

Business plan "System of Online Payments Accepting and Control" (with financial model)

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Abstracts

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Business plan 'System of Online Payments Accepting and Control'

Adaptation of this business plan is possible for similar project on the territory of Russia and countries of CIS.

Essence and idea of the project: creation of the payment service «EQ-Pay».

Specifics of the project: creation of unified system of acceptance and control of online payments, which integrates the different payment systems and is a mediator between Internet entrepreneurs and online buyers of goods and services.

Audience of the project: segments of B2B (Internet entrepreneurs) and B2C (final consumers, payers). The Russian-speaking population of CIS, European countries and the USA, which conducts the entrepreneurial activity in the territory of mentioned countries, were considered as B2B audience.

A state of the market:

volume of global e-commerce market by results of 2013 has amounted to 1,248.4 bln USD and increased by 18% in comparison with the similar indicator of 2012;

global turnover of e-commerce even in the current year 2014 will exceed the level of 1.5 trln USD and till 2017 it will amount to 2.4 trln USD approximately;

according to the experts, besides the countries of Asia-Pacific region, the leaders of growth are Russia, Argentina, Mexico, Brazil, Italy and Canada;

the Russian market of e-commerce tends to increase in 4 times till 2018: the share of online trading in the total volume of retail in Russia will increase from 3% to 12% during the next few years.

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