

BUSINESS PLAN 'Creating of City Internet Portal'

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Abstracts

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Project Description

Essence and idea of the project: creating of Moscow information portal «VMoskve», which will unite a large number of services for the convenience of users.

Website address of the project: vmoskve.su

Sources of commercialization: banner advertising, placement of information about enterprises in the chapter «Directory» and events in the chapter «Affiche»

Audience: predominantly young audience: 18-24 years old – 34.66%, 25-34 years old – 28.93%. Small percentage (19.66%) is accounted for users aged 35-44 years and even less (13.63%) – for audience aged 45-54 and 3.12% – for people aged 55+.

Excerpts from Research

Information and referral portals are the special kind of portals, which offer users the extensive materials by area of their interest (news, articles, reviews, goods/services by branches, directory of enterprises, affiche, etc.). Through the abundance of materials, these websites are well promoted in search engines, have high attendance and that's why allow owners to ensure their goals set at the website (portal) creating:

selling the advertising places on the website;

paid placement of information;

promotion of own company or name.

The purpose of information and referral portal is providing of interesting and actual materials for users, creating comfortable conditions for assimilation of information by users.

Small towns is gradually catching up the big cities by level of the Internet penetration, the differences between regions by accessibility of network connection are effaced. More and more older people become the Internet audience.

Since autumn 2012 to autumn 2013 the growth of users number has been amounted to **%, in absolute terms the growth has been amounted to ** mln people (commensurable to St. Petersburg population). Daily audience has increased even more – it means that many users, who went online only from time to time before, do it daily now.

Number of websites in the Internet has exceeded the amount of ** recourses in 2014. It is showed by the data of the real time monitoring Internet Live Stats. As experts suggest, this tendency will be kept, although the sharp rise of recourses is not anticipated.

Taking into attention the fact that the main source of project commercialization will be the Internet advertising placed on pages of created portal, it is rationally to consider the dynamics of Internet advertising market and the main tendencies.

Volume of the Internet advertising market in 2013 has amounted to more than ** bln RUB (according to the information of Association of Communication Agencies of Russia (ACAR). In comparison with 2012, the market of Network advertising has increased by **%.

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