

Домашнее задание с 04.05.20г. по 08.05.20г.

Группа: №301

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Тема: Бизнес - план.

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Упражнение №1. Прочитайте текст (это реальный - бизнес план вновь создающейся фирмы), переведите его письменно.

Business plan

Contents:

1. Mission Statement
2. Industry Analyses
3. Marketing Plan
4. Expenses
5. Break-Even Analysis
6. Cash Flow Projection
7. Organisation Plan

1.Mission Statement

Our **consumers** are all firms and organizations, which use computers, everyone, who needs office software and also home computer users. Our **partners:** Firms, which create the software for at home and office, distributors of the firms-manufacturers of inventory materials and internet Providers. **Service** of our firm: recommendation for purchase of computer, protection and rescue computer viruses, teaching to computer's using, selling and installing programs, consultation about the computer's modernisation. The activity of firm will be distributed in Rostov region.

Main **idea** of our Firm: «We'll make computer easy for you». We'll help people to find themselves in the computer and software world. The **basic technology:** the individual work with each customer. **Image** of the company: with the help of advertising we consider to create image of the solid company, working with firms and the private persons.

2.Industry Analysis

Computer sales grew by 14 % over 1996. The selling of the programs has increased in 1997 by 15.3 %. The receipts of realization of the programs have grown on 13-17 %. In Russia the growth of sale of the company «Vist» in 1996 has left 23 % in comparison with 1996.

About 40-60 % of new firms have appeared in our industry in the last three years. The main three competitors have appeared for the last 2-5 years.

The main competitors are «Informatika», «Computer-engineering» and «Gendalf». Recently have been introduced internet-services and many new programs.

Our business is better than business of our competitors because: we give our buyer two completely new services, which should result that from us in our customers buying other kinds of services, which our competitors render. For reason of rendering of initial service (advice at a choice of the computer) the buyer not only will trust our firm, but also will depend on it.

The greatest force has our main competitor «Informatika». It for a long time was in the market and has additional advantages by sale of our services, since is also seller of computer engineering. The buyers frequently buy the programs simultaneously with purchase of the computer. The other main competitors have only one advantage, that they have been in the market for a long time and have usual reputation.

3. Marketing Plan

The characteristic of our basic buyers:

Home computer users. Financial condition above the average. Style of life: employed by work. Education is not technical. An educational level rather high, most likely a university, college or institute degree. Reason of purchasing: purpose to purchase the computer at absence of the information about its required properties or problem with the already bought computer.

Organisations. Average or large enterprise. Reason of purchasing: purpose to purchase some computers and software.

At our competitors main goods is not sale of such services, which we are going render. The basic customer of our competitors are firms, using in the work the specialized programs. The basic advantage of our competitors that they for a long time have left on the market. Also our competitors sell computers and many different programs. Advertising our competitors not designed for the initial customer. The advertising is distributed in the specialized newspapers and magazines about existence of which the beginner in the computer world (newspapers » That, Where, How mach. Computers and Office' technique.» and «Server»).

Positioning our competitors:

Our Customers are the people or organizations, which are going for the first time to get the computer or have got it recently.

At us services will buy because of many number of advertising in those journals, TV and radio programs , which are designed first of all for the inexperienced buyer. Our advertising will designed for a wide audience and will place in the popular local editions, radio and outdoor advertising. Our publicity: free-of-charge consultation on the phone, participation in exhibitions, edition of the inexpensive brochures with the basic information on computers, their device and basic programs.

4. Expenses

Fixed Costs:

Rent and utilities: 5000p/month

Salaries: 11000/mo

Printing/Promotion/Advertising: 5000 (1-st six month 10000)

Office Supplies: 270/mo

Legal and License: 5000/year (year = December)

Main computer and software amortisation: 1100/mo

Variable costs

Product costs = labour cost per job + man's license

Specialist's wages: 20/hour

License: 210/man

Each of man can worked: 175hour/mo

Product costs: 22/unit

Selling Price = 50/hour

Main Investment From Owner = 200000p

Initial Investment at office' equipment = 55000p from main investment

7. Organisation Plan

Our firm forms as the small enterprise, in which 6 persons work: the president, vice-president, secretary, three experts.