

# CONNECT.SHARE

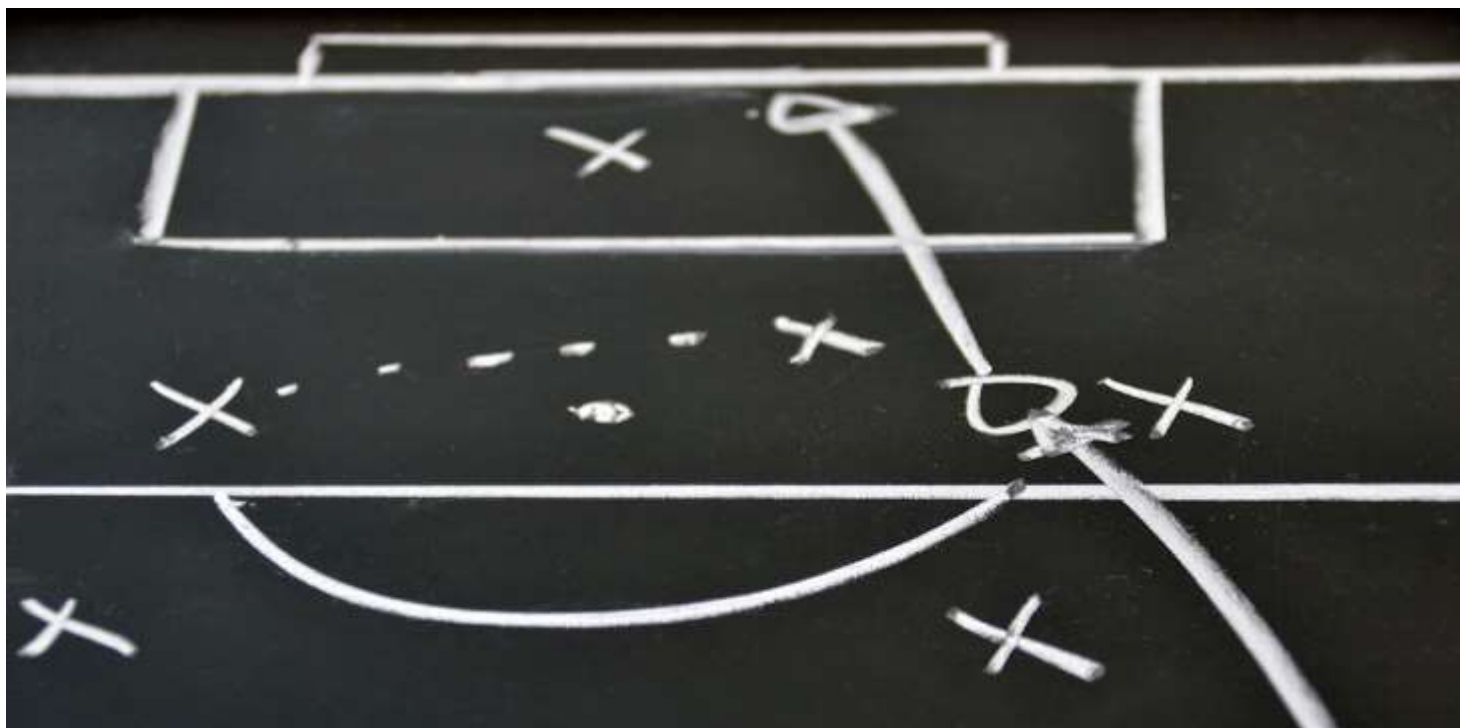
WHERE ENTREPRENEURS ADVANCE

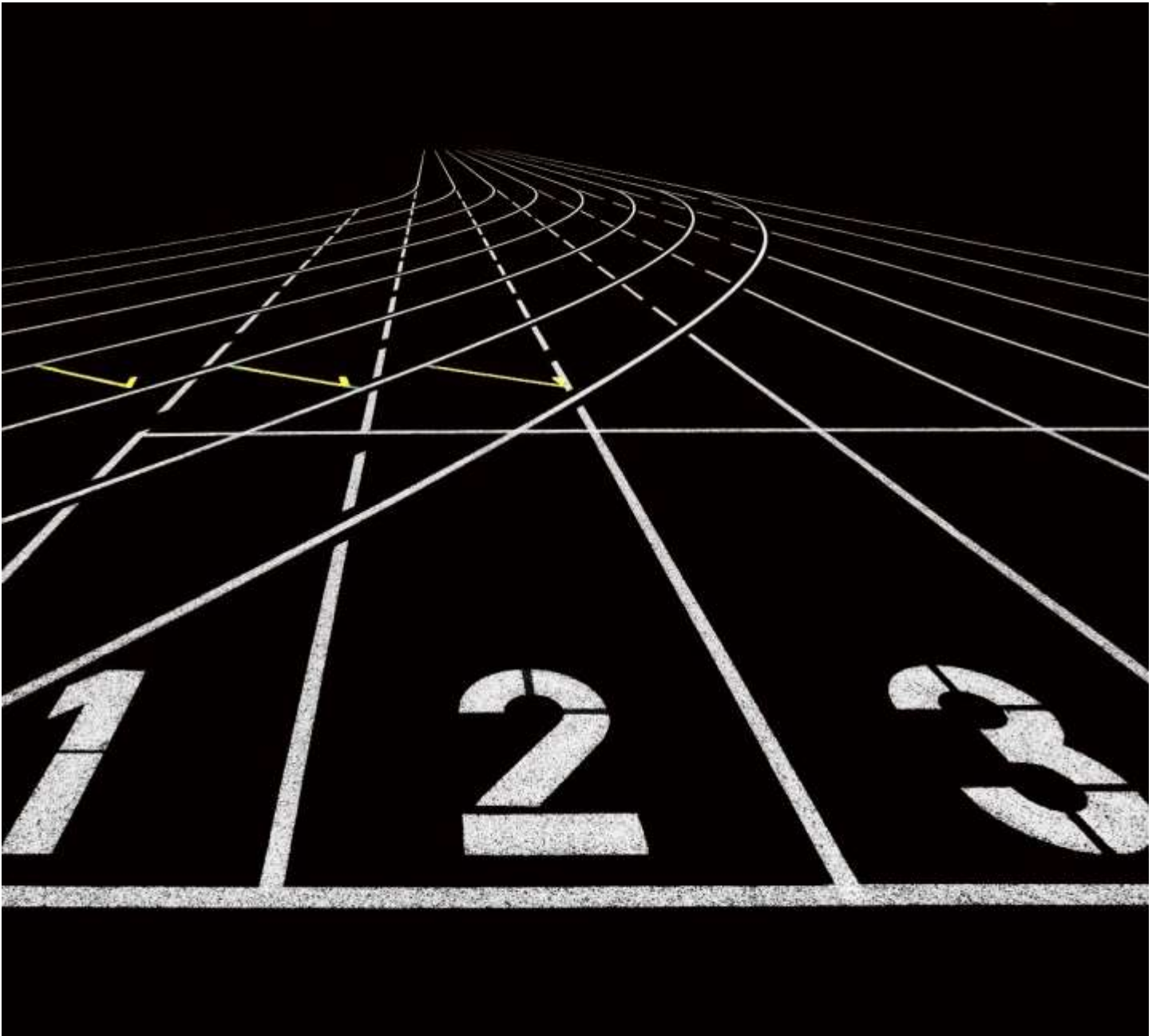
GROUP 40.1 / SUB-GROUP 3

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## INTRODUCTION

Connect.Share is an international platform where entrepreneurs from all over the world can connect and share their ideas. This will lead to the success of any idea in different countries and between diverse cultures.

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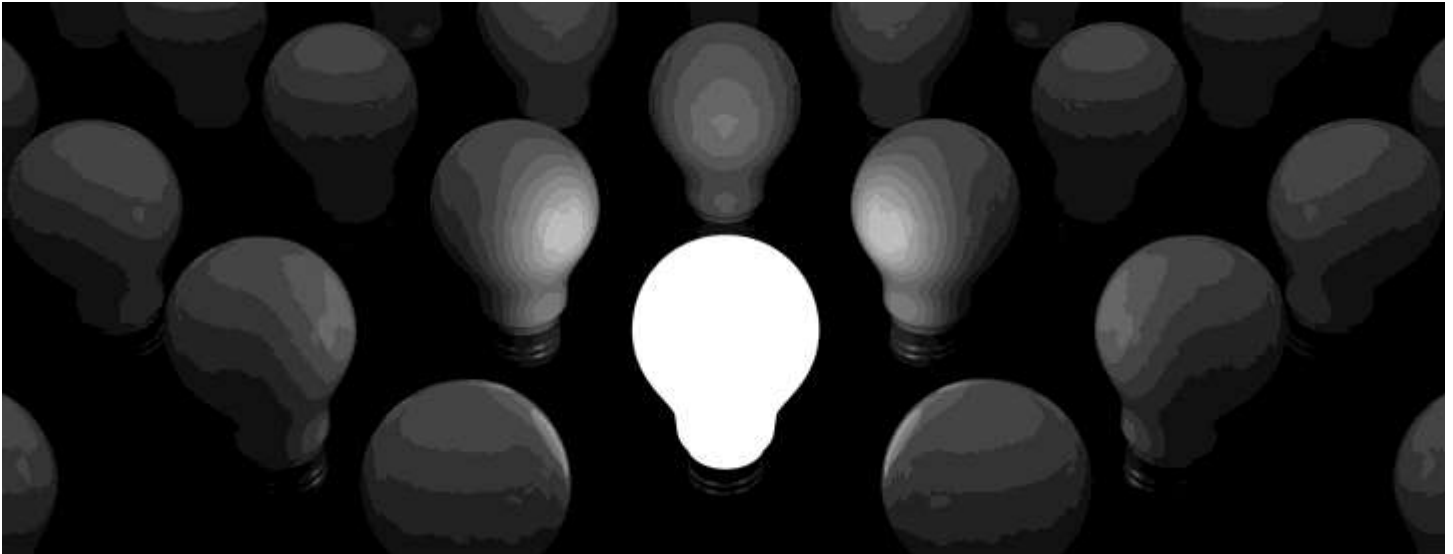
# EXECUTIVE SUMMARY

## Background

Sometimes, you come up with a great and ambitious idea that could help society, but you need extra helping hands, and can't find the right people to work with. This is where our platform comes to help.

## Objective

Our goal is to connect entrepreneurs from all over the globe with the same goal together so they can share their creative ideas and plans with each other to advance together. And inventors can help those who need financial support with their objectives.



## Solution

Our proposed solution is to develop a free, user-friendly platform where people can share and sell their ambitious ideas, start a business, find workers, and achieve more together, easily and efficiently.

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# COMPANY OVERVIEW

Connect.Share is our first project that we believe will have a great impact on society, drawing communities across the globe together. And with efficiency in mind, it'll be in no time that most problems in society are resolved.

## Company summary

In our company, we share one single goal: To be efficient. Always. No matter the time and place. We aim to deliver efficiency with every step we take, moving forward, and Connect.Share is us moving forward to create a better environment for the greater good - it connects people from all around the world to share their ideas and potential "next big thing."

## Mission statement

The mission of Connect.Share is to excel in the industry/social media department of the market, and give people more opportunities to make and run a successful business of their own. Connect.Share will effectively communicate with the profession, and various other social companies.

## Operational structure

What we're looking for to work with us are artists, designers, and software engineers, web developers, data analysts, and any other who's skilled in IT and could help us one way or another to be more efficient.

## Marketing and services

Our customer targets are great thinkers, ambitious individuals and entrepreneurs who want to achieve more and require the right people to help with work. And those who have plenty of unique ideas and are willing to share it with others who are willing to work them. And we'll provide funding for starting businesses. The goal is to help each and every community connect so their shared goals would be achieved efficiently.

## Financial goals

The start-up capital needed for our company will be around \$80,000. Profit will be from both traffic from our platform (subscribe version and etc) and Google ads, and a starting budget of around \$2,000.

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# Business description

Our company is located in Malaysia, and with 9 workers on-board. We're small in size compared to other businesses in the area, but we're aiming to work hard and recruit more ambitious workers in the near future. Our target customers are entrepreneurs from all across the globe, those with big imaginations, and ones who are looking for new ideas to work on. As other hiring services exist, Connect.Share is different in that it also fortifies communities, and lets people sell their creative ideas that they don't want to work on.



**Our main goal is to deliver modern solutions for people globally.**

## Pricing

Connect.Share does exactly that, and is free of cost. Anyone can access it and explore the communities and small companies available, see who's hiring and who isn't, or just wants to know more about us and our vision. And we also provide a membership subscription with extra benefits like funding for starters, much more security, and a 24/7 priority customer support for those who want to achieve more.

## Key participants

Our partners are cloud and web hosting services, database services, and global crowdfunding corporations. These will be strategic to maintaining a healthy and functioning platform like ours.

## Future goals

We hope to accomplish many things in the future for society, some of these things include connecting great thinkers together, helping people open their own companies and business, creating a platform to make finding and hiring workers easier, help fund small businesses to reach their goals, and many, many more. Some of these may take longer than others, but we cannot wait to work hard and see how far we can go from here.

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# MARKET ANALYSIS

The market analysis is one of the most important parts of our strategy. In the industry section of our market analysis, we focused on entrepreneurs that have ideas and the potential to work together. We open alternate solutions for society to build, contribute and sell their ideas. Our industry-type social media platform is for people from all over the world that want to make a change, and want to connect with others to move forward. Other services may be doing similar work, but we're different. We give people the ability to express their ideas and imagination. And we let them connect easily and work together with no worries. If funding is needed, we lend them a helping hand, etc.

## SWOT ANALYSIS


<b>STRENGTHS</b> <ul style="list-style-type: none"><li>• Capabilities</li><li>• Assets and people</li><li>• Gain experience</li><li>• Financial reserves</li><li>• Value proposition</li><li>• Price, value and quality</li></ul>	<b>WEAKNESSES</b> <ul style="list-style-type: none"><li>• Gap in capabilities</li><li>• Cash Flow</li><li>• Suppliers</li><li>• Lack of experience</li><li>• Areas to improve</li><li>• Causes of lose sales</li></ul>
<b>OPPORTUNITIES</b> <ul style="list-style-type: none"><li>• Areas to improve</li><li>• New segments</li><li>• Industry trends</li><li>• New products</li><li>• New innovations</li><li>• Key partnership</li></ul>	<b>THREATS</b> <ul style="list-style-type: none"><li>• Economy movement</li><li>• Obstacles faced</li><li>• Competitor actions</li><li>• Political impacts</li><li>• Environmental effects</li><li>• Loss of key staff</li><li>• Market demand</li><li>• Copyright Law</li></ul>

Our strengths can help to minimize our threats and to create more opportunities. We will gain more experience to overcome our weaknesses, making sure to not be exposed to threats. We make innovations and follow technology to the latest to face our threats.

# OPERATING PLAN

In this section, we'll explain some simple points and procedures that we take to operate things around here.

- **Order fulfillment:** Our services from the platform itself, to customer support and help desk, will be open 24/7. Managing data will be through arranging and monitoring our database, and we'll keep track of the progress made by the users of the platform by monitoring them as well. And we care about privacy, so we won't share or save any user profile info.
- **Payment:** As stated before, the platform is free to access for everyone, with a membership feature for extra benefits. From the user-perspective, when it comes to hiring or enlisting products, there are rules and regulations that they'll need to follow. Things like the pricing range and work level/experience required will be made clear and monitored by us for further confirmation.
- **Key employees:** Web developers, programmers, (digital) designers, and any artistic individuals are welcome to join us. This is a table for some of the key employees necessary for success in here.

Website developer	Importance 
Program engineer	
Coder	
Data analyst	
Designer	

- **Technology:** Using the latest technologies available on the market, our platform is as fast and clean as one can be. HTML, JavaScript, and CSS are just the few basic foundations our services are using to operate, with others for extra convenience.
- **Facilities:** Stationed in Malaysia, our office is a small studio for the time being, with a room dedicated to our database. Fully owned. We do plan on moving to a bigger office in the future, and we can't wait to see how far we'll reach.

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# MARKETING AND SALES PLAN

Promoting our business is one of the most important functions of any business. In this section, we'll provide details on some of our marketing activities, some sales strategies, and key message description.

- **Key message:** "Where entrepreneurs advance" - Wherever you may be, you'll be able to connect with other people to share ideas, and advance together. Everyone can be connected together thanks to the modern digital technology. And now, we think it's time for people to start businesses digitally as well.
- **Marketing activities:** Other than the generating traffic on our platform, our business marketing promotion options available are:
  - E-mailing
  - Business conferences
  - Joint advertising
  - Digital ads - Google ads
- **Membership subscription:** Named Connect+, it's provided for those who want to achieve more and go even further beyond. Benefits like help with funding, 24/7 priority customer support, better security, better, faster material supplying, and cloud storage system provided for all the company's necessary and important files to be safely stored on.
- **Sales strategy:** Our sales approach will be digital, online payments. Contract sales and commissioned sales people will be available.

# FINANCIAL PLAN

These are our minimum startup costs for our business from the research.

## Projected start-up costs:

START-UP COSTS				
Website			January 1, 2021	
COST ITEMS	MONTHS	COST/MONTH	ONE-TIME COST	TOTAL COST
Advertising/Marketing	12	\$ 50.00	-	\$ 600.00
Server	12	\$ 30.00	\$ 1,500.00	\$ 1,860.00
Domain	12	-	\$ 200.00	\$ 200.00
Web host	12	\$ 360.00	-	\$ 360.00
Website development		-	\$ 5,000.00	\$ 5,000.00
SSL Certificate		-	\$ 100.00	\$ 100.00
Payment System		-	-	-
Search engine optimization	12	\$ 200.00	-	\$ 2,400.00
Employee Salaries	12	\$ 5,400.00	-	\$ 64,800.00
Maintenance	6	\$ 250.00	-	\$ 1,500.00
Security	12	-	\$ 500.00	\$ 500.00
Miscellaneous		-	\$ 2,000.00	\$ 2,000.00
ESTIMATED START-UP BUDGET				\$ 79,320.00

<b>Name :</b>	<b>Matrix No :</b>	<b>Subgroup :</b>
1. Muhammad Kasyfi Bin Kamarul Hamidi	A20EC0093	1
2. Muhammad Yusri Bin Yusoff	A20EC0102	
3. Mohamad Haziq Zikry Bin Mohammad Razak	A20EC0079	
4. Dzakirin Asyraff Bin Zamsari	A20EC0030	2
5. Muhammad Aniq Aqil Bin Azrai Fahmi	A20EC0083	
6. Nur Afikah Binti Mohd Hayazi	A20EC0220	
7. Shady Nabeel Y Hamza	A20EC0267	3 ( In Charge )
8. Abdulrahman Ahmed Rafat Abdelhamid	A20EC0253	
9. Muhammad Naim Bin Abdul Jalil	A20EC0096	