[Easy net software]

Contact Information

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Executive Summary

Easy net Software Company is an S Corporation founded and entirely owned by Boumann Khashmn Sule. The company is founded in 2020 and has received no outside investments. Easy net sells three different software products that command impressive market share.

Easy net objectives are ambitious yet achievable. Sales increases in 2020 and doubling again for the next year. We also forecast commensurate gross margin increases and net profit increases. With our flagship product, Product We will maintain a 40% market share as measured by PC Data from Microsoft Corporation. These goals will be maintained by adhering to three keys to success, market power, customer satisfaction, and the right management team.

Objectives

- To increase sales in 2021 and double sales in 2022
- To increase gross and margin profit correspondingly
- To maintain at least a 40% market share of Product X, as signed by Microsoft Corporation
- To share a 60%/40% profit rate with Microsoft as the three year support deal lasts
- To become a dominant force among the software industry
- Long-term customer satisfaction is critical to survival
- To establish a network system with major companies in the future

Opportunity

- The main opportunity of the cheap software at an affordable customer price. In a price-sensitive area they can be very strong.
- Being branded under a supporting partnership deal of a company with worldwide reputation(Microsoft Corporation)
- Marketing Power that is provide by our partnership still under the brand name

Problem Summary

After the signing of a 3 year support partnership deal with Microsoft Corporation we are require to promote the product by increasing sales by 60% and later breaking of as a sister company to Microsoft Corporation But to be diverse in the product that is to be broken off after the 3 year support partnership

Solution Summary

Product X is an enhancements of previous products, by Microsoft offices, and Easy net Software plans on going with an online service that can support Microsoft office as a partnering company.

We have a software development engine, that we own, that brings together guided text, spreadsheet tables, and charts in a user-friendly environment with wizards, help files, and on-line coaching which is a start off to the rise up of the Easy net Software Corporation.

Market

Easy net is participating in a $3.8 billion market that will have a 20% growth rate for the next three years. Easy net will be targeting four customer segments: home offices, small offices, professionals, and academics. These markets are growing at 2%, 5%, 8%, and 0% respectively. These markets have 22,000, 15,000, 10,000, and 12,000 potential customers respectively. The major trend in the market is toward international sales. The market has seen a significant surge in international Microsoft products primarily fueled by the recent Product X. While the Easy net market will see 22% growth for the next three years, it is estimated that the international market will grow at 40%.

The Strategy

Supple will follow four concise strategies to achieve the desired growth. They will build customized versions of their standard products, providing more value for specific groups of customers. They will develop a strong marketing infrastructure. This will be key for them to get their products out on the market. Supple will remain focused on small to medium size companies, the segment that has been largely ignored by the competition. Lastly, Supple will focus on follow-up technology which is more appropriate for the masses, instead of leading technology which is best suited for experts.

Competition

Easy net Software Company is staking out a new area in software. We handle specific business tasks in a way unlike what other software companies or software products do. We identify competition in terms of specific products that fill the same needs that we fill and with the continuous release of applications and software's our main competition is the new Product Y produced endorsed by Soft tonic Corporation with Microsoft having a higher reputation our product will have no marketing problems. But it will be wise to look for a partnership with the major companies to get a network system instead of having a competition spree

Distribution Patterns

Distribution channels are a very serious bottleneck. The country's retail outlets are swamped with product, completely unable to deal with the thousands of titles published. This has several repercussions:

The cost of marketing a new product is becoming a serious barrier to entry. The channels won't accept a new product without very major advertising and promotion expenses.

Brand name carries more weight. The channels are dominated by existing brands. Retailers don't have to experiment when they carry name brands.

Developers are turning more often to produce their work with major brands instead of marketing it themselves. So the big names get bigger, and smaller names have it so tough that they often end up as inventors whose work is published by the industry leaders.

Hence, because of our partnership with Microsoft partnership we will not fall into this problem of brand name.

Product Description

Product X:

    Suggested price Naira XXX, Street Prices Naira XXX

With the help of a powerful business analysis model,complete financial analysis,and sufficient cash flow analysis it is an easy to use step by step interface full of guidance help and glossaries.

Potential Customer Growth

Potential customers	Growth	2020	2021	2022	2023	2024
Home office	2%	22000	22440	22889	23347	23814
Small office	5%	15000	15750	16538	17365	18233
Professionals	8%	10000	10800	11664	12597	13605
Academic	0%-0.04%	12000	12000	12000	12000	12000
Other	0%-0.04%	10000	10000	10000	10000	10000
Total	3% per year	69000	70990	73091	75309	77652

We will have some of our major customers as home offices, small offices, professionals, academics, and others

Home offices

Our product will be purchased mostly by home business workers since it runs in partnership with Microsoft which used worldwide most our major user will come from this area due to referrals and recommendations a annual growth of 2% is expected.

Small offices

This include various smaller business or organizations such as internet cafes electronic shops and some writing companies e.g. news press that will use the product because of the brand name because there work is to be published daily an annual growth of 5% is estimated.

Professionals

Professionals such as software programmer and data analysis agent will us this product as it is an improved version or update of the Microsoft in which they are using and because it is not pirated due to the support deal of Microsoft Corporation it will spring and become one of our highest purchasing customer

Academic and Others

This include schools and other office workers that may use the product once in a while for assignments or projects because the use is minimal the estimated grow is as low as 0% to 0.04% per year. Hence we intend to focus based on the minimal feed backs from such users in order to get ideas on future products that could help them and also produce great profit for us

Future Products

With the most important criteria for future product being need.one of our competitive advantage is us being able to understand our market target needs. Our next product will be compactable with Product X and will be based on feed backs and suggestions.