

# Business Plan EUROPING

## The Situation

### Our Idea

Help SMEs to attain an effective online distribution and international sales within Europe. We believe our customers are very passionate about their business but lacks knowledge in marketing, international and online sell.

### Our Target Customers

We believe that our average customer is around 40 years old, lives in a European country, with strong regional roots and produces or trades products.

### Supporting trends

1. A growing number of SMEs in Europe
2. Growth in online sales and eCommerce
3. Growth in online marketing and promotion on platforms
4. Development of digitalization that SMEs fall behind with
5. Increasing use of mobile payments

### Our Competition

Europing will compete with giant selling platforms like Amazon to offer the best selling knowledge for our customers. With smaller selling sites like Shopify, which give you more personalized support. With consulting firms like Accenture but smaller Boutiques as well which offer personalized service. Even with online workshops by Youtubers which provide selling knowledge.

### What created this opportunity

All those competitors mentioned before are specialized in different areas, we combine those skills and offer what the demand asks for: A full-service package. Europe offers one of the biggest trade zones, but through the different cultures this trade-zone is really fragmented. A player which combines knowledge of all countries can offer an unique service to SME's and solve the insecurity of the future online distribution and unknown markets.

## The Strategy

### How do you want to compete?

Offer a service which saves our clients cost and time. We will achieve this by leveraging our market power to have advantageous partnerships with selling sites and shipping companies. Moreover, we offer an unique combination of a personalized consultancy service with a user-friendly platform, which will be complemented by an algorithm based on AI.

### What will make us successful?

Our team has several cultural backgrounds and an every team member will have an degree of the prestigious CLSBE. Moreover, we will be able to generate revenues through four revenue streams. We will charge a consultancy fee, a platform subscription, a provision for products sold which are managed by us and in future we will allow better rankings of products on our platform through advertising.

### Where are we going to compete?

First phase: explanatory website, active LinkedIn page and accelerate it all through implementing search engine optimization. Second phase: directly target customers trough email marketing. Third phase: invest in visibility in regional press, focus on viral marketing, through

## The Market

The total addressable market is with 23 million SME's in Europe huge. Derived from the turnover and the marketing budget of an average SME, 2000€ is 20% of their marketing budget, we estimate an average expected potential revenue stream of 2000€ for each SME. Therefore, a TAM of €46 billion. From a short survey where we asked if companies need our service right now, we derived that one in fifty need our service. This leads us to a SAM of around €1billion. We elaborated that with the right financing of around €2 million we can gain 1500 customers in the first year which leads us to the share of the market of €3 million.

## The Tactics

### Solution summary

We will satisfy our customers needs with our consultancy skills and execute international operations due to our teams cultural diversity and powerful network, in an uncertain environment where the demand for such a service is high. We will have several In the future will be super competitive due to our sales algorithm, that will find the highest demand for our customers products, in specific markets.

### Lean Entrepreneur approach

We test all our assumptions with potential customers. Therefore, we consider the real demand in all the steps before moving forward. This approach helps us and especially potential investors to save costs and to avoid unnecessary risk.

## The Marketing

Since our focus are SME's which are leaded by CEO's which are overwhelmed by the quick change around them, probably a little bit older and most of the time with regional roots. One part of our marketing strategy is going to be to advertise our business in local newspaper, especially in regions with a higher concentration of SME's like in the state Baden-Württemberg in Germany. Furthermore, we will focus on our LinkedIn site, we are in the B2B market and see therefore no need to be active on traditional platforms as e.g. Facebook. To enter the market we will focus on direct sales and to gain reputation in the first place we will offer our service to our first clients for free, then expecting a positive word-of mouth which decrease our CAC in the years thereafter.