

# **BUSINESS PLAN 'Universal system of contactless payments «PassKit»'**

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## **Abstracts**

The report is half ready. The updating and translating process takes 3-5 business days after the order confirmation.

### **Business Plan Description**

**Project name:** «PassKit»

**Project purpose:** bringing to the market of Russia the «PassKit» project, which will be integrated with basic mobile platforms (iOS, Android, Windows, Blackberry).

**Project audience (potential users):** business; consumers of goods and services.

**Relevance to the business:** an opportunity to attract the new buyers, reducing of costs for printing of advertising products and production of plastic cards. Besides, the online-platform will allow the companies to work with the most popular mobile wallets: Apple Passbook, Samsung Wallet, Google Wallet, Pass Wallet

**Relevance to separate consumer:** this decision will allow the consumers to forget about the wallet which is constantly full up by different cards and will provide a simple access to carrying out of transactions.

### **Excerpts from Research**

During the last year the sum of sold tangible goods was 363 bln RUB (+ \*\*\* bln over the results of previous year), the sum of intangible goods was 181 bln RUB (+ \*\*\* bln over the previous year).

Experts forecast the further growth by \*\*\*% per year in average for 5 years. Considering the possible economic crisis, the projects look quite favorably.

It is possible to explain such growth by increasing of number of buyers. According to the data, which are provided in the research of Association of Companies of Internet Trade (ACIT), \*\*\* mln people buy online. This is about \*\*\*% of total amount of Internet users. Herewith the growth in 2013 was \*\*\*% – about \*\*\* mln people. The basic growth is taken due to the regions and as the consequence due to the buyers with low income.

According to the research of Russian market of mobile Internet, the portrait of mobile Internet user was made, the most popular mobile platforms and models of smartphones were revealed and also the geography of mobile Internet penetration was studied. Most often the mobile versions of sites are visited via Samsung devices (\*\*\*%), Apple gadgets (\*\*\*%) are second, Nokia (\*\*\*%) closes the top three. As for the operating system, the most of visitors of mobile versions of sites are the owners of Android based devices (\*\*\*%). In the second place, iOS is (\*\*\*%), in third place – J2ME (\*\*\*%). 5% of visitors use the devices with Symbian operating system, 3% – with Windows Phone.

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