

# Business plan "System of Online Payments Accepting and Control"

<https://marketpublishers.com/r/B90DAF7859DEN.html>

Date: December 2014

Pages: 81

Price: US\$ 700.00 (Single User License)

ID: B90DAF7859DEN

## Abstracts

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

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.

## Contents

### **1. PROJECT DESCRIPTION**

### **2. ANALYSIS OF MARKET OF ELECTRONIC PAYMENT SYSTEMS (EPS)**

#### 2.1. Global Market of E-Commerce

#### 2.2. Global Market of Electronic Payment Systems

##### 2.2.1. Market Key Players

##### 2.2.2. Market Forecasts

##### 2.2.3. Tendencies of Electronic Payments Market by Countries and Regions

#### 2.3. Project Audience

### **3. DESCRIPTION OF SERVICES**

#### 3.1. Basic Algorithms of the Service

#### 3.2. Main Clients' Groups

#### 3.3. Potential of Project Services Development

#### 3.4. Requirements for the Users' Identification

#### 3.5. Prohibited Business Categories in Accordance to the Requirements for Project Implementation

#### 3.6. Prohibited Jurisdictions

#### 3.7. Anti-Terrorism Measures and Anti-Money Laundering of Project

#### 3.8. Security and Fraud Prevention

### **4. PROJECT PARTNERS**

### **5. COMPETITIVE ENVIRONMENT**

### **6. PROJECT MARKETING**

### **7. PROJECT PERSONNEL**

### **8. FINANCIAL PLAN**

#### 8.1. Assumptions of the Project

#### 8.2. Seasonality of the Project

#### 8.3. Sales Volume of Project Services

#### 8.4. Revenue of the Project

8.5. Personnel of the Project

8.6. Categories of Costs by the Project

8.7. Cash Flow Statement

8.8. Basic Financial Indicators of Economic Efficiency of the Project

## **9. SENSIBILITY ANALYSIS OF PROJECT**

INFORMATION ABOUT THE «VTSConsulting» COMPANY

## List Of Tables

### LIST OF TABLES, FIGURES AND DIAGRAMS

Table 1. Summary Table of the Main Online Payment Methods in Different Regions of the World

Table 2. Number of Russian-Speaking Population of CIS

Table 3. Number of Audience by Countries of the CIS

Table 4. Number of Audience by the Countries

Table 5. Potential Number of Companies (Project Audience), units

Table 6. Restrictions on Use of Service

Table 7. Project Partners

Table 8. Profile of the Robokassa Service

Table 9. Profile of the Z-PAYMENT Service

Table 10. Profile of the DENGI ONLINE Service

Table 11. Profile of the PLATRON Service

Table 12. Profile of the PAY2PAY Service

Table 13. Profile of the WALLET ONE Service

Table 14. Profile of the PAYONLINE Service

Table 15. Profile of the NEXTPAY.RU Service

Table 16. Profile of the ONPAY.RU Service

Table 17. Profile of the PAYANYWAY Service

Table 18. Table of the ICEPAY Service

Table 19. Profile of the PLATON Service

Table 20. Project Marketing

Table 21. Detailing of the Project Advertising Campaign

Table 22. Calendar Plan of Marketing Strategy

Table 21. Manning Table and Wages of Personnel

Table 22. Responsibilities of Personnel

Table 25. Assumption of the Project

Table 26. Seasonality of the Project

Table 27. Sales Volume of Project Services

Table 28. Revenue of the Project

Table 29. Revenue of the Project by Years

Table 30. Personnel of the Project (Costs)

Table 31. Costs by the Project

Table 32. Cash Flow Statement

Table 33. Cash Flows of the Project by Years

Table 34. Basic Indicators of Project Economic Efficiency

Diagram 1. Types of Electronic Payments

Diagram 2. Global Amount of Transactions via EPS

Diagram 3. Global Volume of Payments

Diagram 4. Turnovers of Payments via EPS, trln RUB

Diagram 5. Seasonality of the Project

Figure 1. Benefits of System for the Internet entrepreneurs

Figure 2. Algorithm of Registration in the Service System

Figure 3. Algorithm of Service Operation

Figure 4. Algorithm of Identification

Figure 5. Algorithm of Identification for Companies

## I would like to order

Product name: Business plan "System of Online Payments Accepting and Control"

Product link: <https://marketpublishers.com/r/B90DAF7859DEN.html>

Price: US\$ 700.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B90DAF7859DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970