



# Company 4 Business Plan

QLeap™

*Take a Quantum Leap Forward*

[QLeap™ Website](#)

<a href="#">Name</a>	<a href="#">1</a>
<a href="#">Mission</a>	<a href="#">1</a>
<a href="#">Objective</a>	<a href="#">1</a>
<a href="#">Strategy</a>	<a href="#">1</a>
<a href="#">Products</a>	<a href="#">2</a>
<a href="#">Customers</a>	<a href="#">2</a>
<a href="#">Shareholders</a>	<a href="#">2</a>
<a href="#">Organization</a>	<a href="#">2</a>
<a href="#">Action plan</a>	<a href="#">3</a>
<a href="#">Forecasting</a>	<a href="#">4</a>
<a href="#">Financial strategy</a>	<a href="#">4</a>

## Name

Our company name, **QLeap™**, embodies the concept of a **Quantum Leap**, reflecting our dedication to pushing boundaries, fostering innovation, and propelling technological advancements. This commitment drives us as we aim for a more sustainable future in the technology industry.

## Mission

At QLeap™, we're dedicated to revolutionizing computer chip production. Our mission is to lead the industry towards a more sustainable future by delivering innovative solutions and minimizing environmental impact. ***"With QLeap, Take a Quantum Leap Forward"***

## Objective

Our company aims to become a leading technology firm within the Startup Sim universe, focusing on delivering high-performance chips to PC makers and PCs to the growing consumer market. We will leverage cutting-edge technology to meet the demands of both sectors, prioritizing innovation, quality, and efficiency to secure a competitive edge.

## Strategy

As **chip manufacturers** in the US, with a particular focus on B2B, we've decided to diversify our operations by **expanding into wholesale** in Europe, specializing in PCs, after conducting thorough studies. To maintain our competitive edge, we invest in R&D but also optimize our operations to meet market demand. In terms of **pricing strategy**, we analyze market prices to set competitive rates aligned with current market needs. Adopting the **"High Volume, Low Margin"** approach for both B2B and B2C transactions enables us to maximize **profitability** and foster **customer loyalty**. Additionally, we allocate 6% of our revenues towards advertising to support B2C sales.

# Products

QLeap™ computer products are positioned as high-performance, energy-efficient solutions for various computing needs. Our products encompass :

- **QLeap™ computer chips** offer a comprehensive solution for computing needs, boasting superior performance, energy efficiency, reliability, and compatibility. Engineered to deliver fast and reliable processing power, they enhance device performance significantly. Their advanced design optimizes power consumption, prolonging battery life and reducing environmental impact. QLeap™ chips ensure durability and long-term reliability. Moreover, they seamlessly integrate with leading hardware and software platforms, providing users with unmatched flexibility and compatibility.
- **High-Quality PCs**, sourced from reputable manufacturers, combine high-quality performance with affordability, ensuring that customers receive top-tier computing capabilities without breaking the bank. From everyday computing tasks to demanding applications, our PCs offer versatility, meeting a wide range of user needs with ease and efficiency.

# Customers

Our target customers range from **high-end** businesses and professional users to **individual consumers** seeking advanced semiconductor solutions. We prioritize serving high-end businesses, professional users, and individual consumers, particularly PC manufacturers, enterprises, and end-users with demanding computing needs. We focus on **both B2B and B2C transactions**, collaborating closely with industry partners to integrate our semiconductor solutions into their products, ensuring seamless compatibility and optimal performance for end-users.



# Shareholders

To our shareholders, we ensure our commitment to focus on maximizing money-wise measures especially on **Profitability, Dividend & Return on Investment**. Aligned with our [strategic action plan](#), We are committed to managing efficiently and taking advantage of the opportunities to maximize growth and your investment. As stated in [Forecasting](#).

# Organization

**Brice Setra ROBERT**: CFO at QLeap, brings over 20 years of finance expertise, notably transforming Orion Technologies as its VP of Finance. A Wharton MBA and Harvard Econ grad, he's a strategic thinker with a CPA and CFA. Beyond finance, Brice mentors, supports non-profits, and enjoys chess.

**Alban SARRAZIN** : CEO of QLeap™, formerly led major roles within the International Junior of EURECOM. A visionary in AR and VR technologies, He holds degrees from EURECOM. He's committed to ethical tech development, mentors tech startups, and enjoys mountain hiking and coding.

**Ku Muhammad Hafiq BIN MOHD NOOR** : COO at QLeap™, revolutionized their tech deployment strategies. An engineer with an MBA from EURECOM, he is a master of efficiency and scalability. Passionate about AI advancements, he also volunteers in STEM education and is an avid digital artist.

**Malek SFAXI** : With a background as founder, marketing, and accountant at [Sajneniette](#), and founder and designer at FeedUce, she possesses extensive experience in market research and marketing strategies. As an EURECOM graduate with coursework in AI for customer insights, coupled with her skills in photography and graphic design, she is well-equipped to excel as CMO for QLeap™.

# Action plan

## Production

1. **Optimal Grade Production:** We ensure that each plant focuses on producing either the standard or deluxe model for maximum efficiency, especially when owning multiple plants of the same type in an area.
2. **Capacity Utilization:** We strive to operate each plant at an optimal capacity level, falling within the 65% to 85% range, to maximize production without compromising efficiency.
3. **Strategic Plant Construction and Disposal:** We strategically decide when to build new plants and expand to new areas, considering market demand and potential cost reductions through improvements. Additionally, evaluate opportunities to dispose of old plants to Nippon at a reasonable discount.
4. **Chip Production:** We maintain a balanced inventory of chips to facilitate the market, by ensuring that chips are available in the required area and follow a timeline that aligns with the manufacturing process.
5. **R&D Envisioning:** We strategically allocate R&D budgets, to enhance the probability of obtaining higher grades for both chips and PCs, aiming for differentiation and market demand for modern technology.

## Marketing

1. We **keep track** of the **revenue versus price point curve** in order to accurately estimate our **advertisement expenditure**. ([QLeap™ Website](#))
2. We analyze the Gazette news related to our industry, competitors, and market trends in order to anticipate our market expansion .
3. We also **monitor the effectiveness of advertising campaigns** and adjust strategies as needed.
4. In the future, we also aim to increase our advertising funds to 10% to increase the demand and analyze the return on investment (ROI) of increased advertising expenditure.

## Finance

1. **Financial Strategy:** Developing and overseeing the company's financial strategy, aligning it with long-term business goals.
2. **Risk Management:** Identifying, analyzing, and mitigating financial risks, including those related to currency exchange, interest rates, and international operations.
3. **Financial Reporting:** Ensuring accurate and timely financial reporting in compliance with international accounting standards and regulations.
4. **Capital Structure Management:** Optimizing the mix of debt and equity financing to support international expansion and operations.
5. **Investment Decisions:** Overseeing capital investments, mergers, acquisitions, and divestitures to drive growth and expand the company's global footprint.
6. **Cash Flow Management:** Managing the company's cash flow to ensure operational liquidity and financial health across different markets.
7. **Tax Planning:** Developing strategies to minimize tax liabilities while complying with tax laws in all jurisdictions the company operates.
8. **Stakeholder Communication:** Communicating financial performance and strategy to stakeholders, including investors, board members, and regulatory bodies.

# Forecasting

Simple forecasting over a sample period shows that a more expansive financial strategy **MUST** be envisaged : (*The numbers in the following table are expressed in thousands.*)

Quarters	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9
Standard Sales		1,26	3,78	11,34	15,704	24,431	37,521	54,976	76,794
Deluxe Sales		2,1	6,3	12,6	17,448	27,145	41,691	61,084	85,326
Total Revenue		3,36	10,08	23,94	33,152	51,576	79,212	116,06	162,12
Total COGS		1,2	2,4	4,8	1,672	2,585	3,971	5,818	8,126
Gross Profit	860	2,16	7,68	19,14	31,68	48,991	75,241	110,242	153,994
OpEx	20	500	1	2	2,479	3,072	3,807	4,719	4,719
Net Income	840	1,66	6,68	17,14	29,68	46,512	72,169	106,435	149,275

## Financial strategy

A few of the discussed strategies that would need to be tackled for the next exercise:

- **Capital and Expansion Strategy:**

- Allocate funds for building additional factories to boost chip production capacity.
- Secure financing through a mix of equity and debt, targeting strategic investors and low-interest loans, potentially leveraging government incentives for technology manufacturing in the EU.
- Plan for environmentally sustainable manufacturing processes to adhere to EU regulations and qualify for green financing options.

- **EU Market Entry and Growth Strategy:**

- Invest in market research to tailor chip offerings (X0 and X1) to EU standards and customer preferences.
- Set aside a budget for compliance, legal advisories, and establishing a local presence to navigate the regulatory landscape.
- Strategize on marketing and sales to build brand recognition and customer trust in the new market.

- **Diversification and Revenue Strategy:**

- Develop and patent PC assembly technologies, designating resources for R&D and legal protection of intellectual property.
- Establish a licensing revenue model for patented technologies, opening a new stream of income apart from direct chip sales.

- **Financial Management Strategy:**

- Implement a disciplined budgeting process to track and manage operational expenses in line with strategic growth plans.
- Develop a currency risk management plan to mitigate fluctuations between USD and CHF.
- Regularly review and adjust strategic plans based on actual performance and market feedback.

- **Wholesaling Expansion Strategy:**

- Broaden Inventory to add related tech products to complement chip offerings.
- Leverage Logistics to use existing logistics expertise for efficient distribution.
- Strengthen B2B Sales to target manufacturers and retailers with a wholesale catalog.
- Offer Value-Added Services to differentiate with customization and support.
- Adapt Through Analysis to continuously adjust to market demands.

