BUSINESS PLAN

NKJ Development Ltd

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NKJ Development Ltd

1) INTRODUCTION

- ### Overview of NKJ Development Ltd

Our team's core consists of Logistics Personnel working or having experience in vehicle manufacturing industry. Therefore, the key advantage that NKJ Development can offer lies in our methodical approach to data analysis and step-by-step process of implementation.

Our Data & Systems Analysts are supported by Material and Production planners who provide them with detailed reports and data that divide and dissect work processes within large chain of operations.

Using the data obtained via reports, Data Analysts find ways to simplify and optimize processes and sub-processes, that are then developed, implemented and tested in systems used by our clients.

- ### Purpose And Scope of the Business Plan

The purpose of this business plan is to outline the strategic path that NKJ Development Ltd will take to reach targeted turnover of £400k within the first months of our start-up. In line with our growth aspirations and targets of market share in this competitive domain of database-driven supply chain planning and optimization solutions, this ambitious goal reiterates our commitment to establish a lasting presence in this branch of IT industry.

2) MARKET IDENTIFICATION AND ANALYSIS:

By targeting the EU market, which presently is the market where we have most of our contacts, we'll be focusing on the German market, with the intent of providing supply for SQL-based planning optimization applications. While our apps are oriented towards a more broad area of supply chain efficiency improvement, our primary clients are small to medium sized retailers and manufacturers, since these industries are the ones looking for ways of streamlining their supply chain processes through expenses reduction and overall customer satisfaction level improvements.

- ### Target Market Segmentation

Based on specific criteria such as business size, industry vertical, and pain points observed in EU tech landscape, we found a not-so-small portion of the market which could be satisfied by providing fine-tuned, customizable features that our solutions offer. We adjusted the marketing messages to target specific needs of particular groups of clients, and this approach is something we intend to develop in months and years to come.

Hence, our targets would be small to medium sized retailers which have multiple stores or e-commerce platforms. Many of these retailers struggle with inventory issues, inaccurate demand forecasting and unoptimized logistics and these are areas where our solutions can very easily provide fast and significant results.

- ### Market Trends and Analysis

Our market trend analysis related to supply chain management, technology adoption and industry regulations in EU, helped us to identify usual obstacles and impediments which retailers are facing presently. Based on the data we gathered, we were able to identify opportunities where our apps, powered by predictive analytics and AI-based solutions, could improve our clients' demand forecasting and inventory management capacity.

- ### Competitor Analysis

Our team's work experience in auto-industry, working with various software and supply chain platforms, provide NKJ Development with a good vantage point to identify gaps in the market, that might not be so visible to other competitors in the

market. One of the most common issues reported by customers is the lack of user-friendly interfaces in existing solutions, or failure to seamlessly integrate their solutions with existing ERP systems.

3. SERVICE OFFERING

- ### Core Features

Our apps and solutions will be addressing the exact needs of our customers and targeting our clients' crucial pain points. Some of the features we offer are:

-Inventory management: Maintaining accurate inventory levels, material demand forecast creation, optimization of reorder points minimize stockouts and excess inventory.

-Demand forecasting: Using historical data and predictive analytics, we provide our clients with the information and tools to optimize production planning and commodity purchases

- Supplier management: Streamlining communication channels with suppliers, managing customer relationships, and optimization of procurement processes by reducing costs and lead times.

- ### User-Friendly Interface

One of the key points that determine whether the processes proposed and introduced will be integrated successfully is the quality of UI – user interface. By ensuring that users find it easy to navigate through our clear-cut design and minimalist interface with concise navigation menus, we can guarantee user controls are as intuitive as possible.

Our interactive visuals employ color coding paired with visual cues that highlight important information and guide users through the app's features. Additionally, by conducting usability testing with real users, we are constantly gathering feedback and further tweaking the design for optimal usability.

- ### Customization and Personalization

An essential part of the offer is our ability to diversify and personalize apps to match individual client's requirements.

Along with the possibility of developing flexible dashboards and reporting tools which allow our customers to combine metrics and KPIs in personalized views and reports, we offer users options and preferences that can customize solutions we provide, according to the specifics of their workflow.

- ### Integration with Client's Existing Systems:

With our team members having a lot of experience working in the most widely used platforms, such as QAD, SAP, Ariba, BinMan, we can offer a high level of integration that adds value to our proposed solutions. One of the ways we streamline clients' operations is through creation of APIs and integration modules that allow our apps to connect with the software used by our clients. Presently, we can offer immediate connection to most commonly used platforms, but our aim is to expand our offer to other, less-used software and any other third-party software applications commonly used in the supply chain industry.

We start the process of integration by first analyzing the data and functionality required to link our app with these existing systems. We aim to determine and narrow down the specific data points that need to be bridged between systems, as well as any workflows or processes that need to be synchronized.

The next step managed by our development team focuses on design and implementation of integration processes that are going to enable stable and secure communication and data exchange between our client's and our own system. To speed up the whole process, we'll find subcontractors that will be working on developing certain segments needed for APIs, web services, or data connectors. Additionally, we'll be partially outsourcing encryption process creation, by which mechanisms restricting access of sensitive data exchanged during transmission and storage to authorized users only.

In most of the cases, this work will be done by freelancers whose work is part of planned expenditure, which will also guarantee the exchange of 500k GBP annually, as discussed during the phone call we had.

The whole process is overseen by our IT team, which makes sure the data is ready for testing and further implementation. QA team will perform thorough functionality testing to ensure that data is accurately exchanged and that workflows and processes function as expected.

After the testing process is successfully concluded, our team will provide comprehensive documentation and support resources to help clients integrate our solution with their existing systems. This includes API documentation, integration guides, troubleshooting tips and customer support, which will be partially outsourced to subcontractors.

4. PROJECT EXECUTION

- Project Scope and Objectives definition

Through precisely identifying the range of the specific tasks within the whole project, our Scrum Master determines goals and checkpoints that divide the project to smaller stages. For example, if we're talking about reducing inventory and procurement costs, being almost always one of the main objectives, we would set up a goal of lowering stock holding costs by 15% within six months of our app implementation.

- Project Timeline and Resources

A project timeline outlining the key tasks and deadlines for the development process is going to allocate resources such as developers, designers, and QA testers to ensure that the project stays on track and meets its objectives. The timeline milestones are data collection, design completion, development kickoff, testing phase and app launch. With most clients, we'll be receiving client downpayments before or immediately after the second phase.

- Testing and Quality Assurance

This is one of the aspects of the development process to which we give exceptional attention. Our detailed QA assessment process includes identifying and fixing bugs, errors, and usability issues. To facilitate unit, integration and user acceptance testing, we combine QA testing done by our team with the use of automated testing tools (we use Selenium) for regression testing.

5) FINANCIAL FORECAST

Our revenue model consists of:

- Licensing fees - one-time or recurring fees for using the app

- Additional services - Offering premium features, customization options, or consulting services for an additional fee

The clients will be covering those expenses associated with the development, launch and app maintenance. These include both one-time fees and ongoing expenses, such as hosting fees, marketing costs and software licenses. Although these amounts will depend on the scope of the project, based on our current estimate, we will be reaching 350-400k GBP turnover mark with the first quartal, with our one-year income projections being at least 6-7M GBP in total.

With the app development industry being dynamic as it is, NKJ Development ltd plans to always have certain funds in our business account to cover expenses and immediate investment needs. Naturally, cash flow will be monitored and adjusted based on our operations.

6) CONCLUSION

- Summary of the Business Plan

In a nutshell, the aim of this business plan is to outline a strategic roadmap of our start-up, and steps we'll employ to reach our commercial objective of generating minimum £400k in turnover in the first three months of our operations. Based on our research of the existing market space, competition, products and services, NKJ Development intends to approach the market by

setting aggressive goals and drawing up roadmaps for growth and revenue gaining initiatives. Eventually, we hope to become a key player in the field of SQL- based supply chain planning optimization in the European Union markets.

- Future Outlook and Growth Strategies

Ahead, there are exciting plans for NKJ Development to rapidly expand and penetrate the market. Equipped with a solid base as detailed in this business plan, our company is well positioned to capture market opportunities, utilize our competitive advantages, and record sustainable long-term growth.

Your bank – with its long tradition and market presence, perfectly complements NKJ Development's strategic aims. As a team, with our innovative energy and your expertise, we can start building something truly innovative in the world of supply chain optimization.