Bangladesh software Lab Business Scope and Plan for 2018 (Jan-Mar)

**Product/ Domain of business Scope:**

* 1. Product/ Service/ Company Branding (http://www.bizcope.com/services/)
  2. Digital marketing
     1. Search Engine Optimization (SEO)
     2. Social Media Marketing
     3. Email Marketing
  3. Web Application Development
  4. Software as a Service
  5. Domain & Hosting Sale

**Demographics and Psychographic/ Scope of Business:**

* 1. Startup Company
  2. Travel Agency
  3. Fire Fighting Company
  4. Corporate organization
  5. Industrial
  6. Retail & Services
  7. Hotel & Leisure
  8. Hospital

**Organogram & Responsibilities:**

* CEO
* Product Development
* Marketing Manager
  + - Marketing Executives
* Software Development Manager
  + - Software Developer
* Designing Manager
  + - Designing Executive
* Customer Service Manager
  + - Customer Service Executive
* Server Admin

**SOWT Analysis:**

Strength:

1. Bunch of young people
2. Potential Structure
3. Potential Developer
4. Potential Marketing team
5. Strong product development & Marketing strategies
6. Good branding knowledge

Opportunity:

1. Grab the local market
2. Penetrate the foreign market
3. Product and service distribution company forming

Weakness:

1. Less Accommodation
2. Insufficient Human Resource
3. Lack of Full Cycle Business Experience

Threats:

1. Fewer number of permanent client

**Marketing and Sales Strategy:**

* Personal Network
* Existing Client follow-up & Referring by existing clients
* Social media marketing
* Blog
* SEO
* Email Marketing
* Tele marketing
* Face to face meeting
* Weekly Product development and product marketing
* Social Media Boosting Targeting Foreign Market

**Knocking Personal Network (Once Monthly):**

List down all of us personal possible network and contact with them for seeking scope and informing them about our service

**Existing Client follow-up & Referring by existing clients (Once Monthly):**

All existing client need to follow up and requesting them to refer us to their close circle and if get potential information follow up them using a marketing funnel

**Social Media Marketing (Daily):**

Setting a budget for social media marketing we should start marketing for a product weekly basis. In that case we’ll develop content and verify a product spending a week and another week will spend for marketing, if seems fruitful then should keep continue.

**Blog (Weekly):**

Along with product development a blog article need to come and end of the article there would be written “*If you need professional help please feel free to contact with us”*.

**SEO (Daily):**

We should develop our website content properly and should do SEO accordingly so that organic customer we can obtain.

**Email marketing (weekly):**

We should do email marketing of the developed product collecting the email addresses of potential customer group.

**Tele marketing (weekly):**

We should do Tele marketing for developed products and services in potential customer groups.

**Face to Face Meeting (On demand weekly minimum 2-3):**

With potential clients we should set meeting and meet according with nice and proper proposal and presentation

**Social Media Boosting Targeting Foreign Market**

**Product Dev and Marketing Execution Plan:**

|  |  |  |
| --- | --- | --- |
| **Week** | **Product Dev** | **Product marketing/ Campaigning** |
| Jan 1St Week | Domain |  |
| Jan 2nd Week | Branding | Domain |
| Jan 3rd Week | Digital Marketing | Branding |
| Jan 4th week | Web Application Dev (Website) | Digital Marketing |
| Feb 1st Week | SaaS product Dev | Web Application Dev |
| Feb 2nd Week | SaaS product Dev | SaaS product Dev |

**Product Development Check List:**

|  |  |
| --- | --- |
|  | **Task** |
| Thursday-Saturday | Discussion, concept and knowledge gathering |
| Saturday-Sunday | SEO friendly Webpage content development for product |
| Sunday-Monday | SEO friendly Video and graphical design |
| Monday-Tuesday | SEO friendly Blog Post |
| Wednesday | Revise and perfection |
| Thursday | Social Media Post |
| Thursday | Social Media Boost |

**Financial Achievement Plan (Jan-Feb-Mar):**

|  |  |  |
| --- | --- | --- |
| **Products** | **Unit Target** | **Financial Target** |
| Product/ Service/ Company Branding | 1 | 40000 |
| Digital marketing | 1 | 20000 |
| Web Application Development | 1 | 25000 |
| Software as a Service | 1 | 5000 |
| Domain & Hosting Sale | 10 | 10000 |
| Total | 14 | 100K |

**Cost Budget:** 85K

**Promotional budget:**

|  |  |
| --- | --- |
| **Month** | **Budget** |
| January | 5K |
| February | 7K |
| March | 10K |

Total Monthly Expense: >85K

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