

**Название: Бизнес-план на английском языке**

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Примечание: Написан мной и еще парой человек по курсу "Написание бизнес-плана". Правда 80% сделал я.

Rostov State University

Business plan

DelKI

consultation of computer and software

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Привет! На рынке компьютерных услуг сейчас в Ростове существуют три фирмы, которые оказывают компьютерные услуги. Этими фирмами являются Гендальф, Ком, Инф.

Несмотря на то, что эти фирмы оказывают компьютерные услуги, они не являются нашими конкурентами, так как нацелены на другую категорию покупателей. Эту ситуацию вы можете увидеть на данном графике. Основными покупателями наших конкурентов являются компании, причем преимущественно те, которые уже имеют опыт работы с компьютерами. Мы рассчитываем продавать свои услуги прежде всего частным лицам, причем преимущественно неопытным в этой сфере. Привлечь данную категорию клиентов мы сможем прежде всего низкой ценой и высоким качеством. Кроме того, наша реклама будет размещена в общедоступных средствах массовой информации, и рассчитана на большое число потенциальных покупателей.

Преимущество нашего проекта заключается в том, что он требует маленьких вложений, а низкие издержки обеспечат большую доходность.

На оказание одной дополнительной услуги наша фирма будет тратить всего 22 рубля. Продавать же ее мы будем за 50 рублей, что значительно дешевле, чем она стоит у наших конкурентов. Качество наших услуг будет не только таким же, но и намного выше.

Залогом успеха нашей фирмы является высококвалифицированный персонал, о котором вам расскажет ТЛ.

Hеllo! In the market of computer services now in Rostov exist three firms, which provide computer services. These firms are: Gendalf, Computer Ingeniring and Informatika.

Thought these firms provide computer services, they are not our competitors, because aimed at other category of the buyers. This situation you can see on the given diagram. The basic buyers of our competitors are the companies, and in general that, which already has experience of work on the computers. We plan to sell the services above all to the home computer users, and in general inexperienced in this sphere. To attract that category of the customers we can above all by the low price and high quality. Besides, our advertising will be placed in popular mass media and planed for large number of the potential buyers.

The advantage of our project consists that it requires small investments and the low costs will ensure large profit.

For providing of one additional service our firm will spend only 22 roubles, but we shall sell it for 50 roubles, that is much cheaper, than it costs at our competitors. The quality of our services will be not only same, but also is much higher.

Pledge of our success is in the high qualitative personnel, about which Tovstolutskaia Larisa will tell.

**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.

**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 introducted 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.

**Marketing Plan**

The characteristic of our basic buyers:

1. **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.
2. **Organisations.** Average or large enterprise. Reason of purchasing: purpose topurchase 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.

**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'license

Specialist’s wages: 20/hour

License: 210/man

Each of man can worked: 175hour/mo

**Product costs:** 22/unit

**Selling Prise** = 50/hour

**Main Investment From Owner = 200000p**

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

|  |  |  |  |
| --- | --- | --- | --- |
| Forms of costs | Number | Cost of number | Total costs |
| **Apartment** | | |  |
| Rent | 1 | 5000 | 5000 |
| **Total:** |  |  | **5000** |
|  | | |  |
| **Equipment** | | |  |
| Computer table | 4 | 715 | 2860 |
| Office table | 2 | 1500 | 3000 |
| Working chair | 6 | 600 | 3600 |
| Customer chair | 8 | 300 | 2400 |
| Divan | 1 | 1500 | 1500 |
| Xerox | 1 | 2300 | 2300 |
| Cash desk | 1 | 2000 | 2000 |
| Journal table | 1 | 420 | 420 |
| Air-conditioner | 1 | 3000 | 3000 |
| Phone | 2 | 250 | 500 |
| Bookcase | 1 | 650 | 650 |
| Safe | 1 | 5000 | 5000 |
| Lavatory | 1 | 5000 | 5000 |
| Other software | 1 | 10000 | 10000 |
| Main computer | 1 | 12000 | 12000 |
| Working computer | 4 | 6000 | 24000 |
| Standard software | 4 | 5000 | 20000 |
| **Total:** |  |  | **98230** |
|  | | |  |
| **Personnel** | | |  |
| President | 1 | 5000 | 5000 |
| Vice President | 1 | 3500 | 3500 |
| Secretary | 1 | 3000 | 3000 |
| **Total:** |  |  | **11500** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Break-Even Analysis** | | | | | | |
| **Fixed costs:** | | **23000** |  | **Break-Even:** | | **32000** |
| **Sales** | **VC** | **FC** | **TC** | **Sales/p** | **Break-Even** | |
| 0 | 0 | 23000 | 23000 | 0 | 32000 |  |
| 150 | 3300 | 23000 | 26300 | 7500 | 32000 |  |
| 200 | 4400 | 23000 | 27400 | 10000 | 32000 |  |
| 250 | 5500 | 23000 | 28500 | 12500 | 32000 |  |
| 300 | 6600 | 23000 | 29600 | 15000 | 32000 |  |
| 350 | 7700 | 23000 | 30700 | 17500 | 32000 |  |
| 450 | 9900 | 23000 | 32900 | 22500 | 32000 |  |
| 550 | 12100 | 23000 | 35100 | 27500 | 32000 |  |
| 650 | 14300 | 23000 | 37300 | 32500 | 32000 |  |
| 750 | 16500 | 23000 | 39500 | 37500 | 32000 |  |
| 850 | 18700 | 23000 | 41700 | 42500 | 32000 |  |
| 870 | 19140 | 23000 | 42140 | 43500 | 32000 |  |



|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cash Flow Projection** | | | | | | | | | | | | |
|  | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Comulative** | 0 | 150 | 200 | 250 | 300 | 350 | 450 | 550 | 650 | 750 | 850 | 870 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Beginning Cash** | **200000** | **102730** | **132300** | **111630** | **92360** | **74490** | **47020** | **27350** | **21480** | **18410** | **18140** | **20670** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Income** |  |  |  |  |  |  |  |  |  |  |  |  |
| Product Sales | 0 | 7500 | 10000 | 12500 | 15000 | 17500 | 22500 | 27500 | 32500 | 37500 | 42500 | 43500 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Equipment** | 66000 | 11000 | 0 | 0 | 0 | 11000 | 11000 | 0 | 0 | 0 | 0 | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Expenses** |  |  |  |  |  |  |  |  |  |  |  |  |
| Rent and utilities | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 |
| Office salaries | 11000 | 11000 | 11000 | 11000 | 11000 | 11000 | 11000 | 11000 | 11000 | 11000 | 11000 | 11000 |
| Print/Prom/Advertising | 10000 | 10000 | 10000 | 10000 | 10000 | 10000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 |
| Office supplies | 270 | 270 | 270 | 270 | 270 | 270 | 270 | 270 | 270 | 270 | 270 | 270 |
| License | 5000 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5000 |
| Product costs | 0 | 3300 | 4400 | 5500 | 6600 | 7700 | 9900 | 12100 | 14300 | 16500 | 18700 | 19140 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Cash out | 31270 | 29570 | 30670 | 31770 | 32870 | 33970 | 31170 | 33370 | 35570 | 37770 | 39970 | 45410 |
|  | | | | | | | | | | | | |
| Mountly in/out-flow | -97270 | -33070 | -20670 | -19270 | -17870 | -27470 | -19670 | -5870 | -3070 | -270 | 2530 | -1910 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| **End Cash** | 102730 | 132300 | 111630 | 92360 | 74490 | 47020 | 27350 | 21480 | 18410 | 18140 | 20670 | 18760 |

**Organisation Plan**

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

The organisation structure of our Firm:



The president - Massourenkov Vladislav. He has higher economic education RSU on a speciality marketing and management. At the enterprise will working with the basic organizational questions, advertising, marketing.

The vice-president - Tovstolutckaia Larisa. Has higher economic education and correspondens diploma of applied mathematics. At the enterprise will messages accounting, to replace the president during his absence. Also will be the expert in the accounting programs.

The secretary. Has higher education . Knows English language and owns work on the computer. Will working with the time-table of work, writing of the checks, to work on the telephone, conduct under the diagrams of work of the experts.

The experts are the workers with higher education on a speciality the applied mathematics. Free possession of the computer. Each of the experts will specialize on one of directions of work:

1. Operating systems and set-up of the computer.
2. The graphic programs and networks.
3. Office programs.

The personnel begins to work in firm already with large initial preparation. Further increase of qualification will occur gradually during work.

For increase of quality of work participation of the personnel in the profit is planned.

**Финансовый план**

**DeLKI**

**(Consultation of computer and software)**

|  |  |  |  |
| --- | --- | --- | --- |
| Вид затрат | Количество | Стоимость единицы | Общая стоимость |
| **Помещения** |  |  |  |
| Аренда офиса площадью около 100 кв.м. | 1 | 8000 | 8000 |
| **Итого:** |  |  | **8000** |
| **Оборудование со сроком амортизации 2.3 года** |  |  |  |
| Столы компьютерные | 4 | 715 | 2860 |
| Стол офисный | 2 | 1500 | 3000 |
| Стулья рабочие | 6 | 600 | 3600 |
| Стулья посетительские | 8 | 300 | 2400 |
| Диван | 1 | 1500 | 1500 |
| Ксерокс | 1 | 2300 | 2300 |
| Кассовый аппарат | 1 | 2000 | 2000 |
| Журнальный стол | 1 | 420 | 420 |
| Сплит-система | 1 | 3000 | 3000 |
| Телефон | 2 | 250 | 500 |
| Шкаф | 1 | 650 | 650 |
| Сейф | 1 | 5000 | 5000 |
| Санузел | 1 | 5000 | 5000 |
| **Итого:** |  |  | **32230** |
| **Амортизационные отчисления в месяц:** |  |  | **1167,753623** |
| **Оборудование со сроком амортизации 1 год** |  |  |  |
| Компьютеры рабочие | 3 | 8000 | 24000 |
| Программное обеспечение стандартное | 3 | 5000 | 15000 |
| Другое программное обеспечение | 1 | 14000 | 14000 |
| Компьютер главный | 1 | 17000 | 17000 |
| **Итого:** |  |  | **70000** |
| **Амортизационные отчисления в месяц:** |  |  | **5833,333333** |
| **Персонал** |  |  |  |
| Директор | 1 | 4000 | 4000 |
| Бухгалтер-консультант | 1 | 3500 | 3500 |
| Специалисты (4 чел.) | 4 | 3000 | 12000 |
| **Итого:** |  |  | **19500** |
| **Прочие издержки** |  |  |  |
| Оплата коммунальных услуг (вода и т.д.) |  |  | 500 |
| Канцелярские товары (бумага, ручки и т.д.) |  |  | 3000 |
| Рекламные мероприятия |  |  | 10000 |
| **Итого:** |  |  | **13500** |
| **Резервный фонд:** |  |  | **20000** |
| **Итого постоянные затраты в месяц:** |  |  | **25501,08696** |
| **Итого переменные затраты в месяц (при 4 специалистах):** |  |  | **15000** |
| **Итого общие единовременные затраты:** |  |  | **163230** |