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| **CODE BEEZ** |
| *Building delicious apps since 2018* |
| **Business Plan** |
| 20/09/2018 |
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# Executive Summary

## Opportunity

### Problem Summary

We Serve High Quality Designed Web applications to those who badly need an expansion in their respective market field

### Solution Summary

To be more presentable in the market , internet is a must. Hence web apps according to their desires are easily fulfilled

### Market

We target ecommerce platforms and marketing agencies

### Why Us?

WE THOROUGLY GUARANTEE THE SATISFACTION YOU GAIN THROUGH US AS WE ARE A PIONEER IN DEVELOPING SOFTWARE APPS

# Opportunity

## Problem & Solution

### Problem Worth Solving

INSTRUCTIONS: Write a little more detail than you provided in the Executive Summary about the problem you are solving. What do your customers need? Do they need a better product, a cheaper product, or just a store in a better location? Describe why customers will want to buy from you.

### Our Solution

INSTRUCTIONS: Provide additional detail, beyond what you wrote in the Executive Summary, about your product or service. What is unique and special about your company that’s going to set it apart from the competition?

## Target Market

### Market Size & Segments

INSTRUCTIONS: Describe your key customers – who they are and what their key attributes are. If your company is targeting multiple customer groups (also called ‘segments’), describe each group here. If you can, include details about how many people are in each segment and how large the total market is.

## Competition

### Current Alternatives

INSTRUCTIONS: Describe your current competition. What products and services are people using instead of yours?

### Our Advantages

INSTRUCTIONS: Explain why your product or service is better than the others. Also, be sure to describe any competitive advantages you may have, such as a patent or other unique component to your business.

# Execution

## Marketing

### Marketing Plan

Primarily we go through vocal methods such as developing relationships with the help of first degree persons , secondarily we elevate it towards social media by appearing on blogs and shouting ourselves through the portrayal of groups , and tertiary which to us considered upto now as the final step is through gaining analytics and then marketing , which means observing certain peaks and drops for particular interests and then developing according to it.

leads and close deals.

## Operations

### Locations & Facilities

We are located at Coimbatore India , Our office is located at Lakshmi mills coimbatore

## Milestones & Metrics

### Milestones

We have planned the following milestones

Year 2022 : To run an individual office of 10 employees under designing department

Year 2025 : To create about 100 strong loving clients and have 50 employees under CodeBeez

Year 2030 : To step on to the million dollar business value having 200 employees under Codebeez

### Key Metrics

INSTRUCTIONS: We analyse the performance informations through accurate analytics which are monitored through our data we recieve in internet . Next A success is considered when we are able to generate 30% more than what expense we put in . For example if we take about 50 hours in developing a website app, The power expenses, infrastructural rentals , salaries are all considered and splitter to that particular project for about 100000 Rs, and if the income we recieve is is within 130000-150000 Rs then we are going on the right path .