

Digital innovation, Co

Gelau Custom earphone

Business Plan Presentation

Managing Enterprise in the 21st Century
(BMSW4006_LON)



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Uninto

-Director of implementation

-Head of Architecture Design and Advertisement

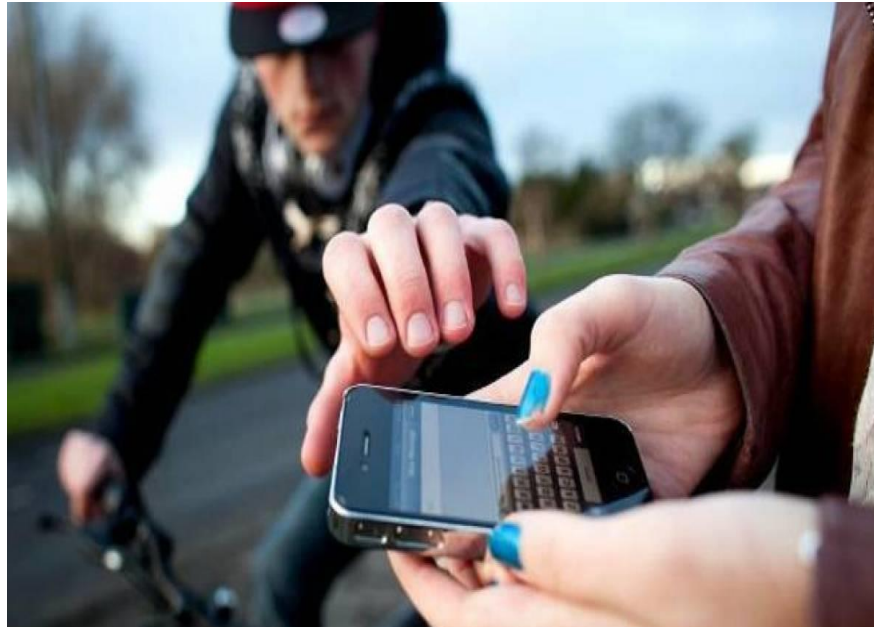
-Director and head of human resources

-Finance manager

-Head of Planning and Market Research

Our business concept

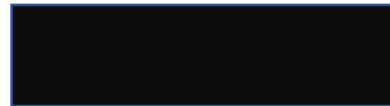
- Keep mobile phone safety and secure
- Avoid fall, damage and theft
- Keep your data safety



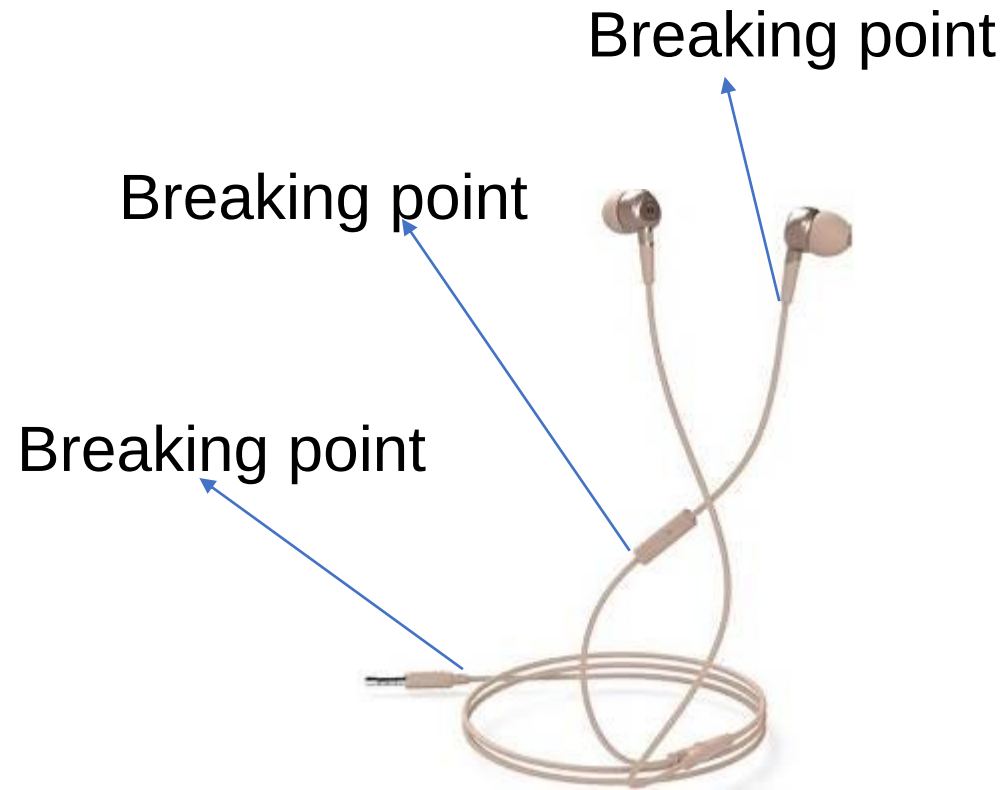
Product and service



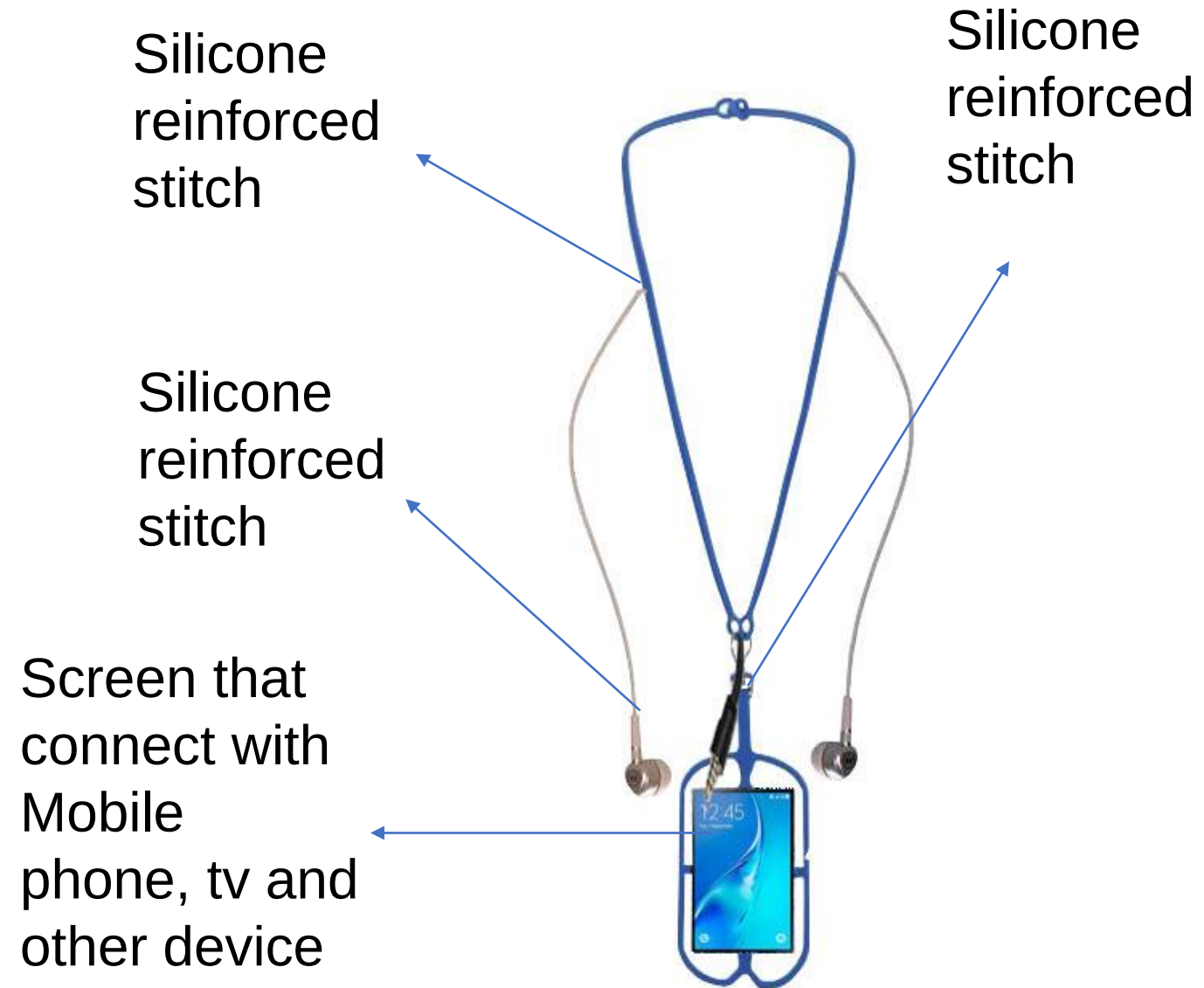
Manufacturing colour



Normal Wire Earphone



Performed Earphone

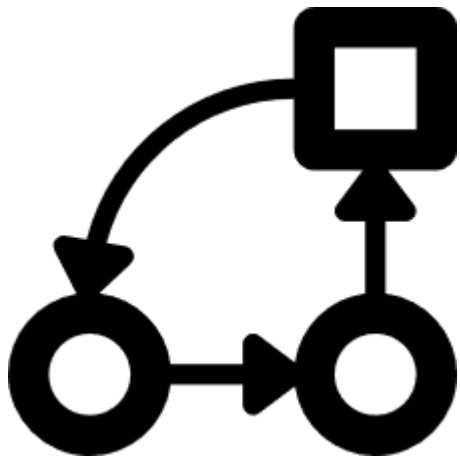


Goals



- Gain the competitive Market targeting the maximum number of clients.
- To offer our new customers products that meet their wishes.

objectives



- To complete the plan within 12 months and getting the fund.
- to provide the new customers and revolutionize the technology market in one year.

STRENGTHS

- Water proof
- Good quality of sound
- Noise cancelation

WEAKNESS

- We are small company
- No removable battery

OPPORTUNITY

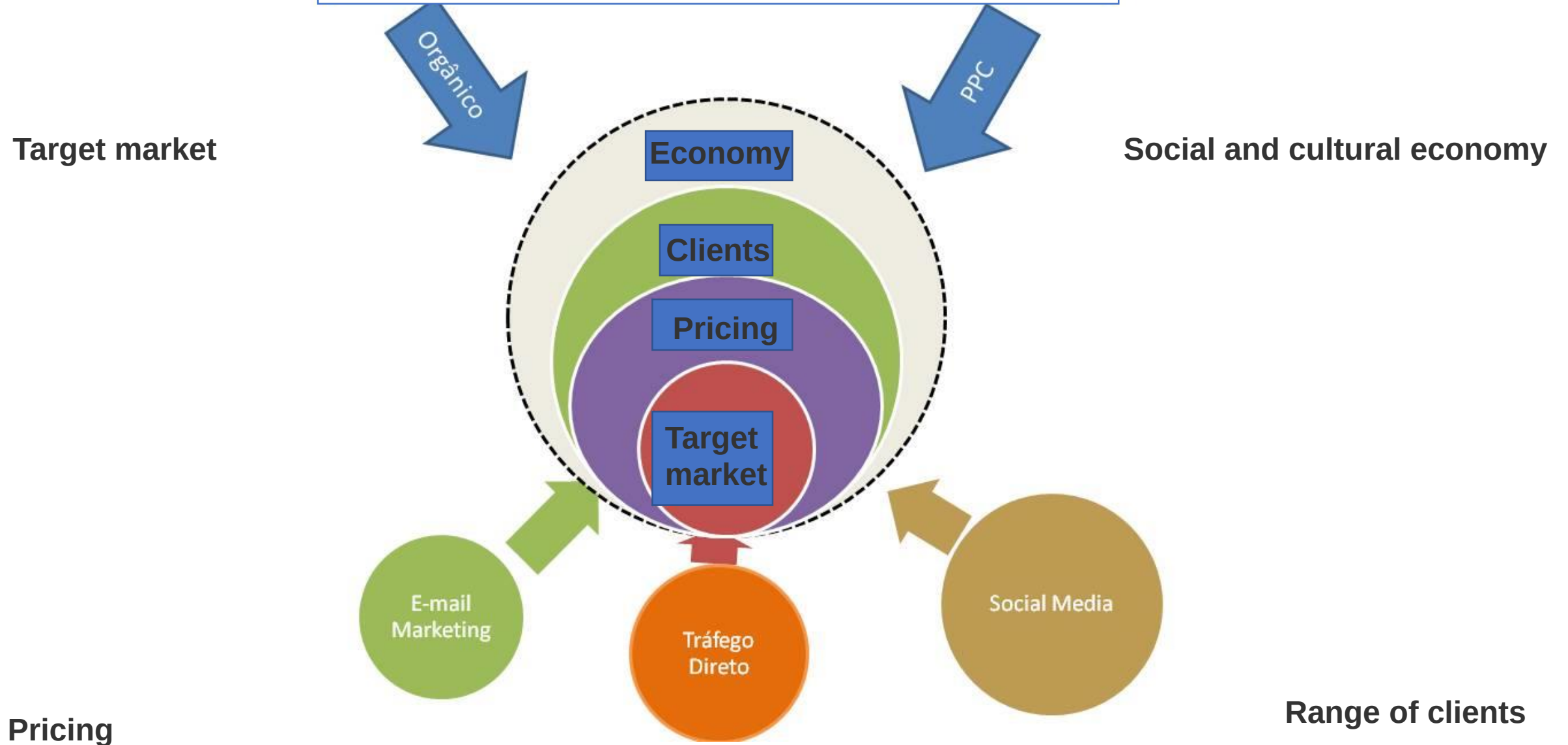
- technologies improve
- Attentive to the market

THREATS

- High substitute goods
- Software piracy



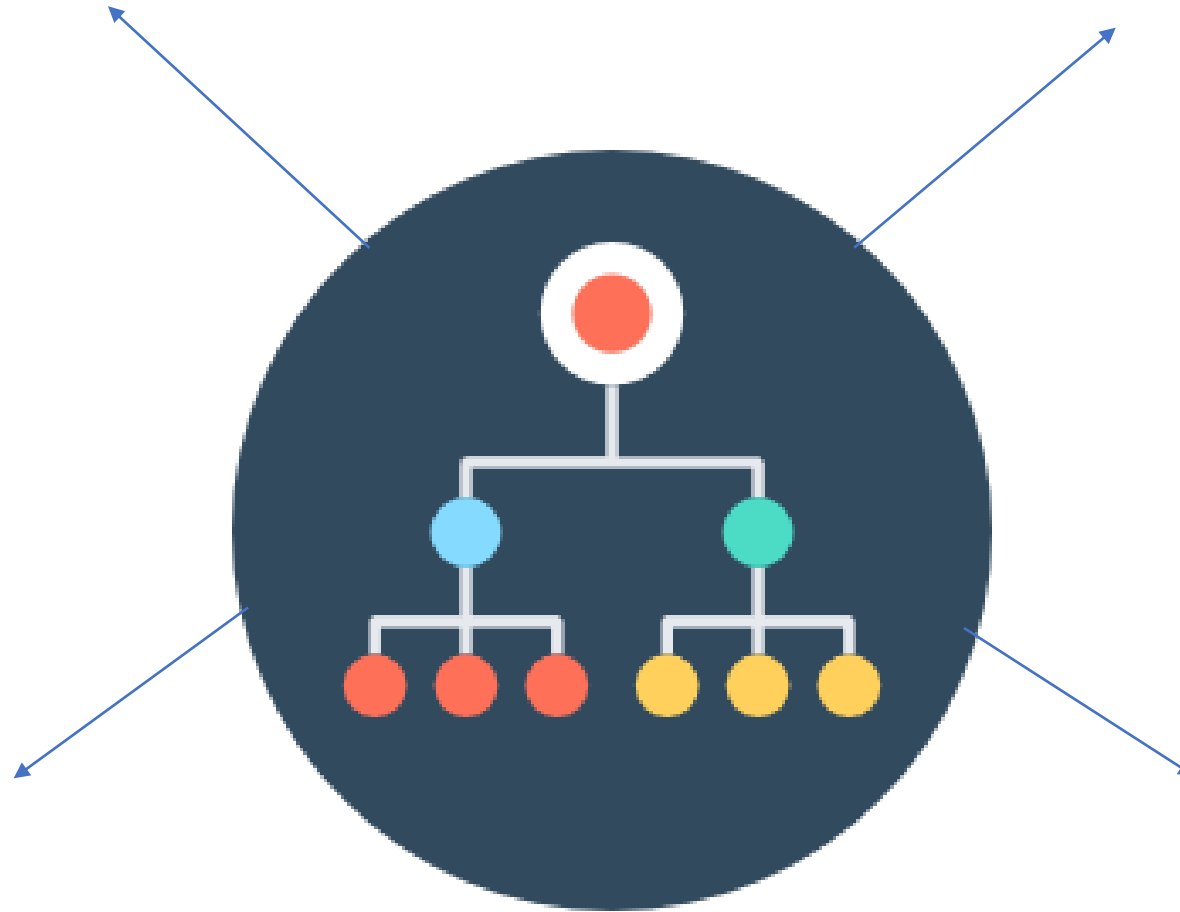
Marketing



Structure

Company ownership

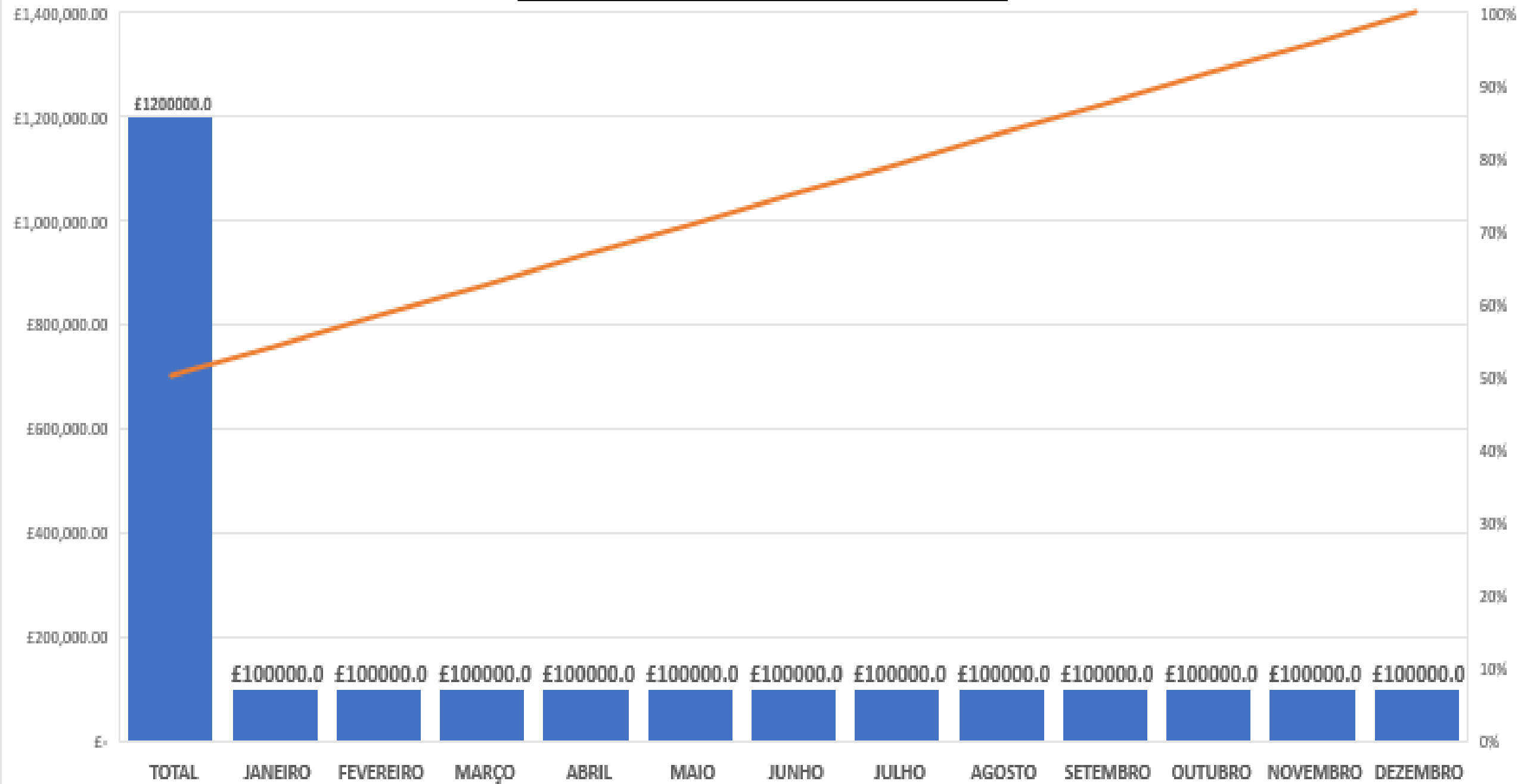
Decision- Making



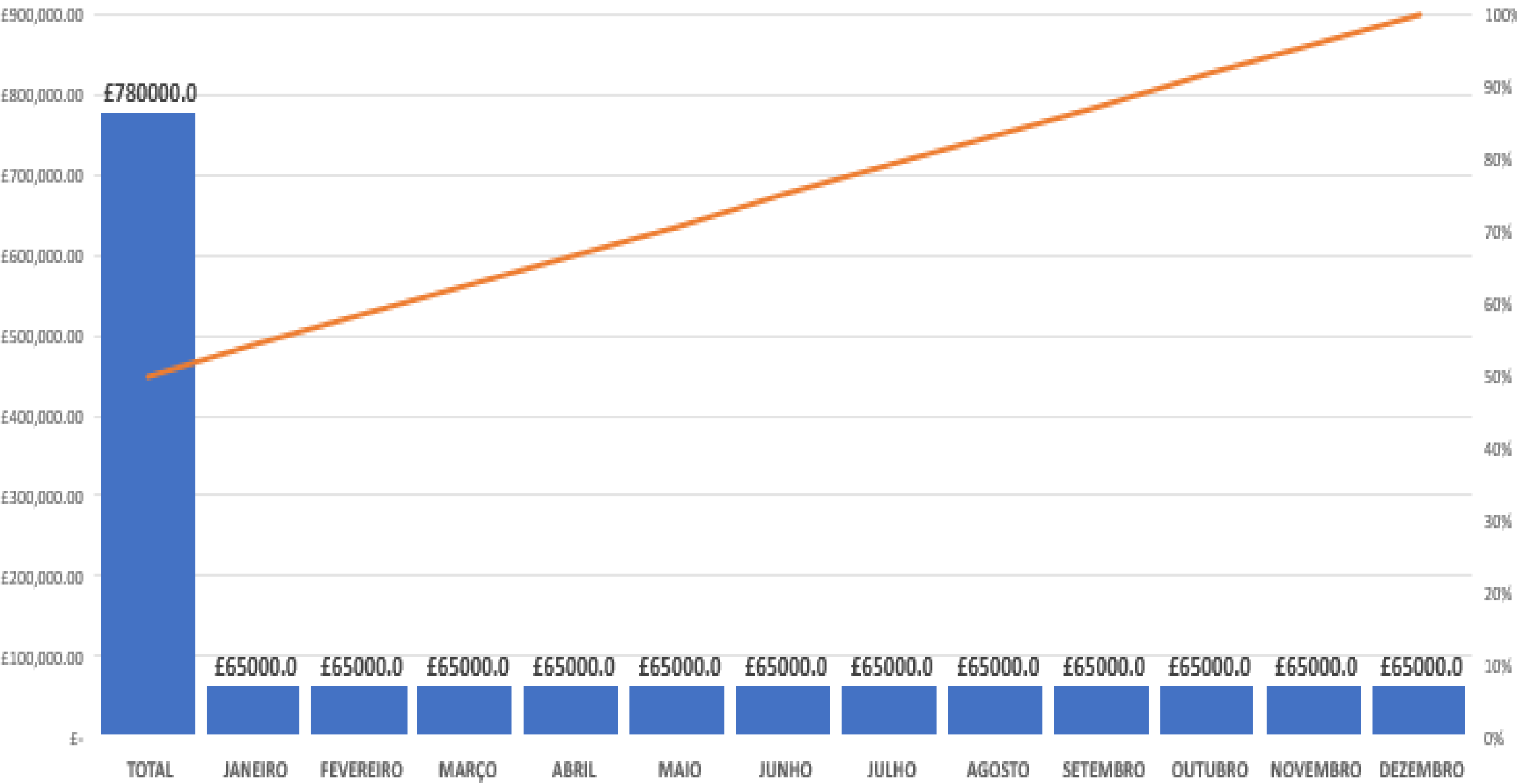
The in charge
competence

The assets of
the business

Details/ Gross Invoice



Details / Gross Profit



References

<https://www.youtube.com/watch?v=x7kky8ReGk0&t=71s>

<https://www.bing.com/images/search?view=detailV2&id=284E10399C22E58D0A64EAE981D7FB0B78ED5B92&thid=OIP.pB3shtmYTN2FM5oKmap>

<https://www.bing.com/images/search?view=detailV2&id=744235A8CAD5DAB77D0E96B410773293CBDA25B8&thid=OIP.5mLZIVOtZ75sWr3VZosfQwHaMT&mediaurl=http%3A%2F%2Fsegredosdomundo.r7.com%2Fwp-content%2Fuploads%2F2016%2F09%2Fdestaque-28.jpg&exph=997&expw=600&q=quando+deixamos+cair+o+telemovel&selectedindex=61&ajaxhist=0&vt=0&eim=1,2,6>

<https://www.bing.com/images/search?q=Marketing%20&qs=n&form=QBIRMH&sp=-1&pq=marketing%20&sc=8-10&sk=&cvid=65B867E1E5834F40B1FC83FF4C683CD8>