

BUSINESS PLAN FOR BGS DREAM FACTORY LTD

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BUSINESS DETAILS

Business owner(s): Berk Behcet Gerek.

Business name: BGS DREAM FACTORY LTD

Business address:

71-75, Shelton Street
Covent Garden, London
UNITED KINGDOM
WC2H 9JQ

Phone: +447402018420

Email: support@bgsdreamfactory.com

Website: www.bgsdreamfactory.com

EXECUTIVE SUMMARY

BGS DREAM FACTORY LTD is a company, specialising in It provides personal / corporate and private website services and additional services. It also works on various applications in the mobile application sector. within the _____ industry.

Management Team

Berk Behcet Gerek

Role: CEO

Fatma Ceren Erodabasi

Role: Head of Support Department

Ownership Structure of Business

Owner(s):

Berk Behcet Gerek

Share owned: 100%

BUSINESS OVERVIEW

Overview: The business specialises in It provides personal / corporate and private website services and additional services. It also works on various applications in the mobile application sector..

Service(s):

BGS DREAM FACTORY LTD provides:

- We create customised websites for individuals/companies. You can access all detailed information via the relevant link (www.bgsdreamfactory.com/str). If you want to get information about our service details, you can contact us.
- Sismograf is an earthquake preparedness and information application that aims to facilitate the lives of people with advanced features.
- You can create secure passwords with our free password generator.

Unique Selling Points (USP)

- Instead of editing a template, we design and customise websites according to the wishes of the person/company. Then, upon requests from our customers, we offer the right to change the website monthly according to the package received.
- We provide consultancy services for our customers who have problems in using the website panel, virtual POS setup, etc. We offer consultancy services for our customers who have problems in transactions.
- The mobile applications we are working on are unique in various sectors and make people's lives easier.
- We offer unconditional support for all our services during our working hours. Even if working hours end, we return to incoming support requests as soon as possible. The representatives we assign to our customers take special care of them.
- With our website builder programme, which is a sector innovation, you can instantly follow the construction process of your website, get information about the process and answer the questions we will ask you during the construction phase.

MARKET ANALYSIS

Target Market Description

Small and medium-sized enterprises located within the United Kingdom and the European Trade Area. Also, people who need a website within the UK and the European Trade Area.

Specific Segment of Market to be Targeted

Small, medium segment businesses that need a website and people who need a website. The market segment of the mobile applications we make varies according to the application content.

Competitive Landscape

Set out below are the names of the business's key competitors with a summary of what they do and why they are key competitors.

Competitor name	Summary of the competitor's business	Why are they a competitor?
Companies serving in the web site sector.	In general, all companies that create and sell websites for their customers.	Since our target market is the same, customers who need a website according to the features they offer can choose competing companies.
Companies serving in the mobile application sector.	In general, all companies that create and distribute mobile applications.	Depending on the target market of the mobile application, customers may prefer companies that produce similar mobile applications.

SWOT ANALYSIS

Strengths, Weaknesses, Opportunities and Threats

<p>Strengths (internal, positive factors) Strengths describe the positive attributes, tangible and intangible, of your business. These are within your control and are your advantages over your competition.</p>	<p>Weaknesses (internal, negative factors) Weaknesses are aspects of your business that detract from the value you offer or place you at a competitive disadvantage.</p>
<p>Strong system infrastructures and security, an organised team, innovative and contemporary projects, customer-oriented service process, project support.</p>	<p>Disadvantage compared to the competition: Poor marketing planning according to the services offered, problems in expanding to other countries.</p> <p>Addressing disadvantage compared to the competition: A new project under the name of marketing has been created and new marketing methods have been tried and it is aimed to meet our services with customers more quickly. In terms of expanding to other countries, our legal department continues to work on sales in target countries by researching the laws of that country and getting help from the necessary people.</p>
<p>Opportunities (external, positive factors) Opportunities are external attractive factors that represent reasons for your business to exist and prosper.</p>	<p>Threats (external, negative factors) Threats are external factors beyond your control that could put your business at risk. You may benefit from having contingency plans for them.</p>
<p>Since small businesses generally have difficulty and excitement in following the installation process, DF Website Builder Programme provides great support to our customers in this regard. In addition, since most of our customers work in different fields, we try to chat with them as much as possible about the field they serve and think about the deficiencies related to the relevant field. This makes it easier for us to add to our existing services and create new services.</p>	<p>Reason your business may not work including any problems in the marketplace: With the developing technology, the increase in the ease of web site construction and the shift of the customer base towards that direction, the use of rapidly changing technological trends in most of our services and the difficulty of following them.</p> <p>Contingency plan: By adapting to the developing technology, we closely follow the website sector and take precautions in advance. We also follow technology trends intensively and make our business planning accordingly.</p>

MARKETING

Pricing Plan

Price: Our website services are in packages and sold annually. When the customer expires, they can switch to another package or terminate the service if they wish. Each package has the right to change the design, which is renewed monthly. When this right is exhausted, it can be taken additionally. We also offer our services that are not included in the website packages separately. Current fees can be found on the page of the relevant service and on our support page.

Level of pricing compared to competitors: Since we do not include additional services that our customers will not use, we have a great price advantage compared to our competitors. Our customers who need additional services can create their own package by purchasing additional services at very affordable prices.

Sales and Marketing Techniques

We will use the following marketing techniques:

- Online marketing
- Point-of-sale advertising
- Direct mail
- PR
- Advertisements placed on search engines and social media platforms

Sales Processes

We anticipate using the following sales processes:

- Online
- Sales via messaging platforms

OPERATIONS

Employees Required

Employee role	Number	Duties
Professional Website Services Team	Professional Website Services Team	To make Professional Web Site services projects, which is the service of our company. Keeping and calculating accounting records.
Accounting Department	Accounting Department	To realise the sales of the products by providing technical and detailed information about the products.
Sales Department	Sales Department	To fulfil marketing activities.
Marketing Department	Marketing Department	To ensure communication by forwarding support requests from customers to the relevant unit and to strengthen our communication options.
Support Department	Support Department	To supervise the efficiency of the company personnel and to recruit new personnel.
Human Resources	Human Resources	
Legal Department	Legal Department	Solving legal problems and liaising with the relevant persons for their resolution. Writing and keeping company terms and agreements up to date. Researching the necessary laws related to sales in new countries.
(PMO) Project Management Office	(PMO) Project Management Office	To be responsible for managing active projects. Also to take necessary measures to increase the efficiency of the company's projects.

Licences Required

- The necessary licences to sell obtained from the necessary institutions.

Insurance Required

- Public liability insurance
- Product liability insurance

MANAGEMENT TEAM

Skills and Experience of Business Owners

Berk Behcet Gerek

Role: CEO

Skills and experience: Business management, various software languages

Fatma Ceren Erodabasi

Role: Head of Support Department

Skills and experience: _____

FINANCIAL OVERVIEW

Financial Requirements:

Total funding required: £5,000.00

Investment categories:

- Staff
- Premises
- Services
- Marketing projects