SHOP WITH 3D PRINTERS

Executive Summary:

3D WORLD is the new shop in our city. The company is engaged in sell the 3D printers, help people how to use it and show things which are create in 3D printers.

The office area is comprised of 200 square feet and the shop area where the day-to-day work on the 3D printers is performed is 2,000 sq.ft.

The marketing research and tailored marketing strategy described in this business plan will result in modest after-tax profits of  in year 1, quadrupling after-tax profits within three years. It is estimated that by year 4, revenues will reflect a healthy market share of the local.

Within the next twelve months it is the objective of the company to market to the local area to promote our business in the Lublin and surrounding areas.

Objectives:

1. Penetrate the 3D printers here in the Highland Valley. Within the next twelve months, it is the objective of the company to market to the local area to promote our business in the Highland Valley and surrounding areas, our market segment will be 30 to 45 years old men and women who are interested in IT. After year two we plan to expand our business to the Germany, Berlin area. Our studies indicate that the Monachium area doesn't have a lot of competition for our business.
2. We will encourage price-sensitive jobs to go elsewhere by normalizing the pricing structure. This will allow for more high-end custom work to be performed for the less price-sensitive restoration.
3. To improve the administrative processes of the company. This will allow a reduction in the owner's involvement in simple administrative tasks from 40% of his time to 10%, thereby allowing him more time for sales and marketing tasks.
4. Our promotion is in the flyers, on billboards and a website.

Mission:

Our mission at 3D WORLD is to always perform the highest quality work at the best price around.

-We produce high-quality work using the best parts and supplies available in the market place today.

-We only employ the most knowledgeable people to work for our shop.

Keys to success:

Keys to success for the company will include:

1. Competitive pricing.
2. The best workers.
3. The best equipment.