

# BUSINESS PLAN



## Agency of Internet Marketing «DIGITAL-Effect»



*Adaptation of this business plan is possible for similar project around the world.*

## **Project Description**

**Project purpose:** attraction of investment for the expansion of the agency of effective marketing «**DIGITAL-Effect**», which provides the services of system marketing in offline and online environments on the territory of Siberian Federal District (further – SFD) and Far East.

### **Direction of activities:**

- organization of business-events;
- brand promotion in the Internet (SMM, SMO, SEO, e-mail-marketing, content-marketing);
- reputation management;
- complex PR-support in the Internet, reputation management, promotion, publicity;
- subscription services.

### **Project target audience:**

- brand-managers of companies and corporations (advertising campaigns for the support of brand/product);
- marketing departments of companies and enterprises (routine work, remote servicing);
- PR-agencies (all directions and types of services);
- Separate individuals, companies, organizers and founders of events, representatives of the sphere of event marketing.

### **Financial indicators of the project:**

Indicator	Unit	Value
Necessary investment	RUB	***
NPV	RUB	***
IRR	%	***
Payback period	years	1.00
Discounted payback period	years	1.00

## Excerpts from Research:

The total amount of enterprises, which potentially are included into the project audience, amounts to \*\*\* units (Novosibirsk Region), among them the largest representation is accounted for the enterprises of categories of wholesale and retail trade as well as enterprises and companies which carry out the transactions with real estate.

Due to the analysis of the Internet marketing market of the Russian Federation, Novosibirsk and Novosibirsk Region and due to the consideration of tendencies of the Internet-segment growth on the studied territory, it is possible to make the following conclusions.

Many funds are invested into the Internet promotion and the significant part of business becomes dependent on the results of this work. Due to this, the issue of reliability of methods, professionalism of performer and wide range of services gains more and more importance: the total amount of marketing market participants in Russia amounts to more than \*\*\* approximately (or about \*\*\*% of worldwide number) actively operated units.

The complicated and effective services make the future. According to the market participants, objectives of clients become more difficult and require more and more qualification and services for the analyzing of conversion of promotion services and Internet advertising (of KPI projects, application of web-analytics). Together with it, the numbers of companies which specializes in issues of Internet marketing and branding has increased by \*\*\*% in 2013 (in comparison with 2012) and amount to \*\*\* companies.

The average assessment of volume of marketing consulting market has also increased – by \*\*\*% (in comparison with level of 2012) – and reached \*\*\* mln USD.

These indicators show the absolute potential of further development of the Internet-marketing segment and the necessity of market entrance of qualified specialists, which will be able to satisfy the growing demand. For today, the quality, creativity and prices level are the main parameters for the estimation of work of marketing consulting agency, and the client is ready to pay more: the average indicator of the actual growth of the budget for marketing amounts to + \*\*\*% over the level of 2012.

As for Novosibirsk, the current absolute indicators of media market in 2013 amounted to \*\*\* mln RUB (VAT not included), in comparison with 2012 the market grew by \*\*\*% (about \*\*\* mln RUB (VAT not included) in absolute terms). Among dynamical indicators of growth of media space segments the better indicator accounts for the Internet – with the growth rate \*\*\*%. The Internet segment in 2013 earned about \*\*\* mln RUB (VAT not included) and increased by \*\*\* % in comparison with 2012. Herewith relatively to segments, the profit is divided in such way: \*\*\*% – creation and development of sites, \*\*\*% – SEO-promotion, \*\*\*% – contextual advertising.

Thus, it is possible to say that leading activeness directions of «DIGITAL-Effect» agency forms the total volume of profit of similar companies in the market, which confirms the perspective and profitability of chosen project.

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- ✓ with the purchase of the business plan of the  
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getting a consultation from specialists who have  
worked on a specific business plan*
- ✓ during one to two hours our team will be ready to  
answer all questions related to the structure and  
content of the business plan*

*Respectfully,  
«VTSConsulting» team*

## INFORMATION ABOUT THE «VTSConsulting» COMPANY

«VTSConsulting» company was founded in May 2010 by a team of professionals led by Vladyslav Tsygoda. Vladyslav Tsygoda is a business consultant, a recognized leader in the field of business planning in the CIS countries (according to the portal free-lance.ru), today he is the head of the rating of the consulting company.

Development of business plans, feasibility studies, investment memorandums, financial models and business presentations are the main directions of the team, which includes highly skilled analysts.

Experience of the team in the development of investment documents is more than 6 years, and today «VTSConsulting» is the only company in Ukraine, which is a partner of the project «RBC. Market research».

### «VTSConsulting» team and principles of work

- ✓ a unique approach to solving problems;
- ✓ an impeccable reputation and a high degree of customer confidence;
- ✓ high professionalism regardless of field of study;
- ✓ practical experience, including the implementation of complex highly specialized projects.

**We appreciate greatly the cooperation with each customer.  
And we are proud of our customers!**

LLC «Zemleugodie-Invest», OJSC «Votkinsky plant», SPE «Stealth», State Enterprise UkrSRIPRI «Masma», «Reproto Technologies», «VOK Montage Service» company, LLC «PRIIMAS»	«Petrovizard» company , Port Temryuk, LLC «Spetsbudproekt», group of companies «SEMPROGROUP», LLC «Maximus Construction», «Rosmolodezh», LLC «Sisif Service», LLC «Plant TITAN», LLC «Project K»,	LLC «Portal Logistics», SPK «Nauka», I.N. Frantsevich Institute of Materials of NAS of Ukraine, NTUU «KPI», Science Park «Kyiv Polytechnic», The Russian Government, Verkhovna Rada of Ukraine
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This is not a complete list of those  
who was pleased with the cooperation with «VTSConsulting».

«VTSConsulting» company is a team of professionals, whose knowledge and experience will allow you to save money, nerves and time: preparation of investment documents will take from 4 to 10 days.

Our customers recommend us to their friends and partners, because we work for the results and complete satisfaction of a Client. Thus, ordering business plan, information or investment memorandum from us, you do not just spend money.

**You invest.**

*Respectfully,  
Vladyslav Tsygoda,  
the head of «VTSConsulting»*