



ENTREPRENEURSHIP, PRACTICAL, INNOVATIVE, CREATIVE

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# "Visual side of entrepreneurship" BUSINESS PLAN

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*„TECHNOLOGICAL HIGH SCHOOL PUCIOASA” ROMANIA*

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# **WEBIX ESSENCE OF YOUR MOVEMENT.**



**The purpose of our company is to enter the business world by creating a website that attracts a large number of people for your company.**

# OUR GOALS

- **rapid effect on customers**
- **attracting a large number of customers**
- **satisfied customers**
- **permanent technical support and quality offered by experienced persons in the field**
- **profit for your company**
- **creating a marketing name**

# MARKET RESEARCH

**In recent years, the market for services based on the Internet (and, in particular, the design of web pages) has made extraordinary progress.**

# COMPETITION

**The competition in the field of web page construction is fierce.**

**Competition is using advertising tools such as posters, newspaper ads, TV commercials, radio. To enter the market requires a more substantial investment in advertising, preferably above the competition also practicing lower prices than those of competitors and providing superior quality products and services, and using various promotional offers.**

# HUMAN RESOURCES

The personnel necessary for this company to carry out its activity in the best conditions, would be made up of:

- ✓ sales director (a manager)
- ✓ sales agents: 2 persons
- ✓ web designers: 2 persons
- ✓ programmers: 2 persons

# CAPITAL AND FINANCIAL PERSPECTIVES

**In addition to the costs of setting up a trading company (about 300 €), the investment is limited to one or more computers and the purchase of performance programs (software)**

Nr.Crt.	Name of the investment	Values ( RON)
1.	Establishment of the Company	12.000
2.	Computers : 7 bucati	30.100
3.	Software licences	25.500
4.	Easy space	4.000
<b>Total</b>		71.600

**At these costs should be allocated a fund for 5 months payment of employees' salaries**



# MEANS OF COMMUNICATION.

The requests of these clients vary depending on the financial resources they allocate to this activity, the nature of the company's offer, their option to call or not to certain elements such as: the online sale option, the presentation of lists with the company's products and their prices, maps with the location of the company or work points, photos of the products / stores / important people within the company, the most frequently asked questions (FAQ), calendar of events, breaking news, links, discussion forum for visitors / clients, contact information, etc.



# EXPEDITION

**As you can imagine, one of the most effective ways to promote web page designers is the Internet itself. The designer must work very carefully on his own site, which will include all the elements of his offer, along with the contact details, all in an attractive format, which will arouse the interest of the visitor to that address.**



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