



LM113 Digital Media Design

Ruan Flood, Olivia Kennedy, Owen O'Riordan

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1. Executive Summary

Business Plan

Our business plan is to establish an online video marketing and SEO company. With this company we will provide a product and service for our client base that will raise awareness and advertise their respective products/events. Our business will travel to the client to discuss a tailored package which will be suited to their finance.

Online Video Marketing will include:

- A video shoot of promoting a product/company/event that the client wishes to market.
- This video will be hosted on our website, the client's website, vimeo, YouTube, Facebook and other leading media sites.

SEO:

- We will optimize your websites search engine rank performance

Our company will work from home but in a creative and spacious environment where we come up with innovative video marketing ideas. We have an inspiration room where we layout all our ideas and allow the client to come and view our progress and give input if needed.

Customer Description

1st Year of Operation

Our main client base will focus on people who are populated in the Munster region. Age is irrelevant; if they have a company we can manage sales regardless. This demographic will allow us to grow as a company and maintain a good relationship with clients.

2nd Year of Operation

We hope by this time our company will have established a name within the Munster region and will be branching out to customers in the rest of Ireland. Once again as long as they have a company, we can manage their sales.

3rd Year of Operation

By the end of our 3rd year we hope to be a well established company nationally. Being a bigger company we would expect clients from all over Ireland, and the possibility of Multinational Companies using our service.

Customer Benefits

When a client decides to sign with us they will be provided with a serviced that can't be matched. Our team is creative, artistic and enthusiastic about each job at hand. Marketing a client's product/company/event through the medium of video will be unique and insightful for the client, and viewer. With our special packages we are able to accommodate for different sized businesses, whether they are just starting up, or known globally, there is a package for everyone. We also promise an unparallel provider-client relationship. The knowledge that our team has, with the high end equipment available to us, our clients product/company/event will be shown in the best light possible.

Innovative Characteristics

Our product will appeal to our target market because we have provided a space for innovative collaboration in our company that will involve the clients input. We will supply a service and product for a lower and more attractive cost. Our company offers a knowledgeable insight into new emerging technologies that put us ahead of other companies within the same industry. We are providing a service that is a combination of mediums; from video to new emerging internet technologies.

Revenue Mechanism and Financial Projection

Our revenue is generated from 3 packages:

Package One - €800

- No input from client in development stage
- 30 second video hosted on 2 WebPages
- SEO and maintenance for one year only

Package Two - €1,200

- No input from client in development stage
- 60 second video hosted on 3 WebPages
- SEO and maintenance for one year only

Package Three - €2,000

- Input from client in development stage
- up to 3 minute video hosted on 5 WebPages
- SEO and maintenance for two years.

At the first year we estimate that our costs will be covered by incoming cliental. We expect to have all debts cleared by the end year one. During the first quarter of the second year we expect to see our first profits emerging from an expansion of our business outside of Munster. Our profit won't be a sizeable amount, this is due to the fact that cliental base grows, so does our company workforce. By year three, we hope to have a stable workforce and a sizable profit as we try to reach a market outside of Ireland.

1.1. Objectives

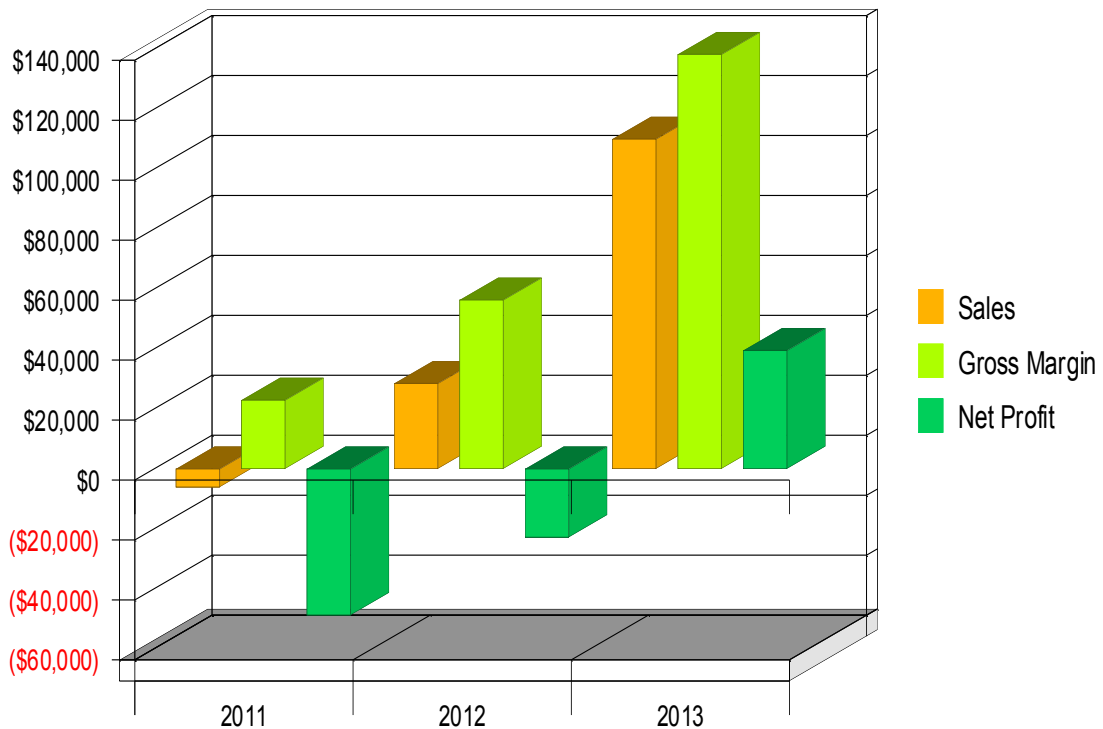
1. To develop a start up video production company that will grow to profitability within one year
 2. To create a company whose product standards exceed the customers' expectations
 3. To create a company that will provide target customers with a flexible, creative, fun product that will improve awareness and profitability.
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1.2. Mission

Youcom's mission is to provide the customer with practical online video marketing which will improve awareness of what the customers are trying to promote. All videos will be produced to a professional standard as agreed with the customer. We aim to build a good working relationship with our customers and provide great advantages for our client. We exist to help our customers and hope for our product to exceed the expectations set out by our customers.

1.3. Keys to Success

- Professionalism
- Creativity
- Relationship with client
- Good quality work



2. Company Summary

Our product is based on online video marketing. We want to help a diverse range of companies, events and organizations regardless of size, giving them a better online presence by promoting their product/event through the medium of video, we will offer packages depending on what the client can afford to spend; each package will be tailored to suit individual companies through a creative collaborative process.

2.1. Company Ownership

The company is privately owned and operated by Olivia Kennedy, Ruan Flood and Owen O'Riordan. This is an equally proportioned partnership company.

2.2. Start-up Summary

We are using a Sony HVR-Z5UHTV Hand held professional camcorder, this camera is appropriate to shoot a high standard video to create our online marketing products.

We are investing in both remote and hand held microphones for different circumstances faced.

We are investing in a state of the art Tripod for shooting static camera activity.

The lighting equipment is necessary to achieve a good affect when we are filming.

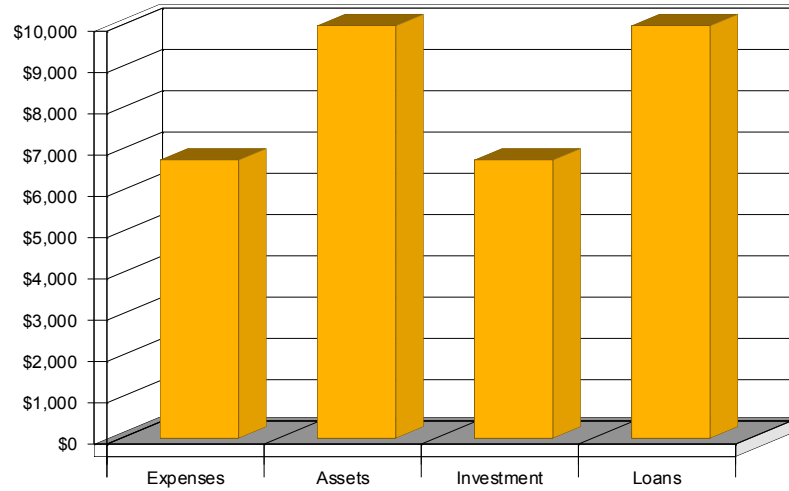
Editing software is essential for post production.

Hosting is necessary for our website and for our cliental.

We are investing in marketing because it is important for us to make companies aware of our presence.

<i>Start-up</i>	
Requirements	
Start-up Expenses	
Cameras	€3,000
Lighting	€550
Tripod	€150
Microphone	€500
Editing Software	€999
Marketing	€1,500
Hosting	€50
Total Start-up Expenses	€6,749
Start-up Assets	
Cash Required	€10,000
Other Current Assets	€0
Long-term Assets	€0
Total Assets	€10,000
Total Requirements	€16,749

Start-up



3. Products and Services

Services

- High quality online video marketing
- Tailored Packages
- S.E.O

Products

- Fully edited, high quality video

The pricing of our packages are based on the client's budget. We work from home in an open, practical and spacious environment that allows us to create innovative ideas to promote the clients product. If the client is not happy with what we create then we will start from scratch taking on board the client's advice.

4. Market Analysis Summary

Our company is based in Limerick, Ireland. Primarily, we would like to base our target market within the area of limerick and surrounding areas. We are targeting a diverse number of clients, from small companies to large sized companies who want to improve their online presence. We hope over time to widen our target market to the rest of Ireland.

Market Growth

1st Year - Have an established name in Muster and Connacht areas.

- Debts Cleared
- Build a solid foundation of clients

2nd Year - National Growth

- Maintain a good relationship with clients
- Start making a profit

3rd Year - More profit making

- Promote our business
- Investment from multinational companies to promote business on a global scale

4.1. Service Business Analysis

We are part of the online marketing business which has 3 major types:

- SEO
- Online Marketing
- Short promotional video making

This is an Industry that is rapidly expanding, online presence is important for companies who want to promote their business. The consumer will always choose to research a company using online resources therefore it is important to have a high standard online presence through an innovative media.

4.1.1. Competition and Buying Patterns

We feel that our competition will be:

- Large advertising Companies
- Freelance SEO's and Film Makers
- Video Production Companies

Clients choosing our company will avail of tailored packages at a good price and we will maintain a good relationship with clients which are key. With our service you will be able to see results of our work in real time.

5. Web Plan Summary

The Youcom's website will be the virtual business card and portfolio for the company. The website needs to be a professional, yet elegant and well designed, website that stays current with the latest trends and provides information to the customers and a portal to our products and services.

5.1. Website Marketing Strategy

We will have our own video marketing how we will market other companies. With our client's permission we intend to display the marketing videos that we produced for them on our site, this will act as both an advertisement for us and the company at hand.

6. Strategy and Implementation Summary

The primary focus for Youcom's marketing strategy must be to increase and maintain client base. This can be achieved by first gaining entry within the Munster Area and to take the necessary steps to make YouCom's website a useful sales generating tool.

6.1. SWOT Analysis

The SWOT analysis provides us with an opportunity to examine the internal strengths and weaknesses YouCom must address. It also allows us to examine the opportunities presented to YouCom as well as potential threats.

YouCom has a valuable inventory of **strengths** that will help it succeed. These strengths include: a knowledgeable and friendly staff, state-of-the-art video equipment, and a clear vision of the market need. Strengths are valuable, but it is also important to realize the **weaknesses** YouCom must address.

YouCom's strengths will help it capitalize on emerging opportunities. These **opportunities** include, but are not limited to, a growing population of daily Internet users. **Threats** that YouCom should be aware of include, easy accessible market, emerging local competitors, online media saturation and further downturn in the Economy.

6.1.1. Strengths

1. **Knowledgeable and friendly staff.** Our staff is both knowledgeable and eager to please.
 2. **State-of-the art equipment.** Part of the YouCom experience includes access to state-of-the-art video equipment. Our customers enjoy professional presented video advertisement.
 3. **Tailored Packages** Customers tell us what they want to spend.
 4. **Clear vision of the market need.** We know the customers, we know the technology, and we know how to build the service that will bring the two together.
-

6.1.2. Weaknesses

1. **Competition** - other well established companies to compete with
2. **Small Work Force**
3. **Prices** - Lowering prices will put a strain on the company in the first quarter

6.1.3. Opportunities

1. **Growing population of daily Internet users.** The importance of the Internet almost equals that of the telephone. As the population of daily Internet users increases, so will the need for the services YouCom offer.
2. **There is a niche in the market**
3. **Good option for startup companies**

6.1.4. Threats

1. **Easy Accessible Market**
2. Emerging local competitors. Competitors are on the horizon, and we need to be prepared for their entry into the market. Many of our programs will be designed to build customer loyalty, and it is our hope that our quality service and up-scale ambiance won't be easily duplicated.
3. **Online Media Saturation**
4. **Further downturn in the Economy**

6.2. Competitive Edge

The advantages YouCom has over the competition are numerous:

- YouCom owns all its own cameras
- YouCom has an Internet site as well as an online help
- YouCom meets with clients face to face
- YouCom have a creative, innovative, reliable, punctual and knowledgeable workforce.

6.3. Marketing Strategy

The marketing strategy is the core of the main strategy:

1. Emphasize service and support.
 2. Build a relationship business.
 3. Focus on business in the Munster region and gradually moving towards the rest of Ireland and globally.
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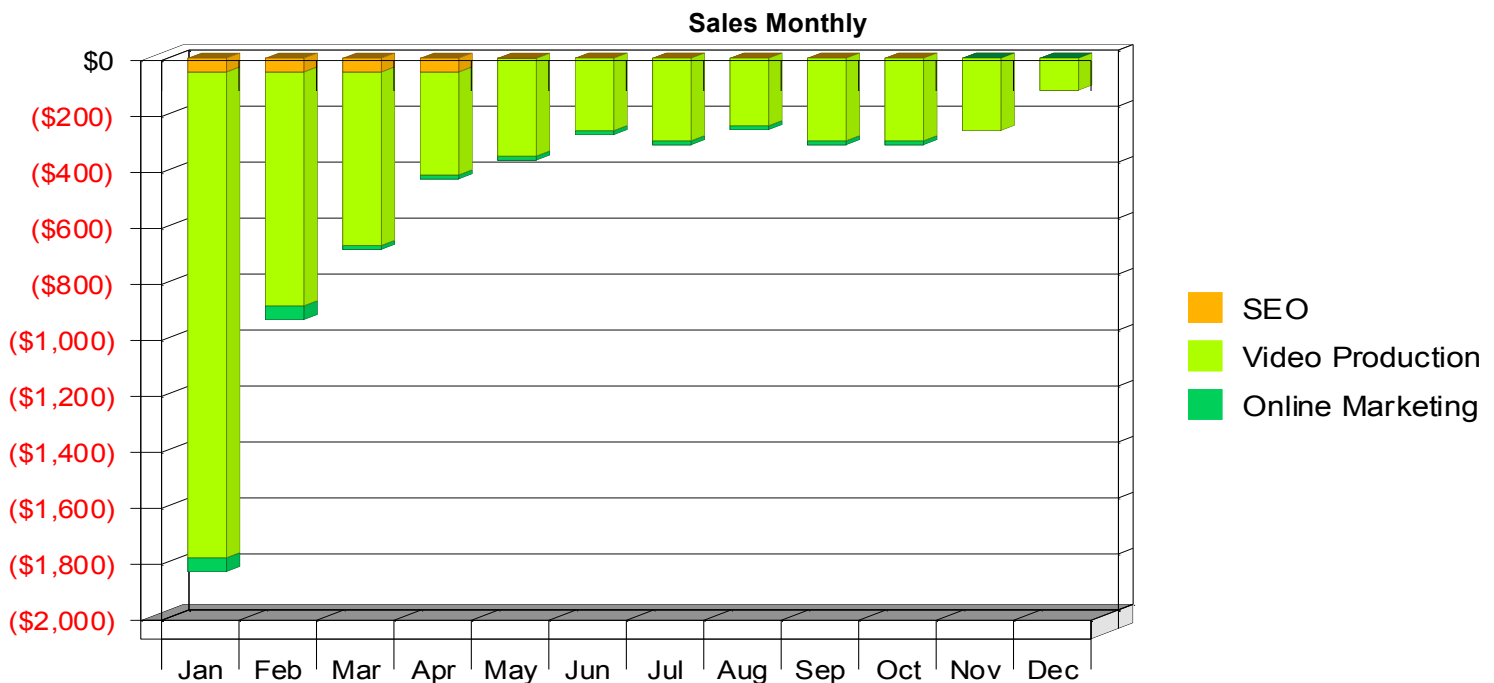
6.4. Sales Strategy

Our company aims to build a relationship with clients therefore we will make sales deals in person. We would like to accommodate them by travelling to a destination of their choice.

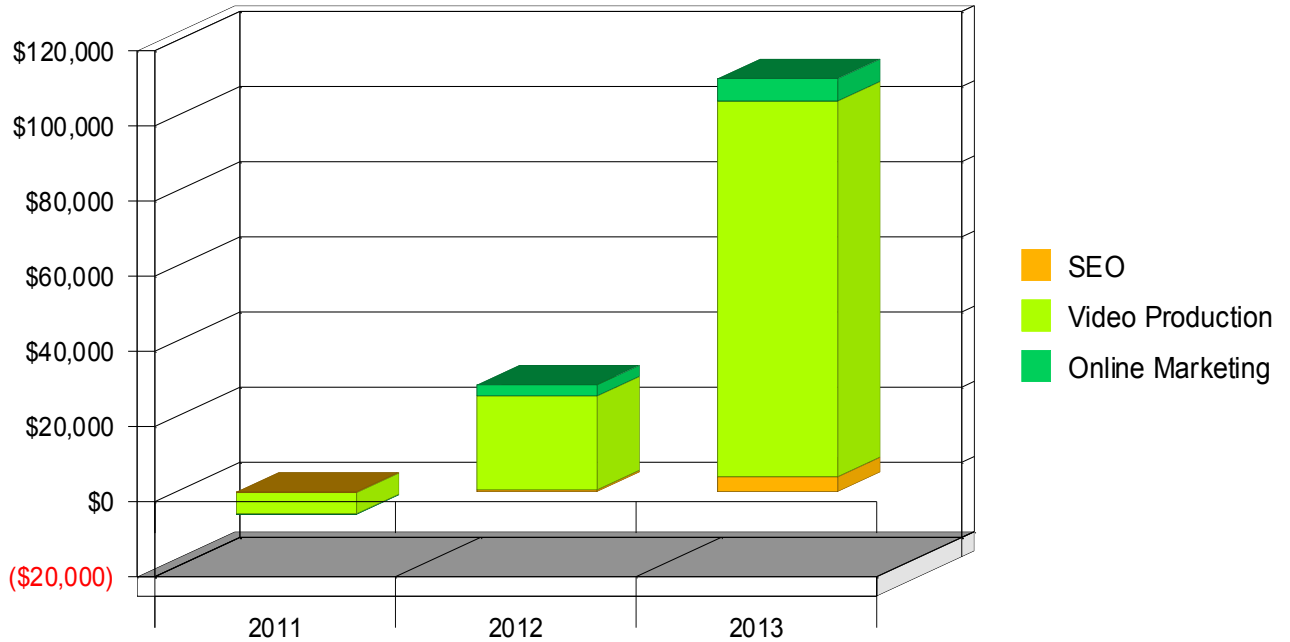
6.4.1. Sales Forecast

The table below outlines the sales forecast and cost of goods sold. The forecast is based on reasonable sales projections within this very large market.

<i>Sales Forecast</i>			
	2011	2012	2013
Sales			
SEO	(€201)	€500	€4,000
Video Production	(€5,676)	€25,000	€100,000
Online Marketing	(€220)	€3,000	€6,000
Total Sales	(€6,097)	€28,500	€110,000
Direct Cost of Sales			
Hosting	(€50)	(€50)	(€50)
Marketing	(€7,992)	(€6,000)	(€6,000)
Travel	(€1,800)	(€2,500)	(€3,000)
Working hours	(€19,200)	(€19,299)	(€19,200)
Subtotal Direct Cost of Sales	(€29,042)	(€27,849)	(€28,250)



Sales by Year



6.5. Milestones

Our Milestones Include:

End Of Year One

- Establishing good reputation for our company
- Establishing a good relationship with clients
- Paying back our debts within the first year

End Of Year Two

- Start making a profit
- Maintaining a good relationship with clients
- Widen the target market

End Of Year Three

- Profit
- Maintaining a good relationship with clients
- Widen the target market