) or promotion, awareness of our brand and obviously for selling purpose.

7 Description of Products and Services

Our core products are:

Products	Normal/Customized (Rs.)	Featured (Rs.)
Mugs	200	-----
Water Bottles	100(1/2 liter), 200(1 liter)	1000
Lunch Boxes	300	1000
Tea/Coffee Cups	200	-----
Photo Albums	500 (100 sheets), 1000 (200 sh)	5000 (100 sh) 10000 (200 sh)
Key Chains	50 (normal), 100 (customized)	-----

7.1 Competitiveness

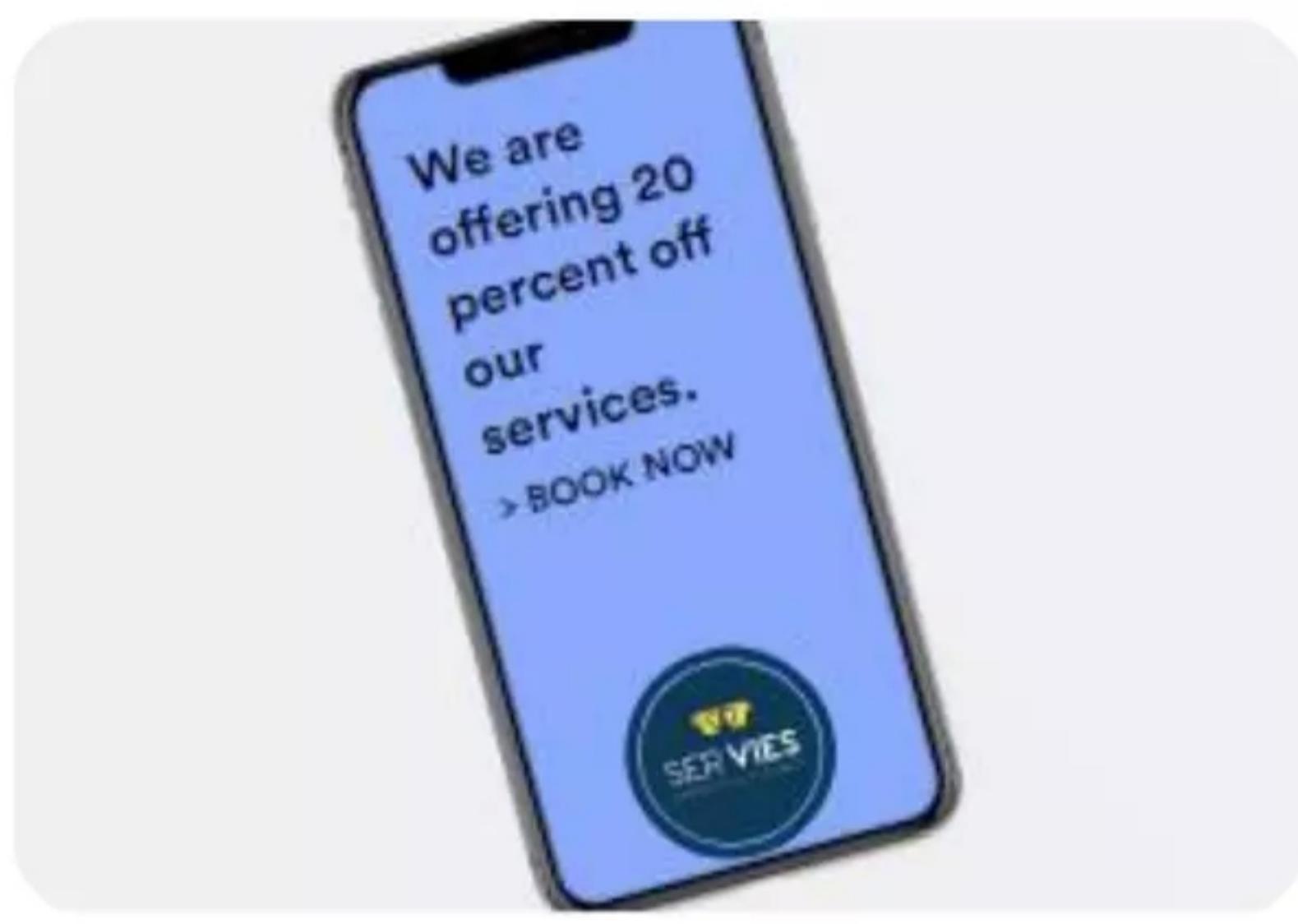
We will differentiate our product from other competitors by offering very reasonable and competitive price range. We'll attract audience by adding some unique and modern designs plus we also offer customized products. These will be our competitive advantages. And as we are offering featured products mentioned earlier in detail, so they will also play a role in building brand image.

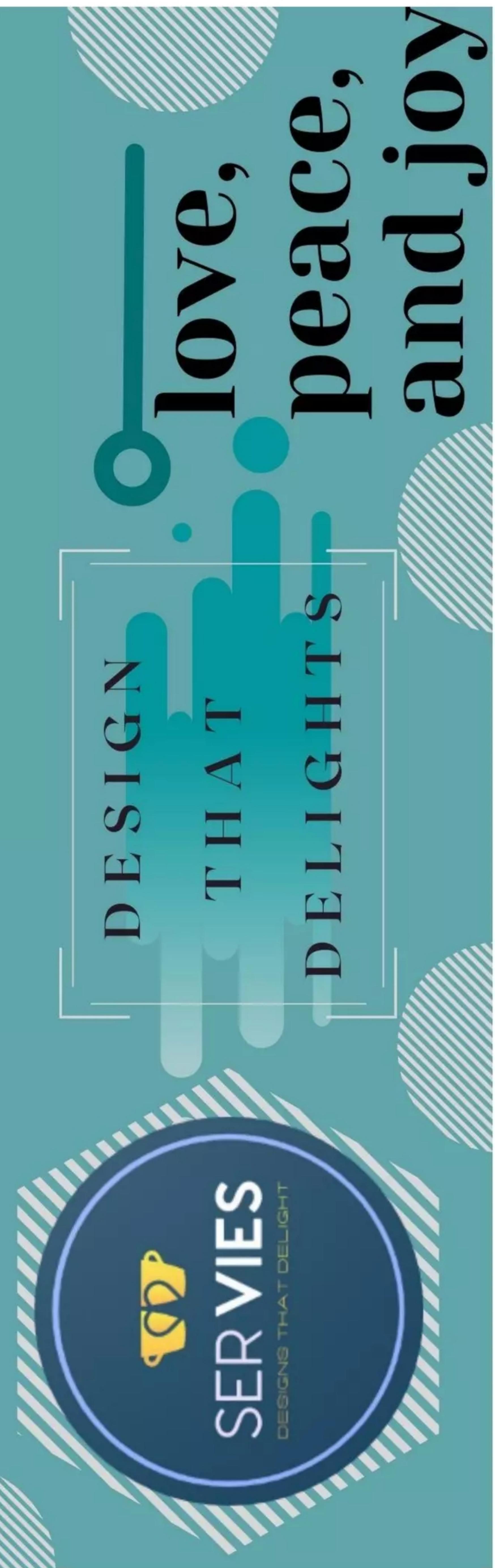
7.2 Sample Products





7.3 Advertising Materials





CUPS MUGS

Unique Designs

Different Sizes Available

Offering Customized
Designs According to
Your Choice.



WATER BOTTLES

Water Bottles Available In
Steel & Plastic

1/2 Litre

1 Litre

REACH US AT
0123456789
xyz@services.org



LUNCH BOXES

DESIGN THAT DELIGHTS

1/2 LTR	1 LTR	1/2 LTR	1 LTR
STEEL	PLASTIC	STEEL	PLASTIC
14	16	14	16
PCP	PCP	PCP	PCP



TILL 30 MAR 2022

SPRING SALE

UP TO
50%

LIMITED TIME OFFER!

8 Organization and Management

There will be four key managers along-with a sales team, those will look up to all functions and activities of the organization. They are:

1. Chief Executive Officer (Hamza Zahoor)

It is the highest rank of the company. He will manage overall operations of the company and will be responsible for expanding the business. He will be elected by cooperation of board of directors of the organization.

2. Operations Manager (Muhammad Usama)

He will have to improve organizational processes, and work to enhance quality, productivity, and efficiency. Operations Manager will oversee budgeting, reporting, planning, and auditing. He will ensure all legal and regulatory documents are filed and monitor compliance with laws and regulations. Also, he will try to identify and address problems and opportunities for the company.

3. Finance Manager (Muhammad Usman)

He will be responsible for the budget planning, and he will be responsible to manage and utilize the capital. Also, he will have to give financial advice that will allow to make the best business decisions for the company.

4. Marketing Manager (Waleed Jabar)

He will be responsible for managing the promotion and positioning of the brand or the products of company. He will have to maintain a positive image in the minds of the clients and constructive attitude that promotes teamwork and customer satisfaction.

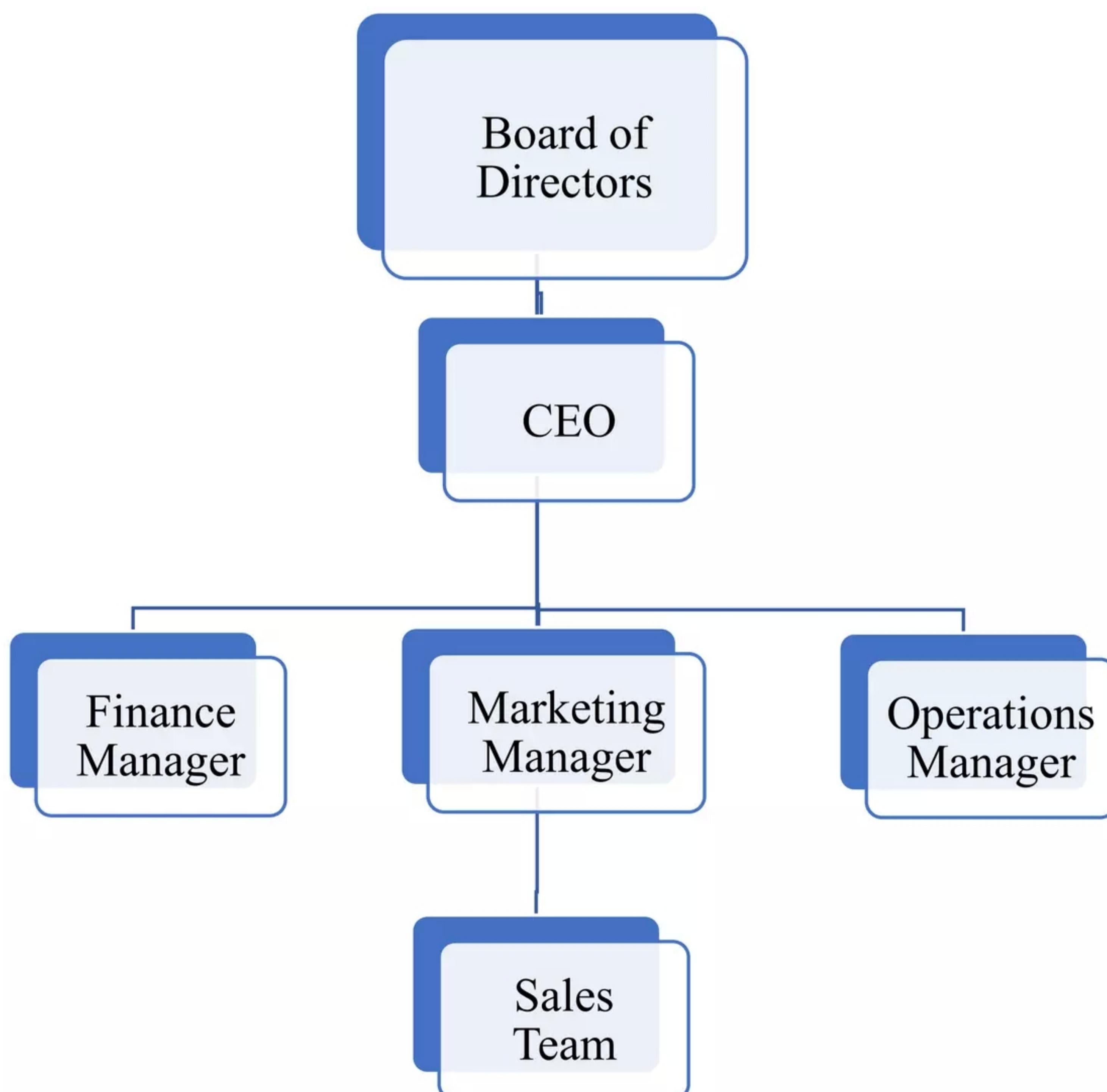
5. Sales Team

We will hire a sales team to generate sales and to do all sales related task. Marketing Manager will lead and supervise sales team and runs the day-to-day sales operations of a business. He will oversee the sales strategy, set sales goals, and track sales performance.

8.1 Board of Directors

The board will be elected by stakeholders/partners of the business. It consists of three people. This will be a governing body that will set corporate management and oversight policies. One of the board members can be CEO but it'll be not mandatory.

8.2 Organization Chart



9 Financial Management

We have budget of around Rs 2,00,000/- so we made following financial management by analyzing different aspects:

9.1 Estimated start-up cost

Name	Cost (Rs)
Material (Cups, Bottles etc.)	100,000
Overhead Expense	20,000
Marketing Budget	20,000
Miscellaneous Cost	10,000
Warehouse Setup	50,000
Total	= 200,000/-

9.2 Projected Balance Sheet

SERVIES	
Balance Sheet	
12/14/2021	
<u>Assets</u>	
Cash	XX
Account Receivables	XX
Inventory	Rs 100,000
Total Current Assets	Rs 100,000
Fixed Assets	50,000

Accrued Expenses	50,000
Total Assets	Rs 200,000/-
<u>Liabilities</u>	
Account Payables	XX
Total Liabilities	XX
<u>Owner's Equity</u>	
Capital (50,000*4)	200,000
Total Liabilities & Owner's Equity	Rs 200,000/-
