

BUSINESS PLAN

Ship Your Package

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1. EXECUTIVE SUMMARY

1.1 Product

We pick up customers shipments within 20 minutes after customer send us the request. After that we ship it through customer choice of mailing service (USPS, UPS) and mailing option (First Class, Priority Mail). We also provide customer with that mailing service's receipt and shipment's tracking number.

1.2 Customers

Indiviual with shipping need, but don't want to spend a trip to the post office.

1.3 What Drives Us

Make it more convenient to ship and track shipments.

2. COMPANY DESCRIPTION

2.1 Mission Statement

Make shipping easier with just a few clicks.

2.2 Principal Members

Khanh Nguyen: company owner and director.

Shipper: 3 shippers working on 3 different zones in Little Rock for the first month. Then increase to 4 shippers the following month.

Techonology: outsource from Indian app developer on freelancer.com, for both iPhone and Android.

2.3 Legal Structure

Khanh Nguyen: Owner with 100% equity.

3. MARKET RESEARCH

3.1 Industry

Shipping and technology.

3.2 Customers

Individual with shipping need.

3.3 Competitors

Shypt: bankrupted recently.

USPS: pickup service.

UPS: pickup server.

3.4 Competitive Advantage

Shypt: They bankrupted because they also does customer shipment boxing, which will cost of of money for store house. Mean while they only charge 5\$ for their service.

USPS: Customer need to schedule pickup while we don't.

UPS: Customer need to schedule pickup while we don't.

3.5 Regulations

Every item we pickup and ship need to be legal according to federal laws and also

does not contain items in the restricted items list of that mailing service.

4. PRODUCT/SERVICE LINE

4.1 Product or Service

Service: Shipping.

4.2 Pricing Structure

Total price customer pay = customer select mailing service + 5.99\$ pick up fee + 3\$ per additional item.

If a customer failed to show up at pickup point within 15 minutes. We will still charge 5.99\$ pickup fee.

4.3 Product/Service Life Cycle

Idea stage.

4.4 Intellectual Property Rights

4.5 Research & Development