



YOUR  
COMPLETE  
BUSINESS  
PLAN

# Business Plan

Business Intelligence System to analyze sales data for local laptop sellers in the Kathmandu Valley.

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CURRENT AS OF  
20 JAN 2024

X-Data Solutions

CREATED BY  
GROUP 6

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# Executive Summary

Our Business Intelligence System is designed to revolutionize the way local laptop sellers in the Kathmandu Valley analyze and leverage sales data. In a rapidly evolving market, having a comprehensive understanding of sales trends, customer preferences, and inventory management is crucial for success. Our system is tailored to meet the unique needs of local laptop selling businesses, providing powerful insights that drive informed decision-making.

Key Features are Data-driven Insights, User-Friendly Interface, Local Market Focus, Real-time Updates, Customizable Reports.

By implementing our Business Intelligence System, local laptop sellers can gain a competitive edge in the dynamic market landscape of the Kathmandu Valley. Embrace the future of data-driven business management and propel your business towards sustainable growth and success.

## Let's begin...



# Goals

The system can empower businesses to make data-driven decisions, enhance efficiency, and ultimately improve their overall sales performance. The goals of this system include:

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**Goal 1:** Usability and Accessibility/User-Friendly Interface

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**Goal 2:** Performance Monitoring

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**Goal 3:** Revenue Trends

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**Goal 4:** Decision Support

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## Mission

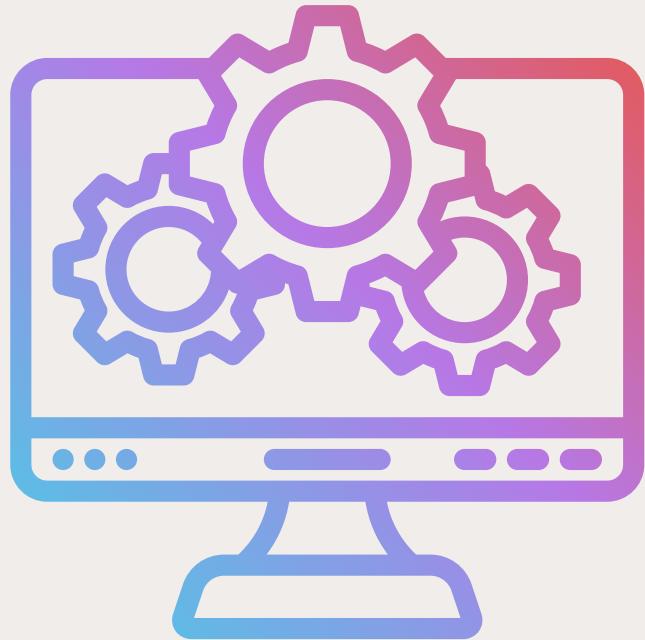
We want to help computer sellers succeed by providing them with smart tools to understand their sales. Our goal is to give them the right information so they can make better choices, sell more computers, and make their customers happy. We believe in using technology to make businesses better and more successful.



## Vision

We dream of a future where every electronic seller, big or small, uses our tools to be the best in their business. We want to make a big impact, not just locally but all around the world.

By always coming up with new and better ways to use data, we aim to change the game in electronic sales and help businesses grow.



# Service Offering

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**Offering 1** User-Friendly Store Listings on our website.

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**Offering 2** Interactive Data Visualization and Report Generation.

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**Offering 3** Sales Prediction and Market Trend analysis

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## Offering 1

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We provide a dynamic Listed Store Platform where your computer store is showcased on our website, allowing potential customers to easily discover and explore your business. Our platform offers a user-friendly interface, ensuring that managing and updating your store information is a seamless experience. This listing enhances your online visibility, making it effortless for customers to access essential details about your products, promotions, and location. By leveraging our Listed Store Platform, you not only boost your presence but also create a welcoming online space for customers to engage with your offerings.

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Pricing: Free

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## Offering 2

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Our service seamlessly integrates advanced data visualization tools with interactive dashboards, transforming complex sales data into visually compelling representations. Tailored to meet your unique needs, these dashboards provide real-time insights into sales performance.. The user-friendly interface of our interactive dashboards allows you to easily explore specific data points, facilitating quick and informed decision-making. By combining sophisticated data visualization with interactive capabilities, our solution empowers you to gain actionable insights and navigate the intricacies of your sales data with ease.

Here are some important KPIs we offer when visualizing sales data:

1. Total Sales
2. Most Popular Products
3. Profit
4. Customer Frequency

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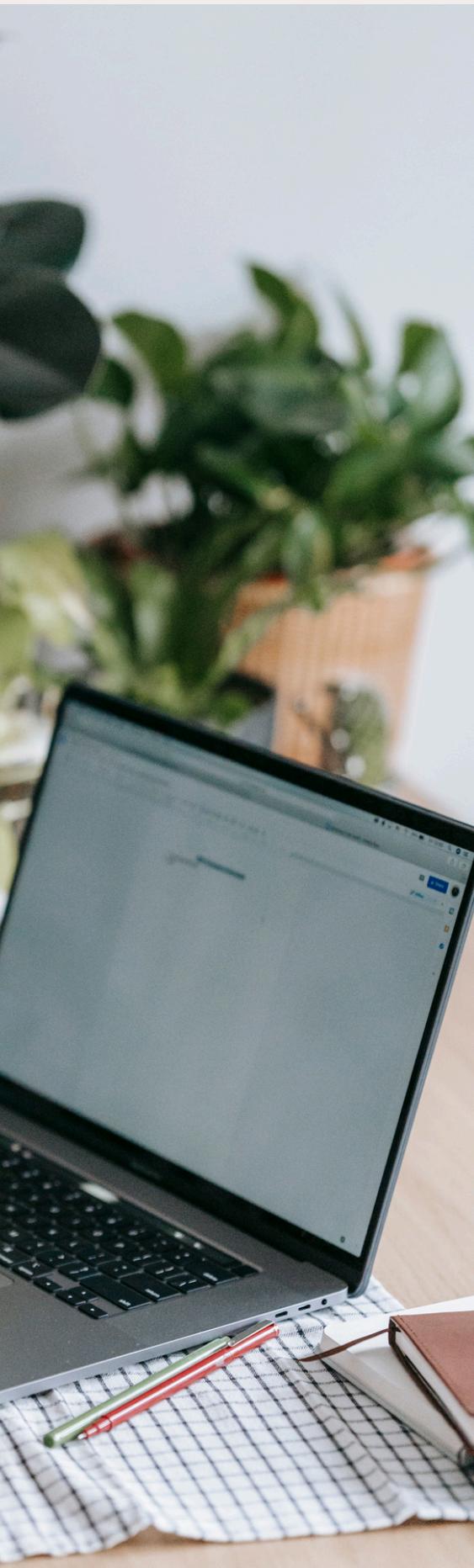
Pricing: Nrs. 499/mo

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## Offering 3

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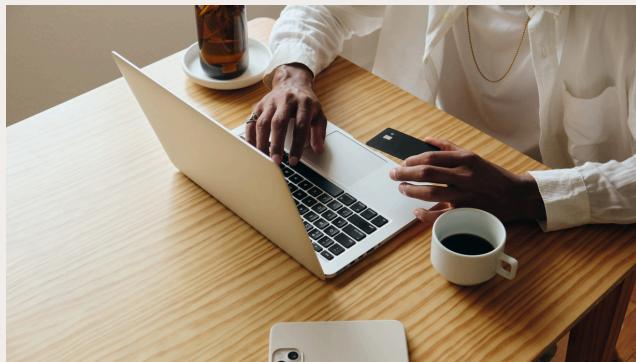
Our service seamlessly integrates sales prediction and market trend analysis, providing a comprehensive view of future sales trajectories and industry dynamics. By leveraging advanced algorithms, we forecast future sales trends, allowing you to anticipate demand and optimize inventory levels. Simultaneously, our market trend analysis keeps you informed about evolving industry trends, competitor activities, and shifting customer preferences. This holistic approach empowers you to proactively align your strategies with market dynamics, stay ahead of the competition, and make informed decisions that drive business growth. These are the services included in this offering:

1. Sales Data Analysis Services.
2. Sales Prediction Tools.
3. Market Trend Reports.
4. Sales Performance Benchmarking.

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Pricing: Nrs.999/mo

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## Team Members and Roles

Members	Roles
<b>Aayush Raj Manandhar</b>	Frontend and Design
<b>Abliam Thapa</b>	Backend and Visualization
<b>Bishal Phuyal</b>	Business Plan
<b>Nitesh Shrestha</b>	Backend and Visualization
<b>Shreya Shahi</b>	Business Plan
<b>Simran Nakarmi</b>	Frontend and Design
<b>Sudina Manandhar</b>	Business Plan

# Marketing Plan

Method	Description
Create a compelling value proposition	Emphasize benefits such as time savings, improved decision-making, and increased sales efficiency
One-month trial version	Allowing potential users to experience the product before making a purchase
Affordable Pricing Plans	Designation of pricing structures to be reasonable, accessible, and within the financial means of the customers
Social Media Presence	Utilization of platforms like LinkedIn, Instagram, and Facebook to reach small business owners
Responsive Customer Support	Providing timely and helpful assistance to customers, ensuring their needs are met and problems are resolved efficiently
Referral Programs	Offering incentives such as discounts or additional features for successful referrals.
Training and Assistance	Ensuring that individuals understand how to use the system effectively and that the deployment is smooth and successful

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# Market Research

The electronics industry is a rapidly growing sector in Nepal, with potential for significant economic development. The future of this industry is promising, as advances in technology and increased demand for electronic products drive growth.

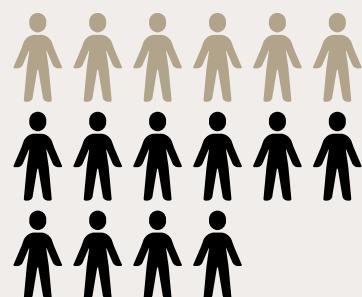
Considering the growth of the electronic industry, it is required for the electronic business to be able to survive in such a competitive environment. Through the analysis of sales data and the extraction of valuable insights, these businesses can identify their strengths and weaknesses. This process will empower them to make well-informed decisions, leveraging the necessary analytics tools.

Therefore, the implementation of a Sales Analysis and Visualization System can assist computer/laptop retailers in addressing challenges that stem from the absence of insights derived from their raw data.



## Target Market

Niche market - Electronic businesses specifically the ones selling laptops/computers



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# Investment Plan

Method	Description
Market Entry with Proper Analysis	<ul style="list-style-type: none"><li>• Focus on market entry for the initial six months.</li><li>• Market Research to know better about the computer selling business and their customers</li><li>• For the next 6 months, we are planning to hit a deal with 10 local stores.</li></ul>
Proper Investment Proposal	<ul style="list-style-type: none"><li>• Finding and proposing Angel Investors by offering them 40% profit-sharing after 6 months of their capital burning.</li><li>• We can show them why our business will be sky-rocketing in computer market<ul style="list-style-type: none"><li>◦ First entry in this market segment</li><li>◦ Communicating with investors about the loss minimization for the stores</li></ul></li></ul>
Where the capital burning will happen	<ul style="list-style-type: none"><li>• Employee Salary</li><li>• Market Research Cost</li><li>• Premium subscription to required services</li><li>• Miscellaneous expenses like electricity, rent, hosting and domain.</li></ul>
Pricing for 6 months for initial phase	<ul style="list-style-type: none"><li>• Focus on capturing the market by providing all our services for free</li></ul>

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# Competitor Analysis

It is the assessment of the strengths and weaknesses of competing products available in the market. This analysis helps us choose a solution that provides a competitive advantage in terms of functionality, usability, and overall value.

Competitor Name	Website	Strengths and Weaknesses
Tigg Accounting Software	<a href="http://www.tiggapp.com">www.tiggapp.com</a>	<ul style="list-style-type: none"><li>• Efficiently manages accounting and finance activities.</li></ul>
Tally.ERP 9	<a href="http://www.tallsolutions.com">www.tallsolutions.com</a>	<ul style="list-style-type: none"><li>• Ease of Use</li><li>• Comprehensive Accounting</li><li>• Dependency on Local Installation</li></ul>

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# SWOT Analysis

A SWOT analysis involves evaluating the strengths, weaknesses, opportunities, and threats of a product or service.

In the context of a sales analysis and visualization system, here's a SWOT analysis:

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|------------------|--|
| <b>Strengths</b> | <ul style="list-style-type: none"><li>• Data Driven Decision Making</li><li>• Performance Monitoring</li><li>• Competitive Advantage</li><li>• Scalability</li><li>• User-Friendly Interface</li></ul> |
|------------------|--|
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|-------------------|---|
| <b>Weaknesses</b> | <ul style="list-style-type: none"><li>• Resource Unavailability</li><li>• Dependence on Internet Connectivity</li></ul> |
|-------------------|---|
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|----------------------|--|
| <b>Opportunities</b> | <ul style="list-style-type: none"><li>• Adaptability to Market Changes</li><li>• Improved Sales Performance</li><li>• Market Expansion</li></ul> |
|----------------------|--|
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|----------------|---|
| <b>Threats</b> | <ul style="list-style-type: none"><li>• Employee Resistance</li><li>• Rapid Technological Changes</li><li>• Economic Downturn</li></ul> |
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# Checklists

Daily Items To Complete	Deadline	Completed?
Idea Communication	18th January, 2024	Yes
Identification of Product	18th January, 2024	Yes
Identification of Target Customers	18th January, 2024	Yes
Revenue Model	19th January, 2024	Yes
Marketing and Sales Strategy	19th January, 2024	Yes
Development Plan	20th January, 2024	Yes
Design and Prototyping	20th January, 2024	Yes
Development	20th January, 2024	Ongoing