Verhaal
- 3D printers are expensive people in need of them either for business of as a hobby do not necessarily have one at home or want to invest in one, I do not see a way to currently improve the existing business model however one way we could carve ourselves a place in the market would be to rely on people's laziness.
- people do not necessarily use the best service available, just the one they found first. if the website of the best business in this industry is dumped on page 10 of google that show will not be successful no matter how skilled. so even if we are not special, we can still succeed if we get to the customers first.

Omschrijving

 (Bedrijfnaam)goal is to make good 3D printing technology available even to laymen and freelancers. At (bedrijfsnaam) we understand that good equipment can be expensive, and professional grade equipment even more so.

That is why we strive to make our technology available to all consumers everywhere at an affordable price.

Strategy

Our mission is to make 3D printing easy and affordable.

- ➢ Visie: 2-3 years - break even/make a profit
    - 4-5 years - we hope to expand our location to a larger warehouse and have more machines
    - 10 years – we hope to earn enough to open a new franchise
- ➢ Actie plan :
    - We plan to use a targeted advertisment campaign to entice our target demographic
    - We hope to work together with smaller IT schools and formation centers too small to have their own machines to atract loyal customers.
- ➢ KPI:
    - Amount of new customers
    - Sales revenue
    - Net profit and net profit margin
    - Gross profit and gross margin
    - Monthly recurring revenue
    - Customer acquisition cost
    - Returning customers%

Marketingsanalyse

Doelgroepbepaling

We have 2 target demographics

B2B: For the B2B angle we plan to partner up with smaller IT schools and formation centers to offer their students priority access to our services in for a monthly/yearly fee.

B2C: We are mostly aiming to get people that either work in 3D or are currently studying the subject, other demographics interested in the subect would most likely already have their own access to those machines. We therefore plan to aim our advertising at schools with a 3D curiculum because their students are the ones who will go on to become freelancers in the business. Not to mention a lot of school don't allow their students to print things that aren't for school, or are too big, so we would most likely get a lot of business from them as well.

B2C: a lot of peope are getting into 3D modeling as a hobby and can't afford to pay hundreds of dollars on a 3d printer.

Custumer retention
we would use gameifcation, by using our bussiness a user would accumulate points and levels the more they use it, thereby getting some benefits that others wont get, like being able to pay for a print using point instead of money, or getting priority queue To make working with us more attractive.

Name : Jessica
Age: 22
Opleiding: bachelor in architectuur
Woonplaats: Brussel

Bio
I am a student in architecture and living in Brussels
I would like to do a internship in NYC
After I graduate I would like to be a freelancer and work everywhere en travel also

looking for
and internship abroad with preference in NYC

Goals
Becoming a great architecture
Would like to travel
Would like to word in NYC

WAT VOELT EN DENKT DE KLANT?

Wat telt echt? Welke gedachten houden de klant het meest bezig? Belangrijkste zorgen en aspiraties?

Jessica een volwassene vrouw met een student. Ze houdt zich veel bezig met haar carrière, maar ze wil ook haar hobby's uitvoeren. Ze heeft weinig tijd en maakt zich zorgen dat ze het na een tijdje spijt gaat hebben dat ze dat niet heeft gedaan (hobby: 3D mannetjes maken en printen)

WAT HOORT DE KLANT?

Wat zeggen vrienden? Wat zeggen de media? Wat/wie zijn de belangrijkste beinvloeders?

haar vrienden vinden het spijtig dat ze haar niet meer zien door het teveel tijd te besteden aan haar carriere en niet aan haar hobby's en vrije tijd.

WAT ZEGT EN DOET DE KLANT?

Publieke houding en gedrag tegenover anderen.

Zegt dat ze meer vrije tijd zal spenderen met haar vriendinne en haar hobby's zal uitvoeren maar doet het toch niet want ze is bang dat ze haar jaar niet zal halen.

KLANT

WAT ZIET DE KLANT?

Omgeving, vrienden, wat de markt biedt.

ziet dat als ze haar vrienden ziet dat ze heel blij zijn om haar te zien en als ze haar hobby uitvoert dat ze heel blij is en dat ze dit vaker zou moeten doen

PIJN

Angsten, frustaties, obstakels.

niet veel vrije tijd pakt en is bang dat haar vrienden haar zullen laten.

WAARDE

Wat wil de klant echt? Wat wil de klant bereiken? Hoe meet de klant succes? Behoeftes, overtuigingen en uitgangspunten (waarden)?

als ze vrije tijd heeft dat ze het ook gaat pakken en niet voor school werken en haar hobby zal uitvoeren.

Leveranciers en partners

We would most likely work with [FILIMPRIMANTE3D,](#) they are a filament and part distributor situated in france and therefore have a vast selection of different filament saving we might have to make our own contract with the fabricants when we grow but as a start it should be enough.

Concurenten
Directe competition: our direct competition will most likely be other shops and online bussinesses and services that do the same job we do.

Indirect competition: The indirect competition will be the fact that technology keeps getting cheaper over time, and at some point our clients might decide to simply buy their own printers instead of shopping with us.

Omgevingsanalyse

As time passes our environment is slowly becoming more and more centered around technology. That has given a rise to a new demographic of people, namely hobyists.

Some our potential custommers do not work in 3D at all, some of them are simply just interested in the field as a hobby and want to print their own figurines and models. Not because it's their job, but because they want to use/display it at home.

SWOT-analyse

- Interne herkomst
  - Strength
    - As a small bussiness we are able to maintain a closer, more personal relationship with our partners and clients.
  - Weakness
    - We are a new business so we have a lot of innitial costs to take care of, we might not have the funds nessessary to capitalise on sertain market opportunities.
- Externe herkomst
  - Oppertunities
    - A lot of people are now learning 3D modeling ass a hobby and don't nessessarily want to spend the monney to buy a printer, this is a whole new market demographic we can use
  - Threats
    - Technology keeps getting cheaper and people might end up buying their own 3D printers

Organisatie

Aangezien dat wij met meer dan een zullen werken en misschien zelfs mensen zullen moeten huren en onze bruto-inkomst vrij hoog zal zijn hebben wij besloten dat het beter is om een vennootschap te vormen.
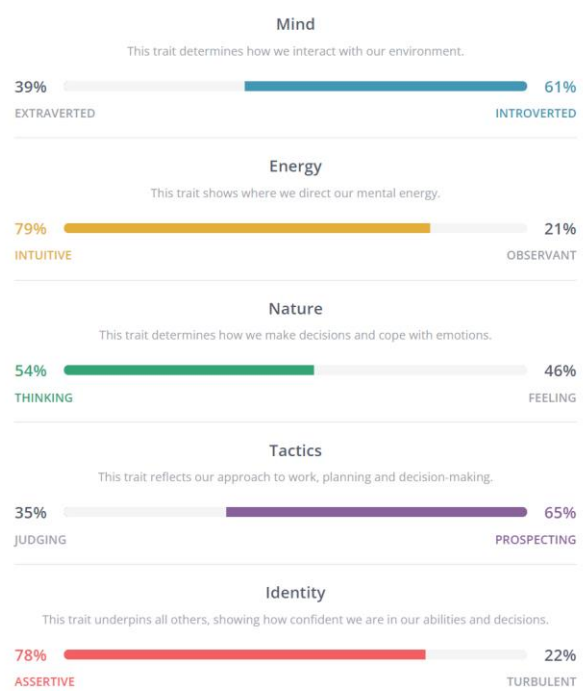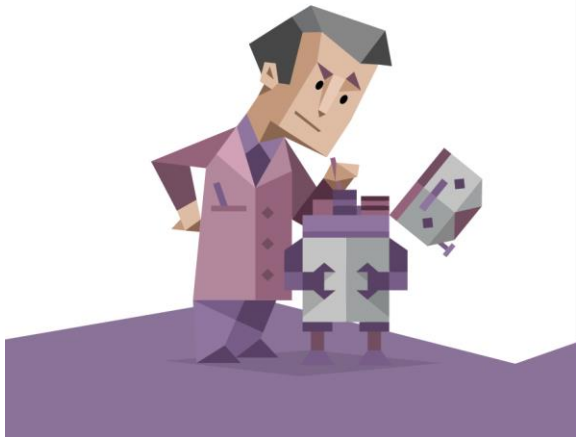
Sabri Lassouli

I am recent graduate of the Erasmus Hogeschool with a bachelor in multimedia and creative technology with a speciality in 3D

As logicians tend to be better managers i will be taking a managing position in the company.

Your personality type is:

Logician

INTP-A

Mind
This trait determines how we interact with our environment.

39% — 61%
EXTRAVERTED — INTROVERTED

Energy
This trait shows where we direct our mental energy.

79% — 21%
INTUITIVE — OBSERVANT

Nature
This trait determines how we make decisions and cope with emotions.

54% — 46%
THINKING — FEELING

Tactics
This trait reflects our approach to work, planning and decision-making.

35% — 65%
JUDGING — PROSPECTING

Identity
This trait underpins all others, showing how confident we are in our abilities and decisions.
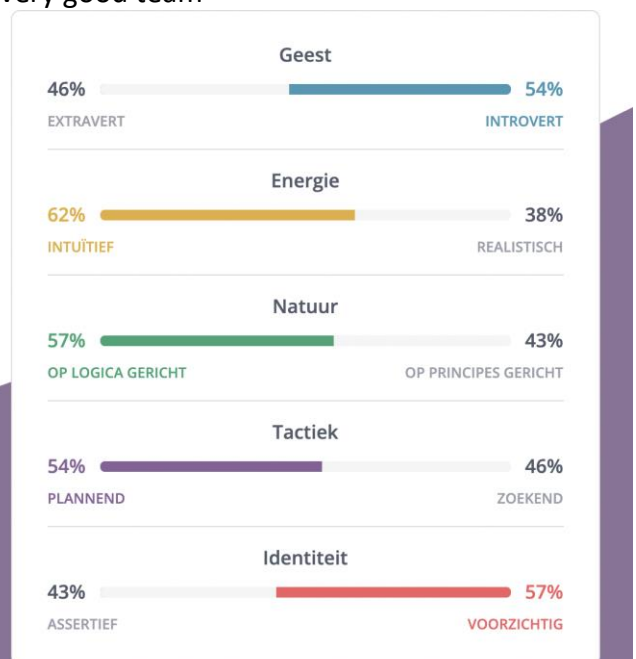
78% — 22%
ASSERTIVE — TURBULENT

Hajar

I have a bachelor in Mutlimedia and creative technology with a speciality in 3D.
Architects are known for their independence. Their worst nightmare would be a
micromanaging boss thats why we have a manager he is going to give more freedom than a
micromanager. My personality type has high standards. this attitude makes for a model
employee and coworker. Therefore it is good that there is a manager and an architect these
two work very well together and will then make a very good team

Jouw persoonlijkheidstype is:

Architect

INTJ-T

Geest

46% — 54%
EXTRAVERT — INTROVERT

Energie

62% — 38%
INTUÏTIEF — REALISTISCH

Natuur

57% — 43%
OP LOGICA GERICHT — OP PRINCIPES GERICHT

Tactiek

54% — 46%
PLANNEND — ZOEKEND

Identiteit

43% — 57%
ASSERTIEF — VOORZICHTIG

Marketing –Producten en diensten

We are offering both a product and a service to our customers. We offer the choice to print one of our preexisting models online or upload their own moddel so we can print it for them and send it to them.

Marketing –Prijsbepaling

A spool of 1.75mm PLA fillament from our suplier costs us 22.80€ for 1kg
That comes out to about 335.3m of fillament.

A wire is basically a giant cylinder so to calculate the volume i need to do

$V = h*\pi*r^2$, that comes out to 3225.96 CM²

Marketresearch was pretty dificult, mostly because the pricing of 3D printing is always fluctuating. Every business we looked at only offered a quote on the model and not a fixed price because pricing depends on different factors namely your part, the material and the time needed to make it, the CAM time for the CNC , optimization within the workflow and its intrinsic complexity to ultimately establishes a cost and a price .

But we did find some businesses that base their price at around 0.37€ per cm² so we plan to offer around 0.35€ to stay competitive and adjust the pricing based on the creteria above when we make a quote.

We also plan to offer a sort of memberchip/rewards program to our customers. By making an account they can accumulate points and get all sort of advantages, like priority queing, and using their points to get discounts.

Marketing –Promotie

Our target demographic are students and freelancers, so we plan to focus on them.

We mostly plan to focus our marketing on IT schools because that's where we are most likely to find our future customers, and as long as we retain their loyalty we would get a stable suply of future freelacer clients as wel.

The students of today are the freelancers of tomorrow after all.

A great deal of our adverising will also take place online, after all you can be the best in the business but if your site is on page 2 of google, nobody will see it. So we will partner up with google ads and have them market for us.

Marketing –Plaats en Personeel

We plan to rent either a small warehouse or a shop depending on the room we need, for now we have settled on thes bureau complex in vilvoorde for 502€ A Month

https://www.zimmo.be/nl/vilvoorde-1800/te-huur/bedrijfsvastgoed/JZ223/#section-costs-monthly

We currently don't plan to hire any personel however that might change depending on how successfull the business is.

But if we are successfull we would most likely hire someone to handle the maintenance of the machines and someone to take care of quoting the different models if we cant find an algorithm to calculate the price.