

Sample Business Plan for Selling the E-Bicycles

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Abstracts

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Idea:

Creation of online store for selling E-bicycles. E-bicycles that are known also as E-Bikes differ from the usual ones because they have a small electric motor and accumulator.

Market:

Chinese companies which interfere actively on the markets of different countries now, are the world leaders in the sphere of producing E-bicycles. World market of E-bicycles will be growing moderately – 3, 1 % (CAGR during period between 2013 and 2020). Market of E-bicycles in Russian Federation in 2013 made about 10 000 pieces. In 2013 «Eltreco» company had about 81% of Russian market of E-bikes; the last 19% were divided between other manufacturers of two-wheeled E-vehicles. Market of E-bicycles in Russia will grow slowly, still steadily during the rest part of this decade.

Competitiveness:

Nowadays, there are two large and popular trade marks on the market of E- transport – «Eltreco» and «Ecobike.pro». «GRACE» company works in premium segment; they are producers of elite E-transport, as well as aforementioned «Eltreco» company.

Financial plan:

Two scripts for developing the project were worked out in the financial plan. In the script ?1 there is a plan for selling of *** E-bicycles of 4 models annually: «F1», «Storm», «Hummer», «Terminator». In the script ?2 there is a plan for selling of *** E-bicycles of

the same models during the first year *** items during the second year.
Planning time frame is 2 years in total.

Contents

RESUME

CHAPTER 1. MARKET ANALYSIS

- 1.1. Market description
- 1.2. Perspective of world E-bicycles market development
- 1.3. Market problems

CHAPTER 2. PRODUCTS SUPPLY

CHAPTER 3. PARTNERS AND VENDORS

- 3.1. Vendors
- 3.2. Partners

CHAPTER 4. COMPETITIVENESS

- 4.1. Low-cost market segment
- 4.2. Medium-cost market segment
- 4.3. High-cost market segment

CHAPTER 5. MARKETING PLAN

- 5.1. Creation of online store
- 5.2. Search engine optimization
- 5.3. Contextual advertising
- 5.4. Social network promotion
- 5.5. Exhibitions

CHAPTER 6. FINANCIAL PLAN. SCRIPT ?1

- 6.1. Necessary investments
- 6.2. Monthly profits and losses
- 6.3. Free cash flow
- 6.4. Economic data

CHAPTER 7. FINANCIAL PLAN. SCRIPT ?2

- 7.1. Necessary investments
- 7.2. Monthly profits and losses
- 7.3. Free cash flow
- 7.4. Economic data

CHAPTER 8. RESULTS OF FINANCIAL FORECAST AND THEIR ANALYSIS

- 8.1. Main results
- 8.2. Project's results stability analysis in cases of risk occurrence

LIST OF BUSINESS PLAN APPLICATIONS

Comparison of financial ratio, scripts ?1 and ?2

Table 1.1. Variation of E-bicycles types by the regions

Diagram 1.1. Geographical structure of import in Russia, 2012 (in kind), %

Diagram 1.2. Geographical structure of import in Russia, 2012 (money terms), %

Diagram 1.3. Structure of E-transport import in Russia, 2012, % (in kind)

Diagram 1.4. Structure of E-transport import in Russia, 2012, % (money terms)

Diagram 1.5. Structure of E-bicycles market in Russia, 2012

Diagram 1.6. E-bicycles sales forecast by regions during period of 2013-2020.

Diagram 5.1. Key social media redistribution by the criterion of monthly visiting in Russian Federation, thsd. people.

Diagram 6.1. Investments structure

Diagram 7.1. Investments structure

Table 8.1. Comparison of financial ratio, scripts ?1 and ?2

Diagram 8.1. Pay-back graph by the script ?1

Diagram 8.2. Pay-back graph by the script ?2

Table 8.1. E-bicycles sales price reduction on 20%

Table 8.2. E-bicycles net cost rising on 10%

Table 8.3. Current cost rise of warehouse, showroom, office rent on 50%

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