



# Akademija tehničko-vaspitačkih strukovnih studija odsek NIŠ

Katedra za Informaciono-komunikacione tehnologije



Predmet: **Elektronsko poslovanje**

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# Elektronsko poslovanje



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**Poslovni modeli i poslovni plan e-trgovine**

(6)

# Sadržaj

- ▶ **POSLOVNI MODELI**

- ▶ Poslovni model elektronske trgovine

- ▶ **POSLOVNI PLAN**

- ▶ Kontrolne tačke KPI

- ▶ **KOMPONENTE POSLOVNOG PLANA**

- ▶ Ponuda vrednosti
- ▶ Modeli prihoda
- ▶ Modeli prihoda Web sajta: Google AdSense i AdWords

- ▶ Očekivano tržište

- ▶ Konkurentsko okruženje

- ▶ Marketinška strategija

- ▶ Organizacioni razvoj

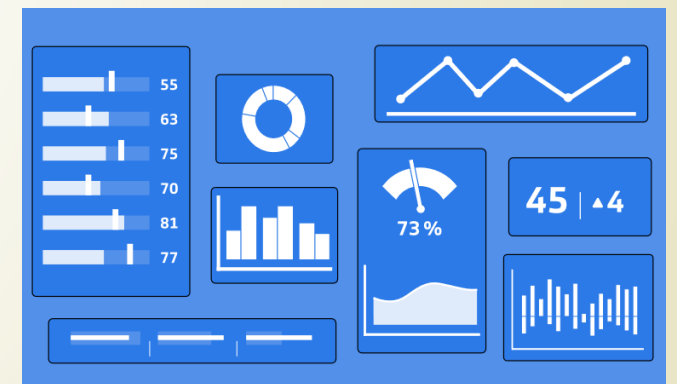
- ▶ Menadžerski tim

- ▶ **SOFTVER ZA KREIRANJE POSLOVNOG PLANA**

- ▶ Business in a Box

# Poslovni modeli

- **POSLOVNI MODEL** (engl. *bussines model*) je **SKUP PLANIRANIH POSLOVNIH PROCESA** (engl. *workflow*) i **AKTIVNOSTI** kreiranih sa ciljem ostvarivanja **ŠTO VEĆEG PROFITA** na tržištu.
- **POSLOVNI MODEL ELEKTRONSKE TRGOVINE** koristi **PREDNOSTI INTERNETA** i njegovih servisa za ostvarivanje **BOLJE POZICIJE** organizacije na **GLOBALNOM TRŽIŠTU** elektronske trgovine.
- **POSLOVNI PLAN** (engl. *bussines plan*) je najčešće **PISANI DOKUMENT** kojim se **OPISUJE POSLOVNI MODEL**.
- Pored ostalog **POSLOVNI PLAN** treba da postavi:
  - **CILJEVE,**
  - **SMERNICE** i
  - **KONTROLNE TAČKE KPI** (engl. *Key Performance Indicators*).



# Poslovni plan

- ▶ Sistem za praćenje realizacije poslovnog plana zasnovan na **KPI**-i treba da poseduje **METRIKU** za procenu **OSTVARIVANJA CILJEVA** iz poslovnog plana.  
<https://www.klipfolio.com/resources/articles/what-is-a-key-performance-indicator>
- ▶ Praćenjem **PLANIRANIH** i **AKTUELNIH** aktivnosti se mogu identifikovati **PROBLEMI** u poslovanju **PRE** nego što postanu **NEREŠIVI**.
- ▶ Dobar **POSLOVNI PLAN** je osnova za traženje **FINANSIJSKIH SREDSTAVA** za realizaciju poslovnih ciljeva.
- ▶ **GLAVNE KOMPONENTE** poslovnog plana su:
  - ▶ **ANALIZA** tržišta
  - ▶ Analiza **POSLOVNOG OKRUŽENJA** (konkurencije).
- ▶ Da bi **ORGANIZACIJA** na globalnom elektronskom tržištu **OSTVARILA PROFIT**, u poslovnom planu mora **POZITIVNO ODGOVORITI** na sledeća pitanja - **KOMPONENTE POSLOVANJA**.



# Komponente poslovnog plana

- ▶ **POSLOVNI PLAN**, kao **PISANI DOKUMENT**, mora da analizira **SVE** komponente poslovanja i da da **POZITIVNE ODGOVORE** na sva pitanja vezana za **POSLOVNE IZAZOVE**.
- ▶ Osnovnih **SEDAM** (7) komponenti **POSLOVNOG PLANA** su:
  - ▶ PONUDA VREDNOSTI,
  - ▶ MODEL PRIHODA,
  - ▶ OČEKIVANO TRŽIŠTE,
  - ▶ KONKURENTSKO OKRUŽENJE,
  - ▶ MARKETINŠKA STRATEGIJA,
  - ▶ ORGANIZACIONI RAZVOJ,
  - ▶ MENADŽERSKI TIM.



<https://ceanow.org/unit/business-plan/?id=4276>

#	KOMPONENTA P. P.	PITANJE	DEFINICIJA
1	<b>PONUDA VREDNOSTI</b>	Zašto bi potrošači kupovali proizvode vaše organizacije?	Definiše kako proizvod ili usluga organizacije zadovoljava potrebe potrošača.
2	<b>MODEL PRIHODA</b>	Kako će vaša organizacija zaraditi novac?	Opisuje kako će organizacija ostvariti profit i realizovati što veću stopu povraćaja na uloženi kapital.
3	<b>OČEKIVANO TRŽIŠTE</b>	Koje ciljno tržište se opslužuje i kolike su njegove mogućnosti?	Odnosi se na ciljno tržište orgnizacije i finansijske mogućnosti koje se kompaniji pružaju na tom tržištu.
4	<b>KONKURENTSKO OKRUŽENJE</b>	Koje su sve organizacije prisutne na tom tržištu?	Pokazuje ostale organizacije prisutne na ciljnom tržištu koje prodaju slične proizvode.
5	<b>MARKETINŠKA STRATEGIJA</b>	Kako se planira promocija proizvoda ili usluga da bi se privukla ciljna potrošačka kategorija?	Plan koji detaljno predviđa kako da se uđe na tržište i kako da se privuku potencijalni potrošači.
6	<b>ORGANIZACIONI RAZVOJ</b>	Koja organizaciona struktura je potrebna da bi se ostvario postavljeni poslovni plan?	Opisuje kako će kompanija organizovati rad koji je potrebno završiti.
7	<b>MENADŽERSKI TIM</b>	Kakvo iskustvo i znanja su važni za menadžere u kompaniji?	Zaposleni u kompaniji nadležni za realizaciju i dobro funkcionisanje poslovnog modela.

# 1. Ponuda vrednosti

- ▶ **PONUĐA VREDNOSTI** je **CENTRALNO MESTO** poslovnog modela.
- ▶ **PONUĐOM VREDNOSTI** se definišu **NAČINI** na koje će se zadovoljiti **ZAHTJEVI KUPACA**.
- ▶ Jasno odgovorite na pitanje: „ŠTA TO NUDI VAŠA ORGANIZACIJA ŠTO DRUGE NE MOGU kroz **VIZIJU, MISIJU i CILJEVE**.
- ▶ U poslovnom planu jasno istaći **KOMPARATIVNE PREDNOSTI** organizacije.
- ▶ Pored ostalog, **PONUĐA VREDNOSTI** obuhvata
  - ▶ **PERSONALIZACIJU i LOKALIZACIJU** proizvoda i usluga.
  - ▶ Pojednostavljenje celokupne **TRANSAKCIJE** i efikasno upravljanje **DOSTAVLJANJA PROIZVODA** do (krajnjeg) kupca.
- ▶ Dobar primer je *Amazon.com* koji nudi kupovinu **BILO KOJE KNJIGE OD KUĆE** po principu 24x7.





# Misija, vizija i vrednosti organizacije

- **MISIJA** predstavlja **SAŽET OPIS OPŠTIH CILJEVA** neke ORGANIZACIJE i **RAZLOGE** za njeno postojanje.
- U **MISIJI** treba navesti **OPŠTE-DRUŠTVENE** i **OPERATIVNE VREDNOSTI** koje organizacija **PROMOVIŠE**.
- **MISIJA** je uobičajeni je deo **OSNIVAČKIH AKATA** i **PREZENTACIJE** organizacija.
- **VIZIJA** jasno pokazuje aspiracije organizacije – **SMER** kuda organizacija ima nameru da se kreće.
- **VREDNOSTI - CILJEVI** govore **GDE** treba ići i **KAKO** tamo stići.



# Primer: kompanija Amazon

- **MISSION:** *We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience.*
- **MISIJA:** Nastojimo da našim klijentima ponudimo najniže moguće cene, najbolju dostupnu ponudu i maksimalnu praktičnost.
- **VISION:** *To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.*
- **VIZIJA:** Da budemo globalna kompanija koja najusredsređenija na kupca, gde oni mogu da nađu i otkriju sve što žele da kupe na mreži.
- **VALUES:** ... *The vision takes the offerings farther, saying their company will offer "anything" customers want.*
- **VREDNOSTI – CILJEVI:** ... Amazon će ponuditi "sve" što klijenti žele.

## 2. Modeli prihoda

- ▶ **MODEL PRIHODA** u okviru POSLOVNOG PLANA opisuje:
  - ▶ **NAČINE** OSTVARIVANJA PRIHODA,
  - ▶ **GENERISANJA** DOBITI,
  - ▶ **POVRAĆAJ** ULOŽENOG KAPITALA **ROI** (engl. *Return On Investment*).
- ▶ Sinonim za pojam **MODELA PRIHODA** je **FINANSIJSKI MODEL**.
- ▶ **MODEL PRIHODA** se realizuje u nekoliko oblika (formi), i to putem:
  - ▶ REKLAMIRANJA,
  - ▶ PRETPLATA,
  - ▶ TRANSAKCIONIH PROVIZIJA,
  - ▶ PRODAJE,
  - ▶ PARTNERSKOG ODNOSA.

# Model prihoda na Web sajtu (1)

- ▶ **WEB SAJT** e-trgovine pored svoje osnovne funkcije **PRODAJE PROIZVODA I USLIGA**, nudi **REKLAMNI PROSTOR** drugim kompanijama za šta one **PLAĆAJU PROVIZIJU**.
- ▶ Web sajtovi koji privlače **VELIKI BROJ KORISNIKA**, na tržištu imaju **VIŠE CENE REKLAMNOG PROSTORA**.
- ▶ **YAHOO** i **GOOGLE** su primeri **e-KOMPANIJA** koje **VEĆINU SVOJIH PRIHODA** ostvaruje na ovaj način.
- ▶ Web sajtovi koji nude **POSEBNE SADRŽAJE** (koji se ne mogu naći na drugom mestu) mogu funkcionisati po principu **PRETPLATE** na te sadržaje.
- ▶ Model po principu **TRANSAKCIJSKE PROVIZIJE** podrazumeva plaćanje usluga za **OBAVLJENE TRANSAKCIJE**.

# Model prihoda na Web sajtu (2)

- Generalno **MODEL PRODAJE** na **WEB SAJTU** je zasnovan na **PRODAJI ROBA I USLUGA** kupcima.
- Sajtovi sa **AFILACIONIM MODELOM** prihoda dobijaju **PROVIZIJU** ukoliko su kupci **UPUĆENI SA TOG SAJTA** na **PARTNERSKI SAJT**.
- **DODATNA PROVIZIJA** se ostvaruje ako poslati kupac i **OBAVI KUPOVINU**.
- Takođe, moguće je zarađivati odgovarajuće **POENE** (žetone) koji se mogu realizovati prilikom **SLEDEĆE POSETE SAJTU**.
- Google promovise svoje tehnologije: **AdWords** i **AdSense**.
- Na sledećem predavanju biće detaljno predstavljene **DODATNI MODELI** prihoda na Web sajtu.

<https://www.youtube.com/watch?v=05we2g3Edgs&list=PL9piTIvKJnJPgTtZT2fx00MLShOm4sBUA>

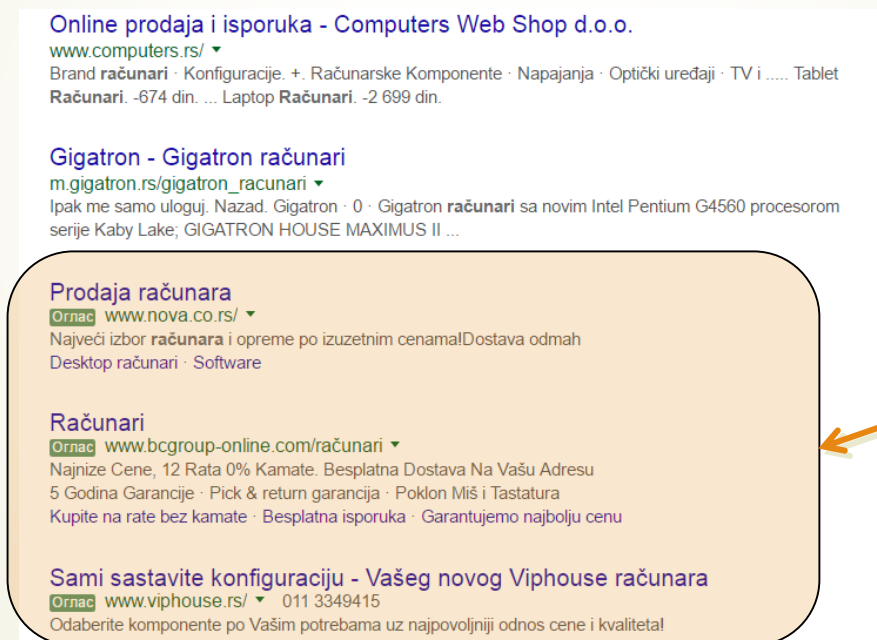
<https://www.youtube.com/watch?v=EYHegvg5kII&list=PL9piTIvKJnJPgTtZT2fx00MLShOm4sBUA&index=3#>

[https://www.youtube.com/results?search\\_query=how+adsense+works](https://www.youtube.com/results?search_query=how+adsense+works)



# Gugl: AdWords - AdSense

- Guglov **AdWords** spada u klasu **PLAĆENOG SAOBRAĆAJA** (engl. *paid traffic*) i koristi se kada se ima neka **DIREKTNA KORIST**.
- Ako zatražite od Gugla pojam “računari“, dobićete nešto nalik ovome:



Online prodaja i isporuka - Computers Web Shop d.o.o.  
[www.computers.rs/](http://www.computers.rs/) ▼  
Brand računari · Konfiguracije · + · Računarske Komponente · Napajanja · Optički uređaji · TV i ..... Tablet  
Računari. -674 din. ... Laptop Računari. -2 699 din.

Gigatron - Gigatron računari  
[m.gigatron.rs/gigatron\\_racunari](http://m.gigatron.rs/gigatron_racunari) ▼  
Ipak me samo uloguj. Nazad. Gigatron · 0 · Gigatron računari sa novim Intel Pentium G4560 procesorom serije Kaby Lake; GIGATRON HOUSE MAXIMUS II ...

Prodaja računara  
**Ormac** [www.nova.co.rs/](http://www.nova.co.rs/) ▼  
Najveći izbor računara i opreme po izuzetnim cenama! Dostava odmah  
Desktop računari · Software

Računari  
**Ormac** [www.bcggroup-online.com/raacunari](http://www.bcggroup-online.com/raacunari) ▼  
Najnize Cene, 12 Rata 0% Kamate. Besplatna Dostava Na Vašu Adresu  
5 Godina Garancije · Pick & return garancija · Poklon Miš i Tastatura  
Kupite na rate bez kamate · Besplatna isporuka · Garantujemo najbolju cenu

Sami sastavite konfiguraciju - Vašeg novog Viphouse računara  
**Ormac** [www.viphouse.rs/](http://www.viphouse.rs/) ▼ 011 3349415  
Odaberite komponente po Vašim potrebama uz najpovoljniji odnos cene i kvaliteta!

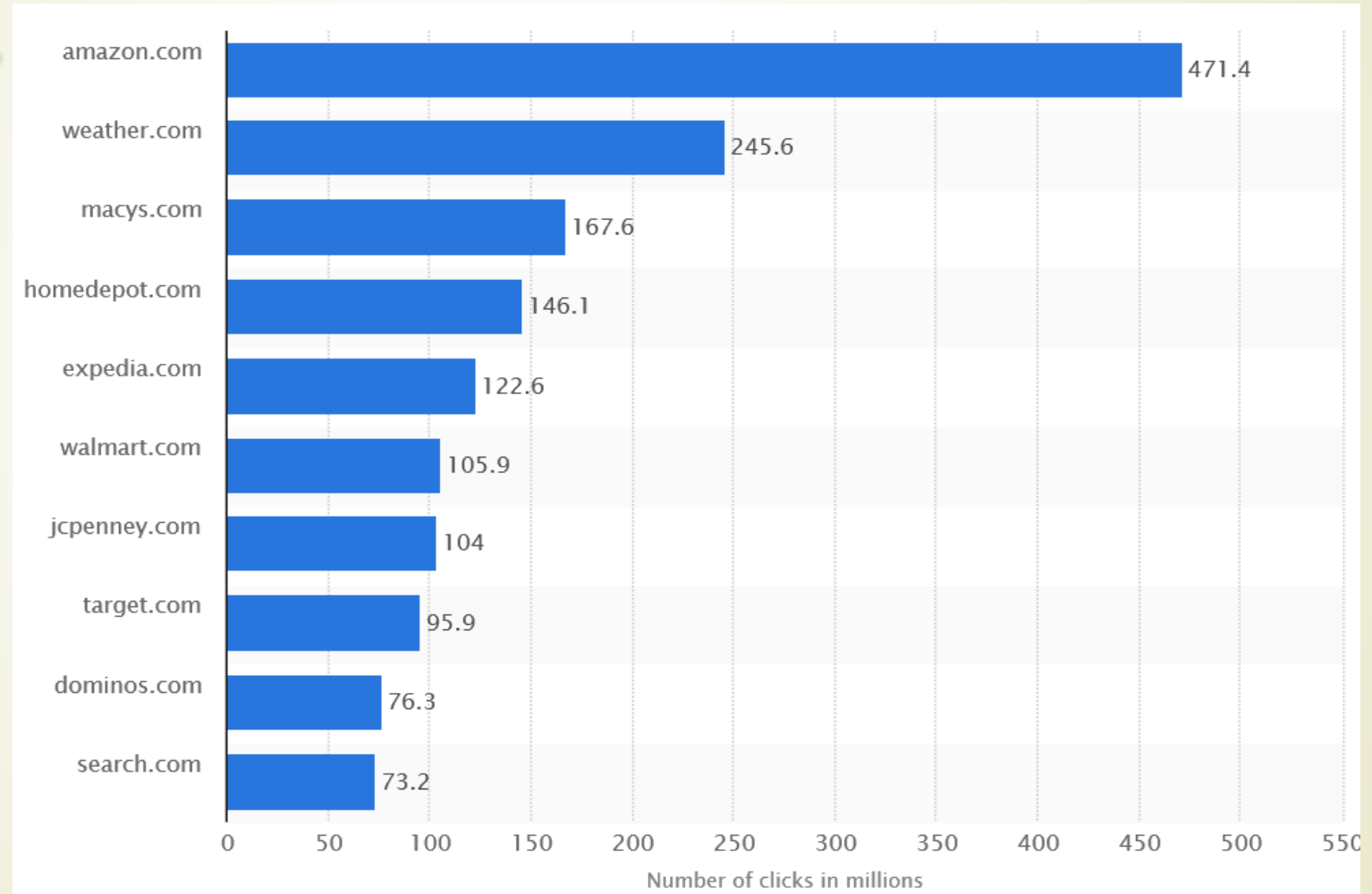
AdWords

- Čitava stranica **NIJE** plod dobrog **SEO-a** (engl. *Search Engine Optimizatin*), već je neka organizacija **PLATILA GUGLU** da se pojavi na na **PRVOJ STRANICI** u rezultatima pretrage!


# Gugl: AdWords

- ▶ Svako može da koristi uslugu **AdWords**-a, podešavanjem **POJAVLJIVANJE REKLAME** kada se u Guglov pretraživač unese zadata **KLJUČNA REČ**.
- ▶ Gugl **NAPLAĆUJE USLUGU** tek ako korisnik **PUTEM KLIKA NA REKLAMU DOĐE NA VAŠ SAJT**.
- ▶ **SAM KORISNIK ODREĐUJE** koliko će platiti Guglu za svaki klik!
- ▶ Google **AdWords** funkcioniše po principu **AUKCIJE**, s obzirom da vaša organizacija **NIJE JEDINA** koja želi da se oglasi na Web-u.
- ▶ **FREKVENCIJA POJAVLJIVANJA** vašeg oglasa zavisi od toga **KOLIKO STE PLATILI KLIK** u odnosu na **KONKURENCIJU!**
- ▶ Međutim, Gugl izračunava **QUALITY SCORE** (broj od 1 do 10) koji opisuje koliko je reklama **RELEVANTNA** i to takođe **UTIČE NA FREKVENCIJU** pojavljivanja reklame.
- ▶ Gugl dalje izračunava tzv. **AdRank** koji je u funkciji **QUALITY SCORE**-a i **CENE PO KLIKU** i za prikazivanje **MORA PREĆI PRAG**.

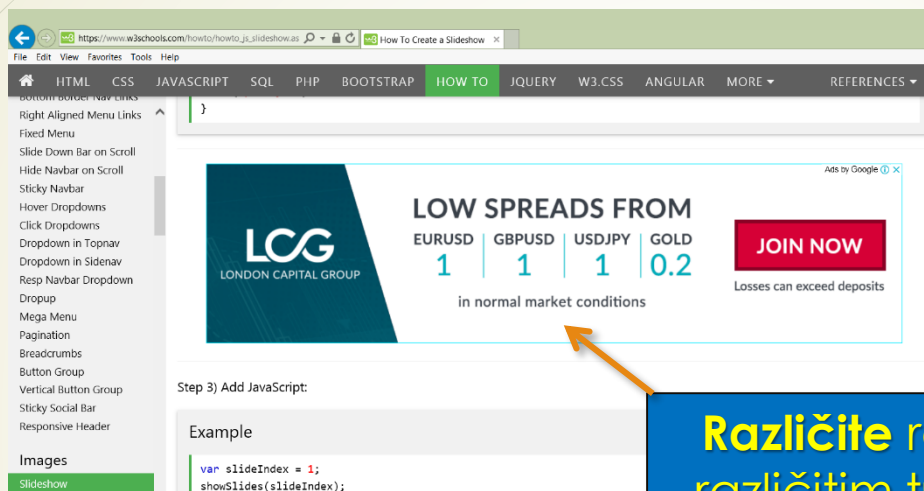
# Broj klikova AdWords-a



# Gugl: AdSense (1)

- ▶ **AdSense** je Guglova tehnologija koja omogućava **ZARADU OD PRIKAZIVANJA GUGLOVIH REKLAMA** na Web sajtovima.
- ▶ Korisnik **AdSense**-a na **SVOM SAJTU ODREĐUJE MESTO** za Guglovu reklamu.
- ▶ Guglove reklame su **KONTEKSTUALNE**, zapravo Gugl sam odlučuje **KOJA** će se reklama pojaviti **NA OSNOVU SADRŽAJA** vaše Web stranice.
- ▶ Iz Guglove AdWords **BAZE REKLAMA SELEKTUJE SE ODGOVARAJUĆA REKLAMA** koja se prikazuje na sajtu koji koristi AdSense.
- ▶ **AdWords** i **AdSense** su deo **JEDNOG ISTOG SISTEMA!** 
- ▶ Naravno, zarada Gugla je uglavnom ostvarena putem **AdWords**-a.

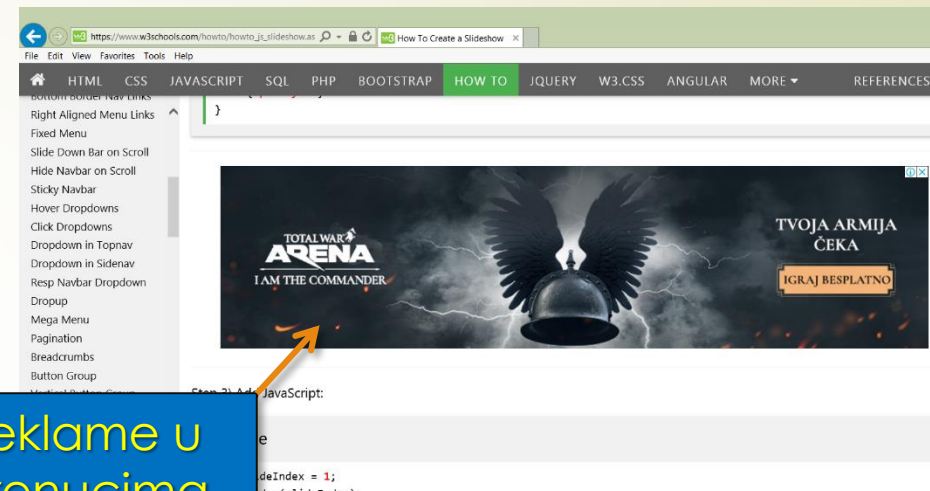
# Gugl: AdSense (2)



LOW SPREADS FROM  
EURUSD | GBPUSD | USDJPY | GOLD  
1 | 1 | 1 | 0.2  
in normal market conditions  
JOIN NOW  
Losses can exceed deposits

Step 3) Add JavaScript:  
Example  

```
var slideIndex = 1;  
showSlides(slideIndex);
```

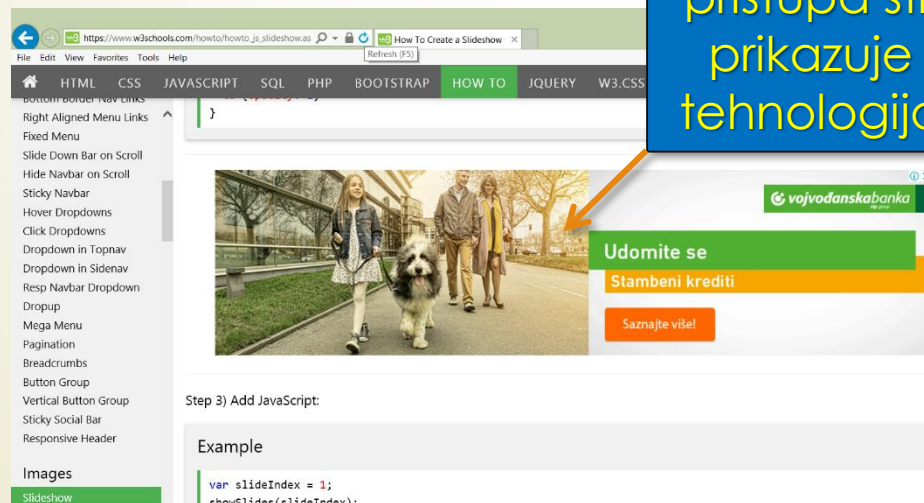


TOTAL WAR ARENA  
I AM THE COMMANDER  
TVOJA ARMIJA ČEKA  
IGRAJ BESPLATNO

Step 3) Add JavaScript:  
Example  

```
var slideIndex = 1;  
showSlides(slideIndex);
```

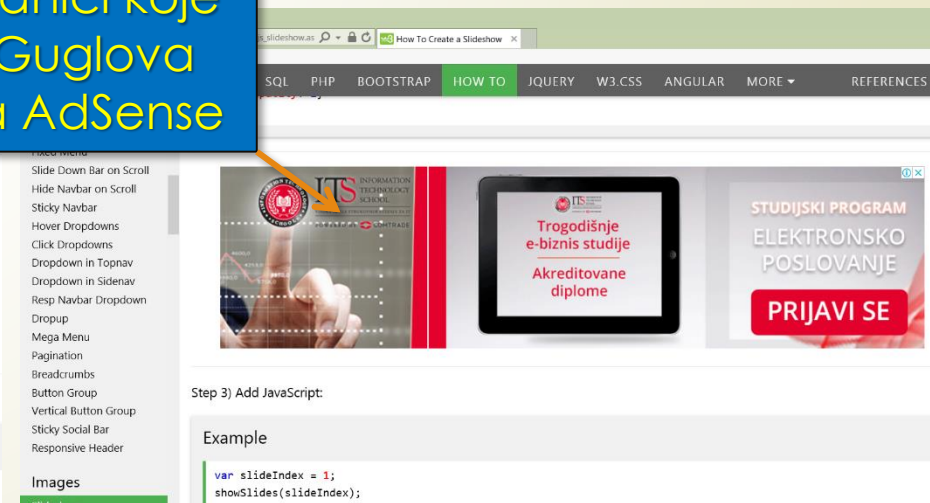
Različite reklame u različitim trenucima pristupa stranici koje prikazuje Guglova tehnologija AdSense



Udomite se  
Stambeni krediti  
Saznajte više!

Step 3) Add JavaScript:  
Example  

```
var slideIndex = 1;  
showSlides(slideIndex);
```



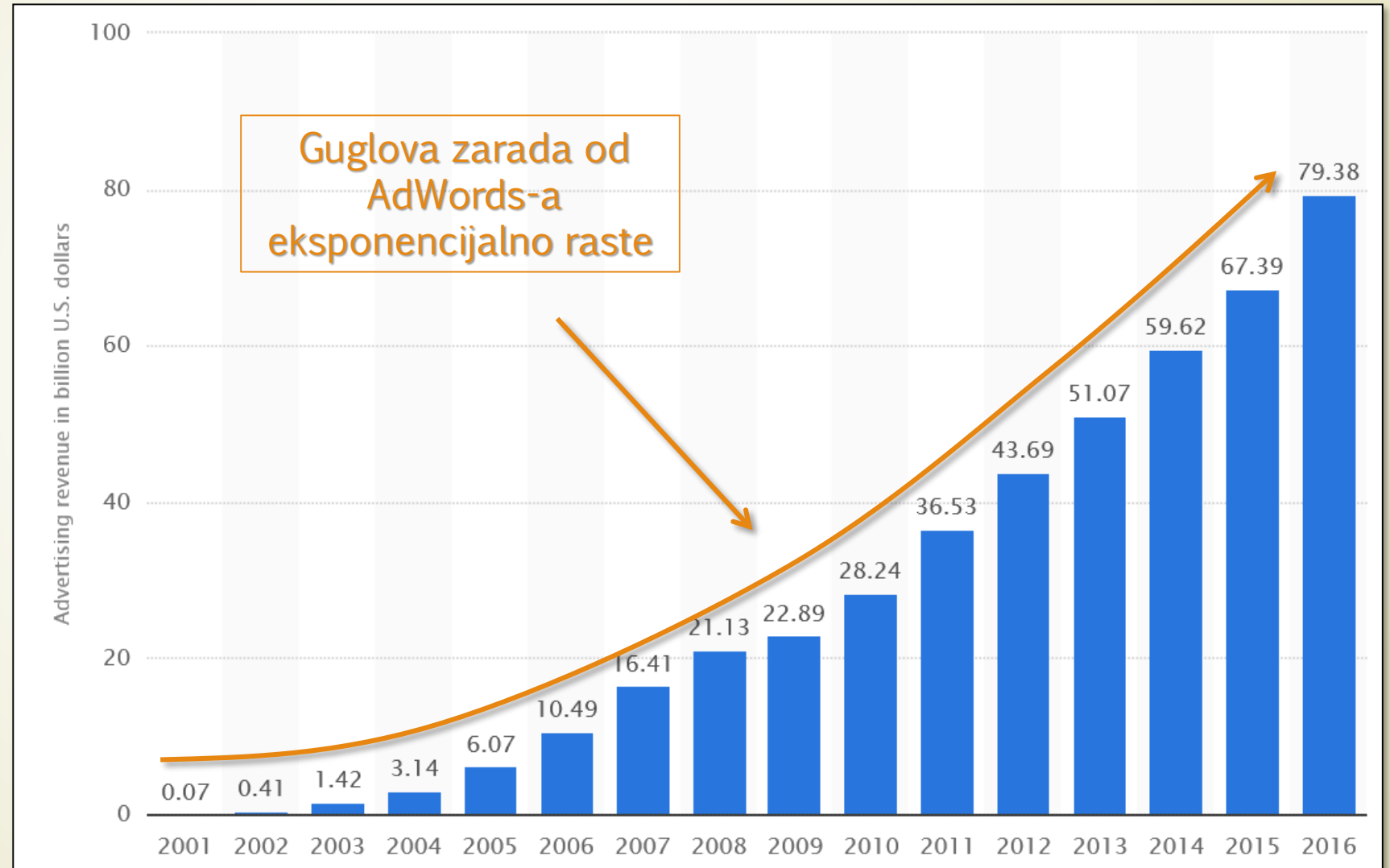
Trogorodišnje e-biznis studije  
Akreditovane diplome  
PRIJAVI SE

Step 3) Add JavaScript:  
Example  

```
var slideIndex = 1;  
showSlides(slideIndex);
```



# Gugl: AdWords (3)



### 3. Očekivano tržište

- ▶ **OČEKIVANO TRŽIŠTE** je tržište na čije **POTENCIJALE** organizacija računa.
- ▶ Uobičajena je **PODELA TRŽIŠTA** na **MANJE TRŽIŠNE NIŠE**.
- ▶ **KONKURENTSKO OKRUŽENJE** se odnosi na sagledavanje organizacija (kompanija) koje nude (prodaju) **SLIČNE PROIZVODE** na **ISTOM TRŽIŠTU**.
- ▶ Analizira se **PROFITABILNOST** konkurentskih firmi i **CENE** njihovih proizvoda.
- ▶ Konkurencija može biti:
  - ▶ **DIREKTNA** (prodaju se slični proizvodi) i
  - ▶ **INDIREKTNA** (prodaju zamenljive proizvode).
- ▶ **NEPOSTOJANJE KONKURENCIJE** na nekom tržištu može značiti **NEPROFITABILNOST** tržišta ili tržište u **ZAČETKU!!**

## 4. Konkurentsko okruženje

- ▶ **KONKURENTSKA PREDNOST** se ostvaruje **PROIZVODNjom** i **PRODAJOM** proizvoda **PO NIŽIM CENAMA** od konkurencije.
- ▶ **KONKURENTSKA PREDNOST** može biti posledica:
  - ▶ **POVOLJNIH CENA** od dobavljača ili
  - ▶ pristup **JEFTINOJ RADNOJ SNAZI**.
- ▶ Pored pomenutih podela, **TRŽIŠTE** se može podeliti i na:
  - ▶ **LOKALNO** i
  - ▶ **GLOBALNO**.
- ▶ Poznat je pojam **PREDNOST PRVOG POTEZA** koji se ostvaruje iznošenjem na tržište proizvoda ili usluge **PRE SVIH** (navedite aktuelni primer).
- ▶ Većina konkurentskih prednosti su **KRATKOTRAJNE**, mada ima **IZUZETAKA** (*Coca Cola* ima konkurentsku prednost koja traje decenijama).

## 5. Marketinška strategija

- ▶ Osnovni zadatak kompanije je da svoje proizvode **UČINI DOSTUPNIM** potencijalnim kupcima.
- ▶ Prema definiciji, pod **MARKETINGOM** se podrazumevaju **SVE POSLOVNE AKTIVNOSTI** koje se odnose na **PROMOCIJU PROIZVODA** i **USLUGA** potencijalnim kupcima.
- ▶ **MARKETINŠKA STRATEGIJA** je **DEO POSLOVNOG PLANA** koji razrađuje **NAČINE ULASKA** kompanije na **NOVO TRŽIŠTE** radi privlačenja **NOVIH KUPACA**.
- ▶ Bez ove komponente (strateškog marketinga) savremena kompanija **NE MOŽE** opstati.

<https://digitalgarage.withgoogle.com/certification>

## 6. Organizacioni razvoj

- ▶ Često, samo **JEDAN ČOVEK**, na bazi **svoje POSLOVNE IDEJE** razvija **POSLOVNI SISTEM**.
- ▶ Međutim, organizacija **POSLOVNIH TIMOVA** je neophodan uslov za razvoj efikasnog poslovnog sistema kompanija koje se **BRZO RAZVIJAJU**, a ovo je čest slučaj kompanija u e-poslovanju.
- ▶ **LOŠE REŠENJE** ove komponente poslovnog plana najčešće znači i **NEUSPEH ČITAVE KOMPANIJE**.
- ▶ Uobičajena je podela unutar organizacije je na **SEKTORE** (departmane), a primer najčešćih su:
  - ▶ proizvodnja,
  - ▶ dostava,
  - ▶ marketing,
  - ▶ podrška kupaca,
  - ▶ finansije, ...
- ▶ Posle podele na sektore, njima se DODELJUJU **ADEKVATNE FUNKCIJE** koje treba da obave **ODGOVARAJUĆI KADROVI**.



# 7. Menadžerski tim

- **MENADŽERSKI TIM** (ili upravljački tim) organizacije predstavlja **NAJVAŽNIJU KOMPONENTU** u realizaciji **POSLOVNOG PLANA**.
- Upravljački tim treba da poseduje **SPECIFIČNA ZNANJA** za uspešno **VOĐENJE ORGANIZACIJA**.
- Menadžerski tim **ANALIZIRA** i **PREPOZNAJE** eventualne **SLABOSTI** u **POSLOVNOM MODELU** i predlaže njegove **IZMENE**.
- Formiranje **MENADŽERSKOG TIMA** treba zasnivati na:
  - **ISKUSTVU** menadžera,
  - **SPOSOBNOST PRIMENE ISKUSTAVA** kojima se rasplaže u novim – nepoznatim situacijama (ovo je zapravo definicija inteligencije).



# Softver za kreiranje poslovnog plana (1)

- Na Lab. vežbama biće korišćen softver **BUSINESS-IN-A-BOX** u demo verziji za pomoć pri kreiranju poslovnog plana.

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This Distribution Agreement (the "Agreement"), is made and effective [DATE].

**BETWEEN:** [YOUR COMPANY NAME] (the "Company"), a corporation organized and existing under the laws of the [State/Province] of [STATE/PROVINCE], with its head office located at: [YOUR COMPLETE ADDRESS]

**AND:** [DISTRIBUTOR NAME] (the "Distributor"), an individual with his main office located at OR a corporation organized and existing under the laws of the [State/Province] of [STATE/PROVINCE], with its head office located at: [COMPLETE ADDRESS]

WHEREAS the Company wishes to market the Products described in Schedule A (the "Products") through the Distributor, it is agreed as follows:

  The #1 Business Document Software | Save Time & Boost Your Productivity | Act & Sound Professional | Improve Your Communications | Save Money on Lawyer's Fees |  Biztree & HP partner to create HP printer app

 **Norton SECURED**  
powered by VeriSign

 **McAfee SECURE**  
TESTED 26-MAR

 **30 DAY SATISFACTION GUARANTEE**

 Business-in-a-Box has been helping thousands of satisfied businesses in over 175 countries since 2001!

# Business in a Box: Poslovni zadaci

Lab. vežba

The screenshot displays the 'Business-in-a-Box' website interface. At the top, there is a navigation bar with 'FILE', 'FAVORITES', 'SETTINGS', and 'HELP'. Below this is a search bar containing 'letters and notices' and a search icon. The main content area is titled 'Business Tasks' and features a central heading: 'Step-by-step business procedures with tips, best practices, resources and document templates.' Below this heading is a grid of task cards, each with an icon and a list of tasks. An orange arrow points from the 'Lab. vežba' text to the 'Assess Your Business' task in the 'Planning & Management' card.

**Business-in-a-Box**  
FILE FAVORITES SETTINGS HELP

letters and notices

DEPARTMENTS

- Planning & Management
- Finance & Accounting
- Human Resources
- Internet & Technology
- Legal
- Operations & Logistics
- Real Estate
- Sales & Marketing

**BUSINESS TASKS**

DOCUMENT TYPES

LIBRARY LANGUAGE EN

HOME Letter Notic... Christmas ... Virus Notice Awarding C... Letter Confi... Cover Lette...

**Business Tasks**

Step-by-step business procedures with tips, best practices, resources and document templates.

**Planning & Management**

- Assess Your Business
- Prepare a Board Meeting

**Legal**

- Incorporate Your Company
- Protect Your Intellectual Property

**Finance & Accounting**

- Raise Financing
- Collect Accounts Receivable

**Operations & Logistics**

- Sell Equipment
- Lease Equipment

**Human Resources**

- Terminate an Employee
- Manage Your Workforce

**Real Estate**

- Lease a Property
- Sell a Property

**Internet & Technology**

- Build and Promote a Website
- Outsource Software Development

**Sales & Marketing**

- Form a Business Partnership
- Conduct a Market Research

# Business in a Box (1)

The screenshot displays the 'Business-in-a-Box' software interface. At the top, there is a navigation bar with 'FILE', 'FAVORITES', 'SETTINGS', and 'HELP'. Below this is a search bar containing 'letters and notices' and a search icon. The main interface is divided into a left sidebar and a central workspace. The sidebar has three sections: 'DEPARTMENTS' with 'Planning & Management' selected, a list of departments (Finance & Accounting, Human Resources, Internet & Technology, Legal, Operations & Logistics, Real Estate, Sales & Marketing), 'BUSINESS TASKS', 'DOCUMENT TYPES', and 'LIBRARY LANGUAGE' set to 'EN'. The central workspace shows a document titled 'BUSINESS PLAN' with a city skyline image. Below the image are placeholder fields for '[YOUR NAME]', '[YOUR TITLE]', 'Phone: [YOUR PHONE NUMBER]', 'Email: [YOUREMAIL@YOURCOMPANY.COM]', '[YOUR WEBSITE ADDRESS]', and '[MONTH] [YEAR] // Confidential Information'. The top of the workspace has a 'File' menu and a ribbon with tabs: HOME, INSERT, DESIGN, PAGE LAYOUT, REFERENCES, MAILINGS, REVIEW, VIEW, and ACROBAT. A toolbar above the workspace includes 'Save As...', 'Export to MS Word', 'Print', 'Save to Dropbox', 'Save to Google Drive', and 'Save to Microsoft OneDrive'. The top right corner has 'Share' and 'Buy No' buttons. The browser's address bar shows several tabs: 'HOME', 'Christmas Bon...', 'Virus Notice', 'Awarding Cont...', 'Letter Confirmi...', 'Cover Letter\_E...', and 'Adm'.

# Business in a Box (2)

The screenshot displays the Business-in-a-Box software interface. At the top, there is a navigation bar with 'FILE FAVORITES SETTINGS HELP' and a 'Share' button. Below this is a search bar containing 'letters and notices' and a list of open documents including 'HOME', 'Letter Notice o...', 'Christmas Bon...', 'Virus Notice', 'Awarding Cont...', 'Letter Confirmi...', and 'Cove'. A toolbar offers options like 'Save As...', 'Export to MS Word', 'Print', 'Save to Dropbox', 'Save to Google Drive', and 'Save to Microsoft OneDrive'. The left sidebar is divided into 'DEPARTMENTS' (with 'Planning & Management' selected), 'BUSINESS TASKS', 'DOCUMENT TYPES', and 'LIBRARY LANGUAGE' (set to 'EN'). The main workspace shows a 'Table of Contents' for a business plan document, with a scroll bar on the right. The table lists sections such as 'Statement of Confidentiality & Non-Disclosure', 'Executive Summary', '1. Business Description', '2. Products / Services', '3. The Market', '4. Marketing Strategies and Sales', and '5. Development', each with a corresponding page number. The footer of the document reads '[YOUR COMPANY NAME] Business Plan' and '1'.

Statement of Confidentiality & Non-Disclosure .....	3
Executive Summary .....	4
Business Description .....	4
Products and Services .....	4
The Market .....	4
Competition .....	5
Operations .....	5
Management Team .....	6
Risk/Opportunity .....	6
Financial Summary .....	6
Capital Requirements .....	7
1. Business Description .....	9
1.1 Industry Overview .....	9
1.2 Company Description .....	9
1.3 History and Current Status .....	10
1.4 Goals and Objectives .....	10
1.5 Critical Success Factors .....	10
1.6 Company Ownership .....	11
1.7 Exit Strategy .....	11
2. Products / Services .....	12
2.1 Product/Service Description .....	12
2.2 Unique Features or Proprietary Aspects of Product/Service .....	13
2.3 Research and Development .....	14
2.4 Production .....	14
2.5 New and Follow-on Products/Services .....	15
3. The Market .....	16
3.1 Industry Analysis .....	16
3.2 Market Analysis .....	18
3.3 Competitor Analysis .....	20
4. Marketing Strategies and Sales .....	23
4.1 Introduction .....	23
4.2 Market Segmentation Strategy .....	23
4.3 Targeting Strategy .....	23
4.4 Positioning Strategy .....	24
4.5 Product/Service Strategy .....	24
4.6 Pricing Strategy .....	25
4.7 Distribution Channels .....	26
4.8 Promotion and Advertising Strategy .....	26
4.9 Sales Strategy .....	27
4.10 Sales Forecasts .....	28
5. Development .....	29
5.1 Development Strategy .....	29
5.2 Development Timeline .....	29
5.3 Development Expenses .....	29

[YOUR COMPANY NAME] Business Plan 1



# Business in a Box (3)

The screenshot displays the 'Business in a Box' software interface. The top navigation bar includes 'FILE', 'FAVORITES', 'SETTINGS', and 'HELP'. A search bar is present, and there are buttons for 'Share' and 'Buy N'. The left sidebar is divided into 'DEPARTMENTS' (Planning & Management, Finance & Accounting, Human Resources, Internet & Technology, Legal, Operations & Logistics, Real Estate, Sales & Marketing), 'BUSINESS TASKS', 'DOCUMENT TYPES', and 'LIBRARY LANGUAGE' (EN). The main window shows a document titled '[YOUR COMPANY NAME] Business Plan' with a table of contents. The table of contents lists sections and their corresponding page numbers:

6. Management	30
6.1 Company Organization	30
6.2 Management Team	30
6.3 Management Structure and Style	31
6.4 Ownership	31
6.5 Board of (Advisors OR Directors)	32
7. Operations	33
7.1 Operations Strategy	33
7.2 Scope of Operations	33
7.3 Ongoing Operations	33
7.4 Location	33
7.5 Personnel	35
7.6 Production	35
7.7 Operations Expenses	36
7.8 Legal Environment	36
7.9 Inventory	37
7.10 Suppliers	37
7.11 Credit Policies	37
8. Financials	39
8.1 Start-up Funds	40
8.2 Financial History and Analysis (current businesses only)	40
8.3 Current Financial Position (current, takeover or franchise businesses only)	40
8.4 Operating Forecast	41
8.5 Break-Even Analysis	41
8.6 Balance Sheet	42
8.7 Income Statement	42
8.8 Cash Flow	42
9. [Offering OR Funding Request]	43
9.1 Offer	43
9.2 Capital Requirements	43
9.3 Risk/Opportunity	43
9.4 Valuation of Business	44
9.5 Exit Strategy	44
10. Refining the Plan	45
10.1 For Raising Capital	45
10.2 Refine According to Type of Business	45
11. Appendix	47

# Business in a Box (4)

The screenshot displays the 'Business in a Box' software interface. At the top, there is a navigation bar with 'FILE', 'FAVORITES', 'SETTINGS', and 'HELP'. Below this, a search bar contains 'letters and notices'. The left sidebar is divided into 'DEPARTMENTS' (Planning & Management, Finance & Accounting, Human Resources, Internet & Technology, Legal, Operations & Logistics, Real Estate, Sales & Marketing) and 'BUSINESS TASKS'. The main area shows a document editor with a 'PARTNERSHIP AGREEMENT' template. The document text includes placeholders for company names, addresses, and dates. The interface also features a ribbon with tabs like 'HOME', 'INSERT', 'DESIGN', and 'PAGE LAYOUT', and a toolbar with options like 'Save As...', 'Export to MS Word', 'Print', 'Save to Dropbox', 'Save to Google Drive', and 'Save to Microsoft OneDrive'.

**Business in a Box**  
FILE FAVORITES SETTINGS HELP

letters and notices

DEPARTMENTS

- Planning & Management
- Finance & Accounting
- Human Resources
- Internet & Technology
- Legal
- Operations & Logistics
- Real Estate
- Sales & Marketing

BUSINESS TASKS

DOCUMENT TYPES

LIBRARY LANGUAGE EN

HOME Virus Notice Awarding Cont... Letter Confirmi... Cover Letter\_E... Administrative ... Busi

Save As... Export to MS Word Print Save to Dropbox Save to Google Drive Save to Microsoft OneDrive

File

HOME INSERT DESIGN PAGE LAYOUT REFERENCES MAILINGS REVIEW VIEW ACROBAT

## PARTNERSHIP AGREEMENT

This Partnership Agreement ("Agreement") is made and effective this [DATE],

**BETWEEN:** [YOUR COMPANY NAME] (the "First Partner"), a corporation organized and existing under the laws of the [State/Province] of [STATE/PROVINCE], with its head office located at:

[YOUR COMPLETE ADDRESS]

**AND:** [SECOND PARTNER NAME] (the "Second Partner"), an individual with his main address located at OR a corporation organized and existing under the laws of the [State/Province] of [STATE/PROVINCE], with its head office located at:

[COMPLETE ADDRESS]

**RECITALS**

- Partners desire to join together for the pursuit of common business goals.
- Partners have considered various forms of joint business enterprises for their business activities.
- Partners desire to enter into a partnership agreement as the most advantageous business form for their mutual purposes.

# Business in a Box (5)

## Templates and Tools to Manage All of Your Business



Planning & Management



Sales & Marketing



Human Resources



Finance & Accounting



Legal Affairs



Real Estate

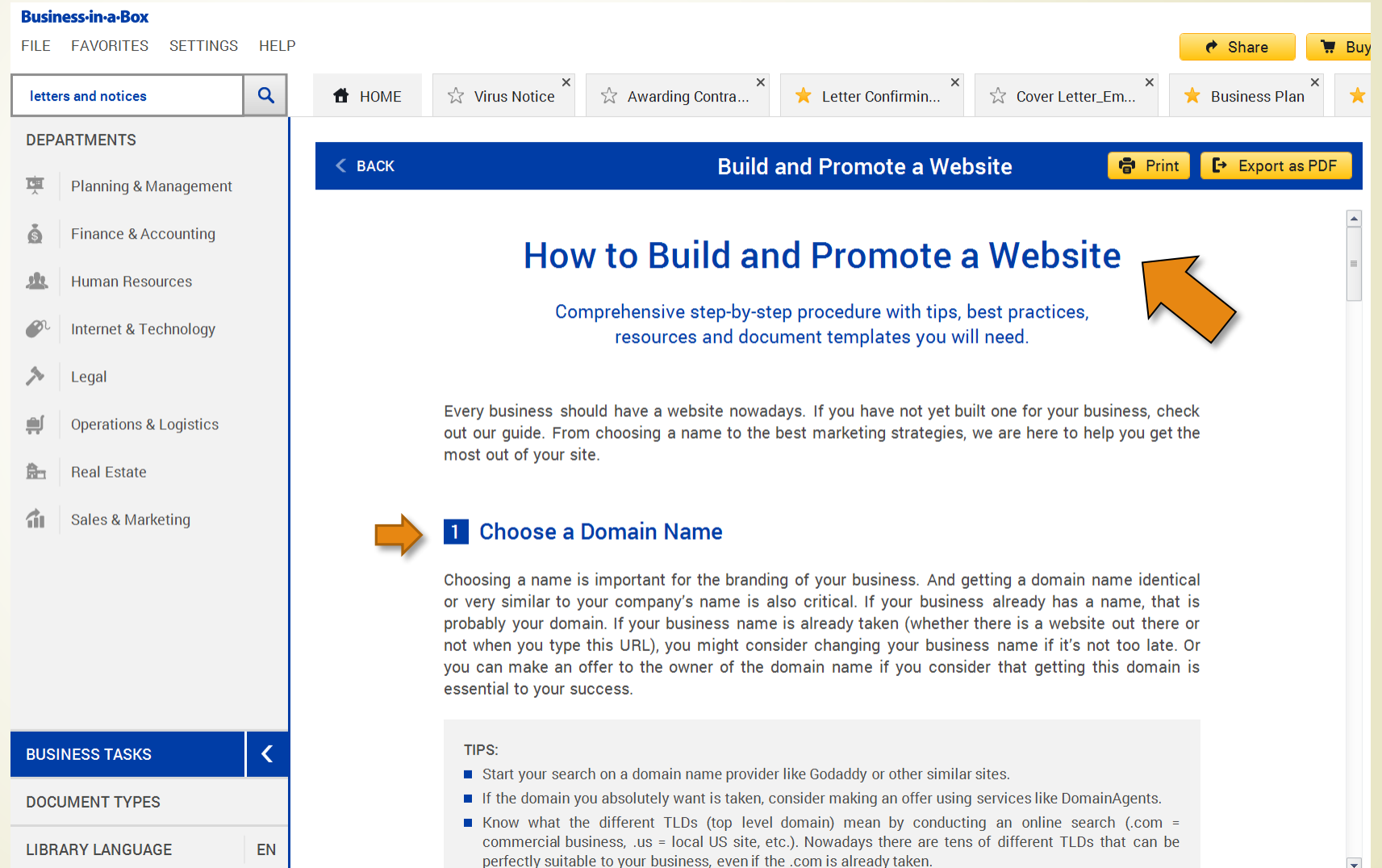


Internet & Technology



Operations & Logistics

# Business in a Box (6)



**Business-in-a-Box**  
FILE FAVORITES SETTINGS HELP

letters and notices

DEPARTMENTS

- Planning & Management
- Finance & Accounting
- Human Resources
- Internet & Technology
- Legal
- Operations & Logistics
- Real Estate
- Sales & Marketing

BUSINESS TASKS

DOCUMENT TYPES

LIBRARY LANGUAGE EN

HOME Virus Notice Awarding Contra... Letter Confirmin... Cover Letter\_Em... Business Plan

BACK Build and Promote a Website Print Export as PDF

## How to Build and Promote a Website

Comprehensive step-by-step procedure with tips, best practices, resources and document templates you will need.

Every business should have a website nowadays. If you have not yet built one for your business, check out our guide. From choosing a name to the best marketing strategies, we are here to help you get the most out of your site.

### 1 Choose a Domain Name

Choosing a name is important for the branding of your business. And getting a domain name identical or very similar to your company's name is also critical. If your business already has a name, that is probably your domain. If your business name is already taken (whether there is a website out there or not when you type this URL), you might consider changing your business name if it's not too late. Or you can make an offer to the owner of the domain name if you consider that getting this domain is essential to your success.

**TIPS:**

- Start your search on a domain name provider like Godaddy or other similar sites.
- If the domain you absolutely want is taken, consider making an offer using services like DomainAgents.
- Know what the different TLDs (top level domain) mean by conducting an online search (.com = commercial business, .us = local US site, etc.). Nowadays there are tens of different TLDs that can be perfectly suitable to your business, even if the .com is already taken.

# Business in a Box (7)

**Business-in-a-Box**  
FILE FAVORITES SETTINGS HELP

letters and notices

DEPARTMENTS

- Planning & Management
- Finance & Accounting
- Human Resources
- Internet & Technology
- Legal
- Operations & Logistics
- Real Estate
- Sales & Marketing

**BUSINESS TASKS**

DOCUMENT TYPES

LIBRARY LANGUAGE EN

HOME Letter Notice o... Christmas Bon... Virus Notice Awarding Cont... Letter Confirmi...

**Build and Promote a Website** Print Export as PDF

DOCUMENT TEMPLATES

You might need:

- Checklist\_Choosing a Domain Name
- Domain Name Assignment Agreement
- Domain Name Registration Agreement

RESOURCES

- <https://www.godaddy.com/>
- <https://domainagents.com/>

**2 Decide on a Host**

There are several different types of hosting: free, standard, dedicated, virtual, shared and colocation. Each kind is different – weigh the options against what you need. How much you are willing to pay (monthly) generally depends on how critical your website will be to your organization – is it simply going to be a catalogue or it will be a transactional site generating important revenues.

**TIPS:**

- If you choose free, make sure you know the fine details of your arrangement. Often “free” comes with expensive caveats (like advertising “pushed” on your site).
- That being said, a free platform is often a good way to start a new business. You can always segue into a different platform if your domain is registered correctly.
- If you search online with keywords like “best [free, shared, etc] hosting provider” you can easily find who the leaders are serving your location (most of them have a worldwide presence). Companies selling domain names generally offer good basic hosting plans.

DOCUMENT TEMPLATES

You might need:

- Checklist\_For Establishing a Website



# Business in a Box (8)

**Business-in-a-Box**  
FILE FAVORITES SETTINGS HELP

letters and notices

DEPARTMENTS

- Planning & Management
- Finance & Accounting
- Human Resources
- Internet & Technology
- Legal
- Operations & Logistics
- Real Estate
- Sales & Marketing

**BUSINESS TASKS**

DOCUMENT TYPES

LIBRARY LANGUAGE EN

HOME Letter Notice o... Christmas Bon... Virus Notice Awarding Cont... Letter Confirmi... Co

BACK Build and Promote a Website Print Export as PDF

**3 Design and Build the Site**

Know your market/audience and what they like. Look to other websites that are successful in your industry or market. Unless you have resources internally, consider hiring a professional web designer.

**TIPS:**

- The Internet audience put a lot of weight in websites that look good and tend to avoid sites that appear tacky or cheap so make it a habit to bookmark or note the URLs of websites you find particularly esthetic and well-designed – they can serve as inspiration.
- As you design, optimize your site for search engines (an experienced web designer must know that).
- Your web designer must also consider optimizing your site for mobile users (tablets and phones) as nowadays a high percentage of visitors will access it from a mobile device.

DOCUMENT TEMPLATES

You might need:

- Assignment of Website Creator
- Website Design Agreement
- Website Design Consultation Agreement
- Website Design Non-Disclosure Agreement
- Website Art License
- Assignment of Website Creator
- Website License Agreement

RESOURCES

<http://www.verio.com/resource-center/business...>

**4 Publish Your Site**

# Business in a Box (9)

The screenshot displays the 'Business-in-a-Box' web application. At the top, there is a navigation bar with 'FILE', 'FAVORITES', 'SETTINGS', and 'HELP'. A search bar contains 'letters and notices'. The browser's address bar shows several tabs: 'HOME', 'Letter Notice o...', 'Christmas Bon...', 'Virus Notice', 'Awarding Cont...', and 'Letter Confirmi...'. A blue banner reads 'Build and Promote a Website' with 'Print' and 'Export as PDF' buttons. The left sidebar lists 'DEPARTMENTS' (Planning & Management, Finance & Accounting, Human Resources, Internet & Technology, Legal, Operations & Logistics, Real Estate, Sales & Marketing) and 'BUSINESS TASKS'. The main content area features two sections: '4 Publish Your Site' and '5 Start Promoting: Social Networks'. The 'Publish Your Site' section includes a tip to double-check links and promote the launch on social media. The 'Start Promoting: Social Networks' section advises using various social media platforms to point back to the website.

**Business-in-a-Box**  
FILE FAVORITES SETTINGS HELP

letters and notices

HOME Letter Notice o... Christmas Bon... Virus Notice Awarding Cont... Letter Confirmi...

**Build and Promote a Website** Print Export as PDF

**4 Publish Your Site**

Double-check all your links, pages and design before publishing. Make publishing a big event – light up the social networks. Treat this like a grand-opening for a storefront.

**TIPS:**

- Promote the launch through an established Twitter account and Facebook page for your business.
- Document and promote the launch via an established Youtube vlog.

**DOCUMENT TEMPLATES**

You might need:

- [Website Service Agreement\\_Terms of Use](#)
- [Website Privacy Policy](#)
- [Legal Notice](#)
- [Online Sales Disclaimer](#)
- [Online Subscription Agreement](#)
- [Press Release\\_New Website](#)
- [Visit our New Website!](#)

**RESOURCES**

<http://www.bloggingpro.com/archives/2012/04/3..>

**5 Start Promoting: Social Networks**

Utilize Twitter, Facebook, LinkedIn, Youtube, blogs and every other Social Network to point back to your website.

# Business in a Box (10)

**Business-in-a-Box**  
FILE FAVORITES SETTINGS HELP

letters and notices

HOME Letter Notice o... Christmas Bon... Virus Notice Awarding Cont... Letter Confirmi...

Share Bu

DEPARTMENTS

- Planning & Management
- Finance & Accounting
- Human Resources
- Internet & Technology
- Legal
- Operations & Logistics
- Real Estate
- Sales & Marketing

BUSINESS TASKS

DOCUMENT TYPES

LIBRARY LANGUAGE EN

BACK Build and Promote a Website Print Export as PDF

6 SEO: Search Engine Optimization

SEO requires research and careful implementation. Consider hiring a professional to implement it. Some ways of optimizing SEO include: keywords in your page titles, names, image names, image ALT properties and the top of the page of text.

TIP: Use HTML for menus, not flash: flash cannot be read by search engines.

DOCUMENT TEMPLATES RESOURCES

You might need: <http://www.vngroup.com/Web-Marketing.htm>

7 Register Your Site

Google, Yahoo and Bing are the top search engines for registration. This helps you appear in search results (for free).

TIPS:

- Avoid registering with a lot of other engines, as this could damage your results in the main 3 search engines.
- Also make sure that your site is ready (live and without bugs) before registering it as Google and the other will otherwise penalize you for a site that is not 100% functional.

DOCUMENT TEMPLATES RESOURCES

You might need: <http://www.google.com/submityourcontent/>

# Business in a Box (11)

**Business-in-a-Box**  
FILE FAVORITES SETTINGS HELP

letters and notices

HOME Letter Notice o... Christmas Bon... Virus Notice Awarding Cont... Letter Confirmi...

**Build and Promote a Website** Print Export as PDF

**8 Register on Maps**

Online mapping sites are a great way to get your name out there. Not only will you be visible when potential clients look in the area, reviews and website info are usually displayed under your name.

DOCUMENT TEMPLATES

You might need:

RESOURCES

<https://www.google.com/maps>  
<http://www.mapquest.com>  
<https://maps.yahoo.com/>

**9 Pay-Per-Click Ads (PPC)**

Pay-per-click ads are a great way to start for website promotion. It is now more complicated than ever to successfully run large PPC campaigns but if you are quick learner you can certainly develop your own campaign using Google and Bing free tools.

TIPS:

- It all starts with "keywords", the most common terms used by consumers to search for and find what you are selling.
- If you are serious about paid advertising campaigns, you should consider hiring a professional as you can lose a lot of time and money if you don't know what you are doing but want to go to big scale rapidly.

DOCUMENT TEMPLATES

You might need:

RESOURCES

<https://moz.com/blog/launching-a-new-website-1...>  
[Advertising Agency Agreement](#)

BUSINESS TASKS

DOCUMENT TYPES

LIBRARY LANGUAGE EN

# Business in a Box (12)

**Business-in-a-Box**  
FILE FAVORITES SETTINGS HELP

letters and notices

DEPARTMENTS

- Planning & Management
- Finance & Accounting
- Human Resources
- Internet & Technology
- Legal
- Operations & Logistics
- Real Estate
- Sales & Marketing

**BUSINESS TASKS**

DOCUMENT TYPES

LIBRARY LANGUAGE EN

HOME Letter Notice o... Christmas Bon... Virus Notice Awarding Cont... Letter Confirmi...

Build and Promote a Website

Print Export as PDF

**10 Other Marketing Avenues**

Put links on other websites and drive traffic back to your site. Find other sites to partner with you or who would be willing to list your site as a resource. Send out email newsletters and offer free content or products. Make use of infographics and Pinterest.

TIP: Be careful that external links do not slow down your bandwidth or create any other problems.

DOCUMENT TEMPLATES RESOURCES

You might need:

- [Website Linking Agreement](#)
- [Website Cross Sponsorship Agreement](#)
- [Free Linking Agreement](#)
- [Affiliate Program Agreement](#)

<http://www.quicksprout.com/2014/07/25/how-to-...>

**11 Maintain Your Site**

Post business updates, renew links, create new content, etc. Maintain a relevant, interactive Social Media presence, always. If your site does not have an active blog or vlog, consider starting one or both. Or post links to industry articles on other sites.

TIP: Create relationships with customers. Treat visitors to your site like humans, potential customers instead of anonymous virtual visitors.



# Business in a Box (13)

## → JOB DESCRIPTION

### → DIRECTOR OF SOFTWARE DEVELOPMENT

#### → Brief description

The position of software development director consists of planning, directing, and coordinating all activities associated with creating/acquiring/implementing software business solutions across multiple functional areas of the organization. Prioritize and allocate projects, products, and resources with the assistance of architects and managers.

#### → Tasks

- Provides vision, planning and coordination of all software development and/or implementation activities. Establishes standards in software development and integration;