

Ad-Xpert™

Business Feasibility Plan

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Executive Summary

As the company is situated in the business district, we will always be surrounded by companies who need to advertise the businesses and so, they will be able to hire us whenever needed. As the market wants more incredible visual advertisements, thus we will make them. We offer the best advertisements at Ad-Xperts, with always the best quality and your advertisements will never go unnoticed. We plan to expand to an international well-known brand in 5 years time, providing top-notch advertising services to established corporations and companies. Our profits are expected to be good as we will be working with wealthy companies and will mostly cover our loss, along with the cash equity. This business will definitely succeed.

Business Description

Business Name:

Ad-xperts™

Tagline/ Slogan:

Ad your service

Mission Statement:

We, at Ad-xperts will be at your service, always. We will help you advertise your business/product every where from newspaper to online advertisements.

Vision Statement:

In the years to come, we envision our company to grow bigger and to reach out internationally. We will be sought widely for around the world due to our amazing commercials. We will strive to impact and innovate with new and improved advertisements.

Objectives:

To be drafted and completed after Financial plan in Term 3

Business Description:

We will create advertisements for companies. Our advertisements will include both

video and poster types, to suit every customer's needs. We will be providing services to other companies only, being a B to B business. We will forge good relationships with our customers by providing excellent services and advertisements.

Legal Business Structure:

Company

We will have different people to do different jobs like artist, digital artist, designer, call manager. This will help us to work more efficiently and pump out more advertisements for other companies.

Business Type:

B to B.

Location:

Raffles Place business district.

Markets:

Local companies.

Market Analysis

Your Market research results and your findings after evaluation of the results.

https://docs.google.com/a/p.sst.edu.sg/forms/d/1ebspGkwoNVRCWbcZNnH6_F7mvFLVx8wOZrEIVMAAZKM/viewanalytics

Target Market: Other companies that would want to promote their products

Competitors: Our competitors will be other advertising companies in that area. To outdo them, we will keep innovating and upgrading with each advertisement, as well as vary prices.

Pricing strategy: We will rational the price of our service accordingly, depending on our competitors. However, we will start off with a low price so as to attract business, which might not want to spend too much money on ads. Then, as we build on, we will raise the price, but not too much.

Potential Demands: To pump out more advertisements faster. Celebrity endorsements. Precise requirements. e.g a longer video, a vibrant poster.

Internal and External Influences of your Business

3 Internal Influences

- **Price** - We will rational the price of our service accordingly, depending on our competitors. However, we will start off with a low price so as to attract business, which might not want to spend too much money on ads. Then, as we build on, we will raise the price, but not too much. We will also keep our quality the highest we can afford. We will use price as a marketing tool.
- **Location** - Set in a business district to be known amongst them so they think of us first, when looking for advertising services.
- **Resources** - We will hire creative people, who can create innovative and attractive advertisements. We would also need nice and confident employees to handle our costumers and retain them with their good customer service.

3 External Influences

- **Economy** - The economy may affect the pricing of the product. If the economy is not going so well, business would not pay a very high price for advertisements.
- **Political** - The changes in policies and laws may affect how the company

functions. For example, restrictions on what can be used as a marketing strategy or what would affect people more at that certain time.

- **Technological** - We need to keep up with the current technological upgrades to the we can still be relevant in our advertisements. This way people can relate to our advertisements better as it is still 'trendy'.

Marketing Strategies

Product: Innovative and attractive advertisements. Our employees are confident and provides excellent customer service so as to retain old customers and bring in new ones. We will print our posters on a good quality material to make it more durable and able to withstand various conditions.

Price: Contribution margin-based pricing: This strategy ensures maximum profit while maintaining the constant units produced. Our pricing will be cheaper than our competitor and will have the same value. We use price to

market our product to make our services more enticing. We will have promotion prices at times and also maintain the highest quality we can afford.

Promotion: Set up poster frames and paste our own poster, containing contact details and plans of the office. We will also promote through sales, e.g. 25% sales annually. We will build a good corporate image by advertising for well-known businesses. We will offer an extra service of creating multiple versions of the advertisement too. E.g 2 posters in a pack for a cheaper price than 2 individual posters.

Place: We will set up our company in a business district, so we will be surrounded by a multitude of companies. This way, we will be seen and known by those businesses, who will then proceed to hire us to market their own business.

Financial Analysis

Link:

[Cash Flow Statement](#)

References

<http://www.inc.com/encyclopedia/cashflowstatement.html>

