

Website Design | Website Development | App Development and more...!

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Tip\* Press CTRL + F to easily search and replace YOUR\_COMPANY\_NAME with your Company name

**YOUR\_COMPANY\_NAME Business Plan**

1. **Business name –**

* Be careful when choosing a name for your company. Keep the name neutrally and usable in a variety of languages. Start a name-check before you spend money on registering or using the name.

1. **Introduction –**

* ***YOUR\_COMPANY\_NAME***  is an online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website business.
* ***YOUR\_COMPANY\_NAME***  is a new \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website platform where registration will be free for people, and ***YOUR\_COMPANY\_NAME***  will pay a fee for a premium service.
* ***YOUR\_COMPANY\_NAME ’s*** customers will be provided with a forum that they can use to connect to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ providers.
* ***YOUR\_COMPANY\_NAME*** will provideeach user with the opportunity to have a profile showcases their personal information and what \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ they need or sell.
* ***YOUR\_COMPANY\_NAME*** will offer a range of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website categories which will help the customers to:
* *Buy.*
* *Rent.*
* *Sell.*
* *Invest.*
* *Share.*
* *Find Agents.*
* *Check* ***YOUR\_COMPANY\_NAME ’s*** *blog and useful information about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_s.*
* ***YOUR\_COMPANY\_NAME*** will allow its customers to search properties for sale.
* An online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ platform has become a business phenomenon in the last five years.
* ***YOUR\_COMPANY\_NAME***  will use a high impact marketing campaign that will drive a tremendous amount of traffic to the website.
* As ***YOUR\_COMPANY\_NAME***  drives traffic to the site more advertisers can use the site as a way to promote the products they sell.
* ***YOUR\_COMPANY\_NAME***  can sell advertisement space and products placement for companies that are looking to connect with the demographic that ***YOUR\_COMPANY\_NAME***  has.
* ***YOUR\_COMPANY\_NAME***  will be dedicated to providing consistently high client satisfaction by rendering:
* *Excellent service.*
* *Pleasant atmosphere at a competitive price.*
* ***YOUR\_COMPANY\_NAME ’s*** *work environment will be one of respect for its clients and its community.*
* **PRODUCTS & SERVICES:**
* **Users will be provided with the opportunity to:**
* *Create their profile for free.*
* *Find Properties.*
* *Buy Properties.*
* *Sell Properties.*
* *Find Agents.*
* *Share.*
* *Contact & Arrange meetings with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ providers.*

1. **Mission –**

* To become the competition of the larger and more costly service in the area.
* Dedicated to customer service ***YOUR\_COMPANY\_NAME*** will give its patrons the kind of service that is respectful and prompt.
* Employees of ***YOUR\_COMPANY\_NAME*** to be treated in a professional manner with a rewarding work environment and fair compensation.
* Each customer to feel as though he or she has gotten fifth star treatment at a bargain price.
* To develop strong relationships with key customers.
* The mission of ***YOUR\_COMPANY\_NAME***  is to be the leading provider of online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website platform services.
* By connecting ***YOUR\_COMPANY\_NAME ’s*** online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website services with customers seeking help or product, ***YOUR\_COMPANY\_NAME***  will create more relevant, compelling and personalized online experience.
* To deliver the type of online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website platform that the clients demand and from which they can only get benefits:
* *Meet each other.*
* *Find Agents.*
* *Send \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.*
* *Invest.*
* *Buy \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.*
* *Rent \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.*
* *Share information or interests.*
* To provide clients with online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website platform with high-quality connection between them services.
* To become the recognized leader in ***YOUR\_COMPANY\_NAME ’s*** target market.
* Strong Marketing Campaign using:
* *SEO MARKETING to increase the traffic to* ***YOUR\_COMPANY\_NAME ’s*** *online social networking platform website.*
* *Social media updates, posts and uploads.*
* *Blog Creation.*
* *Blog Posts.*
* *E-mails.*
* To expand the operations nationwide.
* To exist to attract and maintain customers.
* Services to exceed the expectations of the customers.

1. **Keys to success –**

* Maintaining and expanding ***YOUR\_COMPANY\_NAME ’s*** current clientele.
* High demand for the services offered.
* To have a friendly relationships with the customers.
* Provide 100% satisfaction for the customers.
* Be an active member of the community.
* Encourage customer input.
* **Superior Customer Service:**
* *Provide reliable, high-quality online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website services.*
* **Environment:**
* *Provide a clean, friendly, and comfortable environment conducive to giving professional trusting service.*
* **Convenience:**
* *Offering clients a wide selection of online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website services.*
* **Location:**
* *Provide an easily accessible location for customer convenience.*
* A program that will create customer loyalty.
* Superior products will promote customer loyalty.
* Maintaining a reputable and untarnished reputation in the community.
* Competitive pricing.
* Advertisement.
* **Responsiveness:**
* *Being an on-call computer paramedic with fast response time.*
* **Quality:**
* *Getting the job done right the first time, offering 100% guarantee.*
* **Relationships:**
* *Developing loyal repeat customers-retainers.*
* Strong Marketing Campaign.
* SEO MARKETING to increase the traffic to ***YOUR\_COMPANY\_NAME ’s*** online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website platform.
* Web traffic.
* Reputation.
* Services of the highest quality.
* Know ***YOUR\_COMPANY\_NAME ’s*** market.
* Pick the right advertising software platform for the business.
* Ensure sustainable profits.
* Build a long term relationships with customers.
* Build value, stability and high quality services.

1. **Objectives –**

* To make this company profitable within very first month.
* Increase market share by 3% by 2015/16.
* Increase name recognition.
* Increase revenue.
* **Business Objectives:**
* *Company growth.*
* **Financial Objectives:**
* *Create and increase revenue.*
* **Marketing Objectives:**
* *Increase marketing efforts.*
* *Expand market area.*
* *Expand marketing reach.*
* *Brand recognition.*
* *Increase telemarketing efforts.*
* **Financial Goals:**
* ***YOUR\_COMPANY\_NAME***  *can have an annual revenue growth rate of 8% per year.*
* *The owner can acquire $100,000 of debt funds to develop the business.*
* *The loan can have a 10 year term with a 9% interest rate.*
* **Raising Capitals:**
* There are many potential avenues for raising capital including:
* *Business Loans (Conventional).*
* *SBA Loans.*
* *Angel Investors.*
* *Venture Capitalists.*
* *Private Equity Firms.*
* Web Development.
* Web Design.
* Web Hosting.
* Mobile App Development.
* Mobile App Design.
* Mobile App Maintenance.
* To know how ***YOUR\_COMPANY\_NAME***  impacts the online community where business is run, knowing that ***YOUR\_COMPANY\_NAME***  will stand the test of time.
* To achieve a healthy profit margin within the first year.
* Become an established community destination by end of first year.
* To be an active and vocal member of the community, and provide continual re-investment through participation in community activities and financial contributions.
* To be the first and most trusted service possible in the industry.
* **Image objectives:**
* *Highest Quality of Online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Services.*
* **Always deliver products in high quality and on time:**
* *Promotional Objectives.*
* The objectives must be to drive unique IP address traffic to the website.
* Strong Advertising & PR Campaign using:
* *Flyers.*
* *Brochures.*
* *Business Cards.*
* *Word-of-mouth.*
* *Cold Callings.*
* To reach big number of accounts.
* To create a service-based company whose primary goals is to exceed customer’s expectations.
* To increase number of clients by 15% per year.
* To serve at least 650 or more people and increase serving.

1. **Critical success factors –**

* You must know there will be other companies that have same interest as yours already and can be your competitors.
* What are their services?
* What are their prices?
* What are their prices compared to yours?
* What are their marketing methods?
* Are their methods better than yours?
* You have to know everything about your competitors, because your goal is to beat them and attract more customers to your company.

1. **Start-up Expenses –**

* Advertising Campaign.
* Marketing Campaign.
* PR Campaign.
* SEO Marketing.
* Flyers.
* Brochures.
* Business Cards.
* Legal.
* Utilities.
* Insurance.
* Business Licenses.
* Office space.
* Rent.
* Office Equipment.
* Office Supplies.
* Office Furniture.
* Computers.
* Desk.
* Chairs.
* Telephones.
* Internet.
* Web Maintenance.
* Web Development.
* Web Design.
* Web Hosting.
* Salaries.
* Consultants.
* Employees.
* Mobile App Development.
* Mobile App Design.
* Mobile App Maintenance.

1. **Web Plan Summary –**

* The website will be the key to the business. It must be well designed, user-friendly and fully operational at all times. The website will serve both business owners and consumers, so the design must be done by a hired professional with experience with these sites.
* A great company we researched to build and promote our website is Great Web Ideas (greatwebidea.com)

1. **Website Marketing Strategy –**

* ***YOUR\_COMPANY\_NAME ’s*** website address will be included a variety of printed marketing materials, including business cards and informational brochures.
* The website can feature testimonials of how YOUR\_COMPANY\_NAME exceeded the expectations of clients by providing care and premier services.
* **Customer testimonials:**
* *Posting customer testimonials regarding positive services will be an excellent marketing tool. These testimonials can be placed on the Website where they can be viewed by potential customers.*
* **Create a solid “About us” page:**
* *Typically, one of the top 10 most popular pages of any Website is the “About us” page. It provides personalized glimpse of YOUR\_COMPANY\_NAME and its owner. It is a very effective tool because people are simply curious. They want to know who is behind YOUR\_COMPANY\_NAME . More often than not, a potential client will select a company with a “real” person behind it, rather than a faceless company that does not provide even a little bit of personal information.*
* **Statistic, tracking, and analytics:**
* *Google is great resource for providing this type of information, since it is a primary search engine. In this day and age, this type of information is absolutely essential to any business no matter how large or small. By implementing this marketing strategy,* ***YOUR\_COMPANY\_NAME***  *can ascertain the following information:*
* *How many hits does the site receive?*
* *How many of these are from unique visitors?*
* *How are people finding the Website?*
* *What search terms are they finding YOUR\_COMPANY\_NAME under?*
* *Who is the average visitor?*
* ***YOUR\_COMPANY\_NAME ’s*** website can be printed on any marketing materials, including pamphlets and business cards, to be handed out or distributed to (big & small businesses) and organizations.
* Meeting with business bureaus in the area.
* Partnering with a high traffic website to offer ***YOUR\_COMPANY\_NAME ’s*** online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website platformservices.

1. **Pricing Strategy –**

* Your pricing strategy is a marketing technique that is part of your overall marketing strategy. Upon examining the pricing strategy your competition is currently using, explain your pricing strategy and why it will be effective with your target customers. Begin by stating your pricing strategy. Explain how you arrived at your pricing strategy (e.g. based on cost, gross margin objectives, market prices, perceived value). Point on how your pricing strategy compares to the competition. Be sure to include when you will review your pricing strategy, i.e. monthly, quarterly, annually.
* *Competitive position.*
* *Pricing below competition.*
* *Pricing above competition.*
* *Price lining.*
* *Cash discounts.*
* *Seasonal discounts*.

1. **Low cost vs. High cost –**

* Now that you have arrived at a raw figure with all costs and profit factored in, you must explore the psychological aspects of pricing. Charging too low, while it may stimulate sales, means that you will be earning less profit or making less per account so you need to achieve a higher volume of sales in order to achieve your desired sales level. Charging a higher price means that you will make a healthier profit per account with less volume.

1. **Marketing Objectives –**

* Establish relationships with other businesses like yours within the targeted market.
* Implement a local campaign with ***YOUR\_COMPANY\_NAME ’s*** targeted market via the:
* *Use of flyers.*
* *Local newspaper advertisements.*
* *Word of mouth.*
* Develop an online presence by developing a website and placing ***YOUR\_COMPANY\_NAME ’s*** name and contact information with online directories.
* *Strategies include traditional print advertisements and ads placed on search engines on the Internet.*
* *You will register* ***YOUR\_COMPANY\_NAME***  *with online portals so that potential customers can easily reach* ***YOUR\_COMPANY\_NAME* .**
* ***YOUR\_COMPANY\_NAME***  *will maintain a sizable amount of print and traditional advertising methods within local markets to promote the goods that* ***YOUR\_COMPANY\_NAME***  *is selling.*
* Google – ads on site – income from website traffic.
* Google – paid ad – to get and keep web site traffic up.
* Establish a newsletter to keep traffic coming back to the site.
* **Daily Actions:**
* *Public Speaking and word-of-mouth method.*
* *FACEBOOK Ads.*
* *Twitter posts and updates.*
* *Direct Mails.*
* *Blog Posts:*
* You can create your own blog and daily create contents about your work, how you doing it, are your customers satisfied and etc.
* *Using SEO MARKETING for* ***YOUR\_COMPANY\_NAME ’s*** *website to increase the traffic to the website.*

1. **SWOT Analysis –**

* **Strengths:**
* *Excellent and stable staff, offering personalized customer service.*
* *Strong merchandising and products presentation.*
* *Understanding the client’s needs.*
* *Exceeding the expectations of clients.*
* *Hiring individuals who are passionate about providing these essential services to the needy.*
* *More aggressive marketing methods can attract specific client types offering potential higher than normal net profit margins.*
* *Develop a blog.*
* **Weaknesses:**
* *Access to additional operating capital.*
* *Cash flow to be unpredictable.*
* *Blog is currently heavily traveled or viewed.*
* *Inability to manage several clients’ needs simultaneously.*
* **Opportunities:**
* *Growing market with a significant percentage of your target market still now knowing you exist.*
* *Strategic alliances offering sources for referrals and joint marketing activities to extend your reach.*
* *Strong marketing campaign.*
* *SEO Marketing.*
* *Website traffic.*
* **Threats:**
* *Easy entry for new business competition.*

1. **Market Analysis –**

* **Industry Analysis:**
* *There are over 13,000 firms providing online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website platform services to clients. The industry generates over $160 billion dollars of revenue. Additionally, over 200,000 people are employed throughout the industry with an average annual payroll of $75 billion dollars. One of the most interesting aspects of the online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website platform services industry is the ability to develop simultaneous traditional and experimental forms of advertising of properties and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_s. The advent of the Internet has allowed businesses to communicate effectively with a number of advertising businesses that provide specialized advertising activities. Many sites are now developing around the concept of providing entertainment content in order to generate revenues. Many major internet portal sites have reached market valuations exceeding $100 billion, and revenues reaching into the tens of billions of dollars.*
* **Competitive Analysis:**
* *Internet competition is very high. The internet allows anyone who has access to the internet to own and operate a site. Because of this easy entry in the (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ website, sharing, advertising, meeting of agents, promoting) market the competition is very high. However the growth of the internet allows the world to view your media services.*

**FREE PROMOTE PLAN**

1. **New Email Lists –**

Find new people who have interests in your services and show them your services and their advantages. The more you show your services and the more e-mails you send, the more chance it has to come to you and use your services. If you want to increase your clientele, you have to have better marketing methods. And some of the best marketing methods in your case are:

* *More send e-mails to your old and new customers.*
* *Monthly phone call to hold them accountable.*
* *Great attitude in every email or call with them.*
* *Would be great if you keep it friendly.*
* *To send e-mails to your customers during the holidays to find out, that you don’t write them just for the money.*

1. **Social Marketing –**

Social Marketing will do a great job in finding new clients. There are many groups in FACEBOOK or Twitter with a huge number of followers that are associated with your business. You can e-mail (Chat) people in FACEBOOK OR Twitter, also. You need to hire people to deal with this marketing, because it is really serious.

* *Join the groups in FACEBOOK OR Twitter that are in your category (area).*
* *Tell them about your services.*
* *Tell them that you are best in the country.*
* *Tell already satisfied your customers to tell about, your services to others.*

1. **Technology –**

**Develop an App** – *this would be a great benefit for your business, check this out.*

* ***Benefits for business:***
* *Build relationships.*
* *Build loyalty.*
* *Reinforce your brand.*
* *Increase your visibility.*
* *Increase your accessibility.*
* *Solve the problem of getting stuck in spam folders.*
* *Increase sell-through.*
* *Increase exposure across mobile devices.*
* *Connect you with on-the-go consumers.*
* *Generate repeat business.*
* *Enhance your social networking strategies.*
* ***Benefits for customers:***
* *Easy access to your inventory.*
* *Notifications of special events, launches, and more.*
* *One-touch access to your contact information.*
* *Directions to your location from wherever you are.*
* *Automatic recording of their next appointment.*
* *Automatic reminder of their next servicing date.*
* *Free One-on-One chat.*
* ***Why is Mobile App better for your business than browsing the Mobile Web?***
* *Mobile Apps: function offline.*

*Mobile Web Sites: Don’t.*

* *Mobile App: Enable to push notifications for direct contact with customers.*

*Mobile Web Sites: Don’t.*