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1. Executive Summary



1. Executive Summary

Business Idea

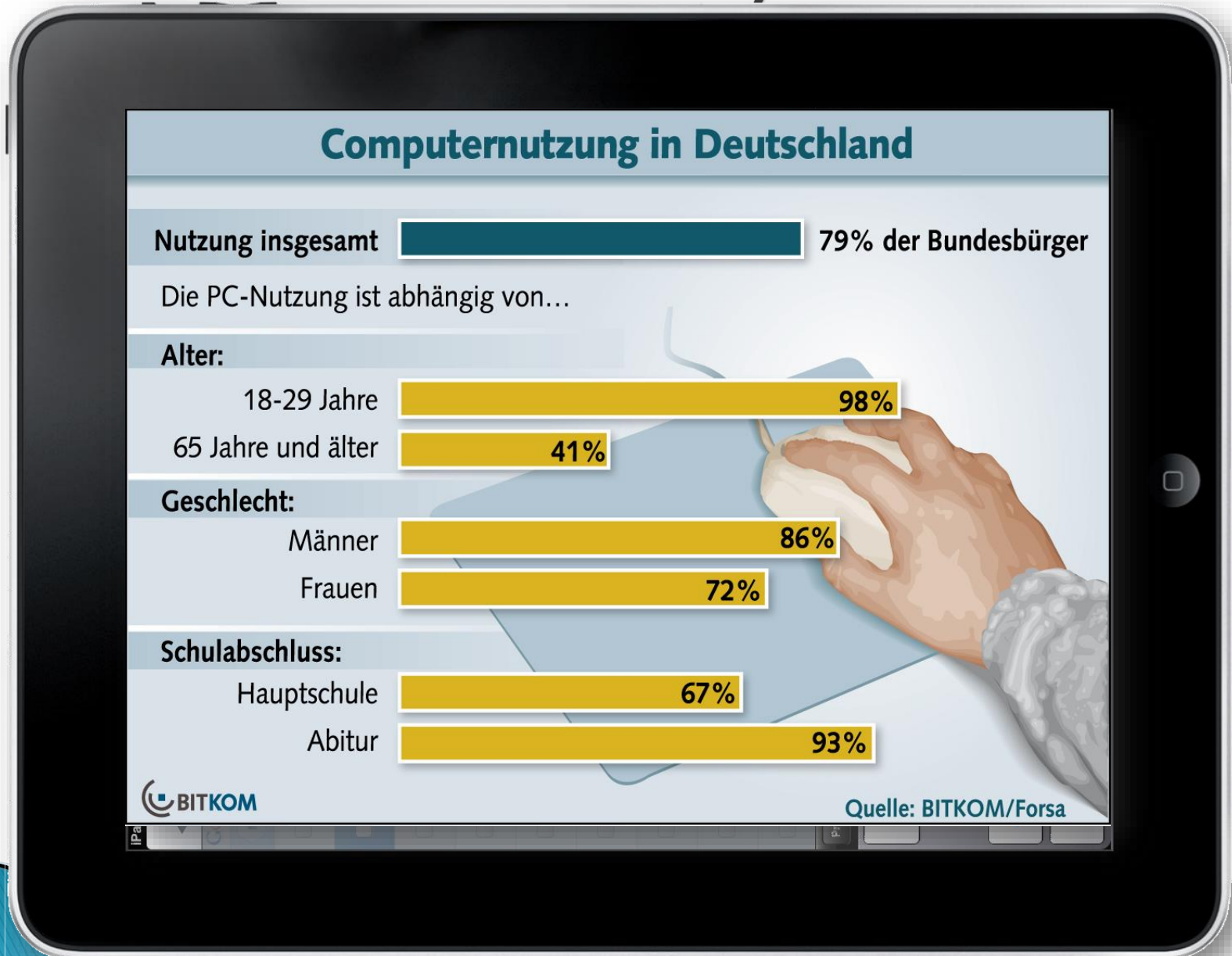
Based on our education in IT-Sciences and our longstanding work experience in the computer branch we are now ready for the final step in our career by founding a computer specialty store in customer's immediate proximity.

1. Executive Summary

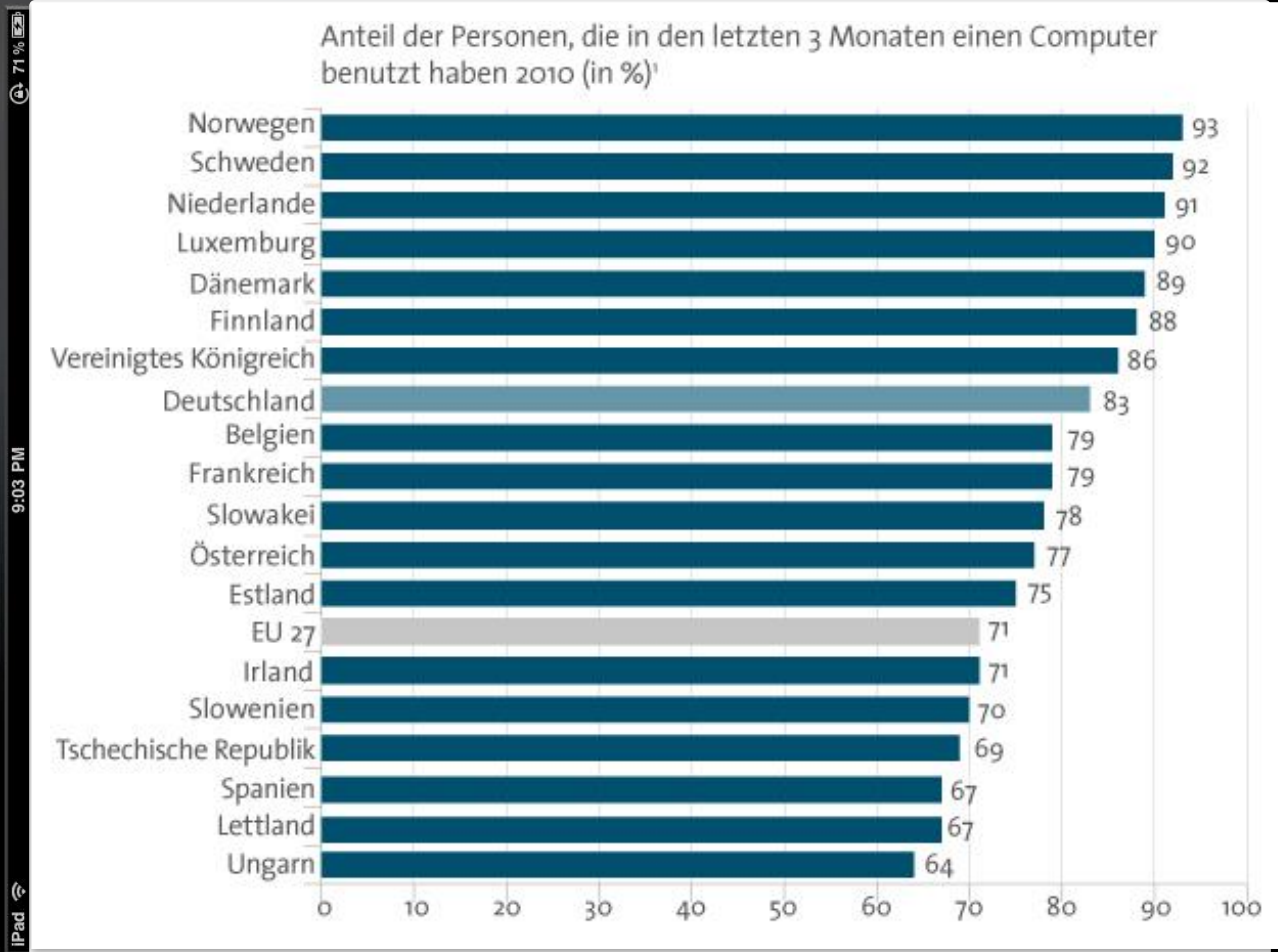
Business Idea

- 
- A person's hands are holding a tablet computer. The tablet screen displays a white slide with a black border. At the top of the slide, there is a status bar with the text "iPad" on the left and "9:41 AM" on the right. Below the status bar, there is a single bullet point in black text. The background of the slide is white. The person's hands are visible on the left and right sides of the tablet, holding it from the edges. The background of the entire image is white, with a blue and black decorative graphic in the bottom left corner.
- Today computers are an essential part in our lifes

1. Executive Summary

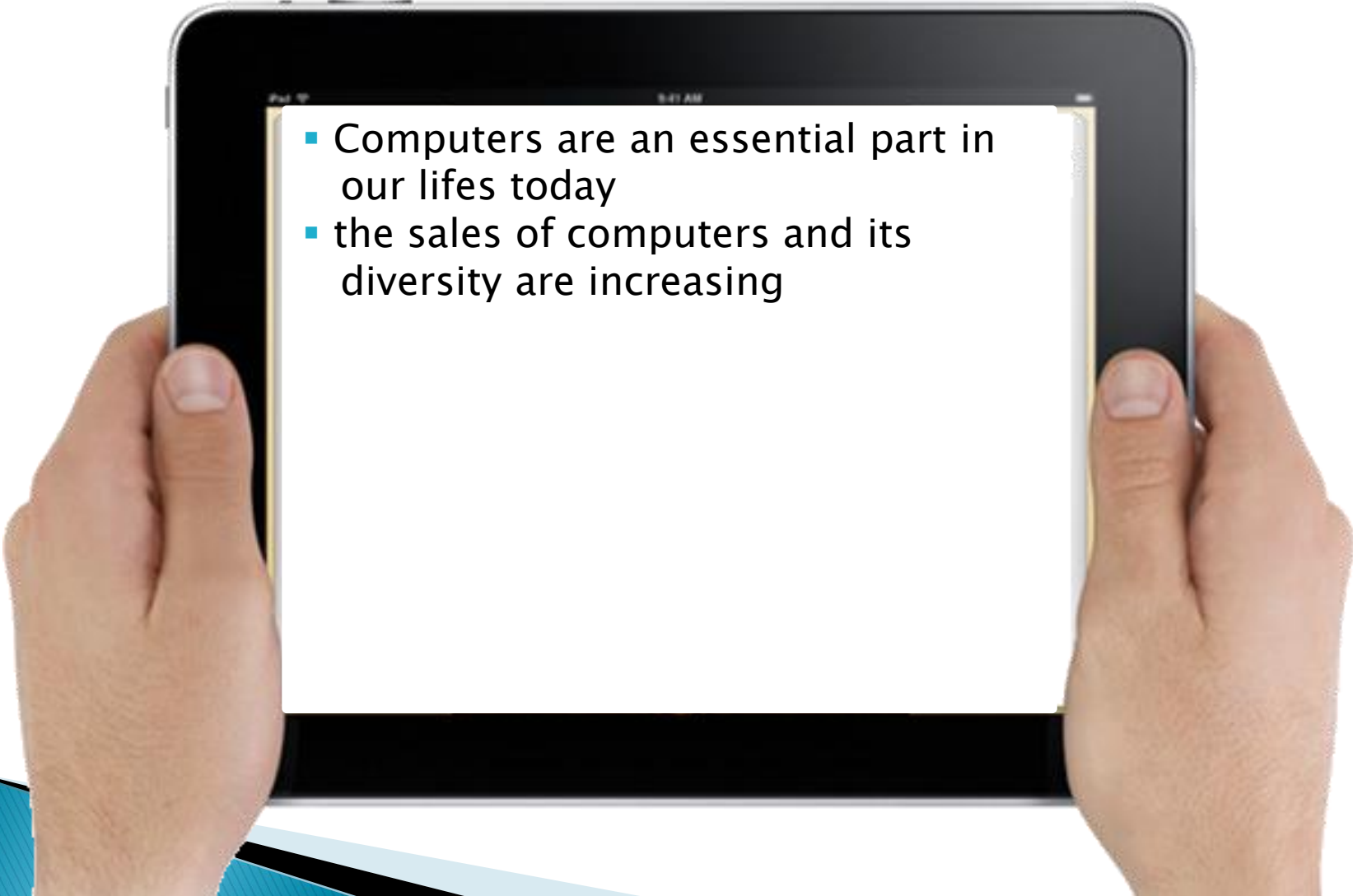


1. Executive Summary

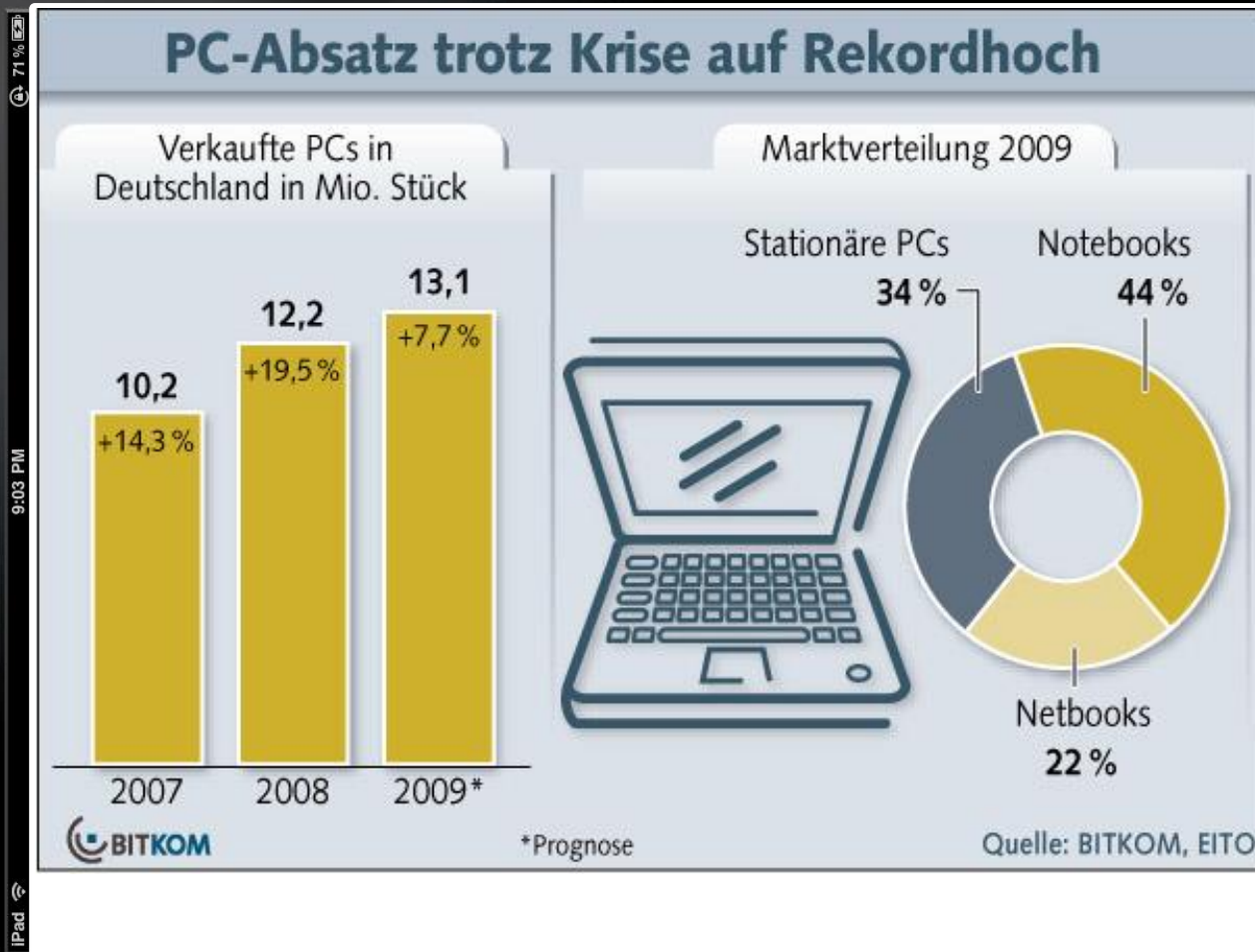


1. Executive Summary

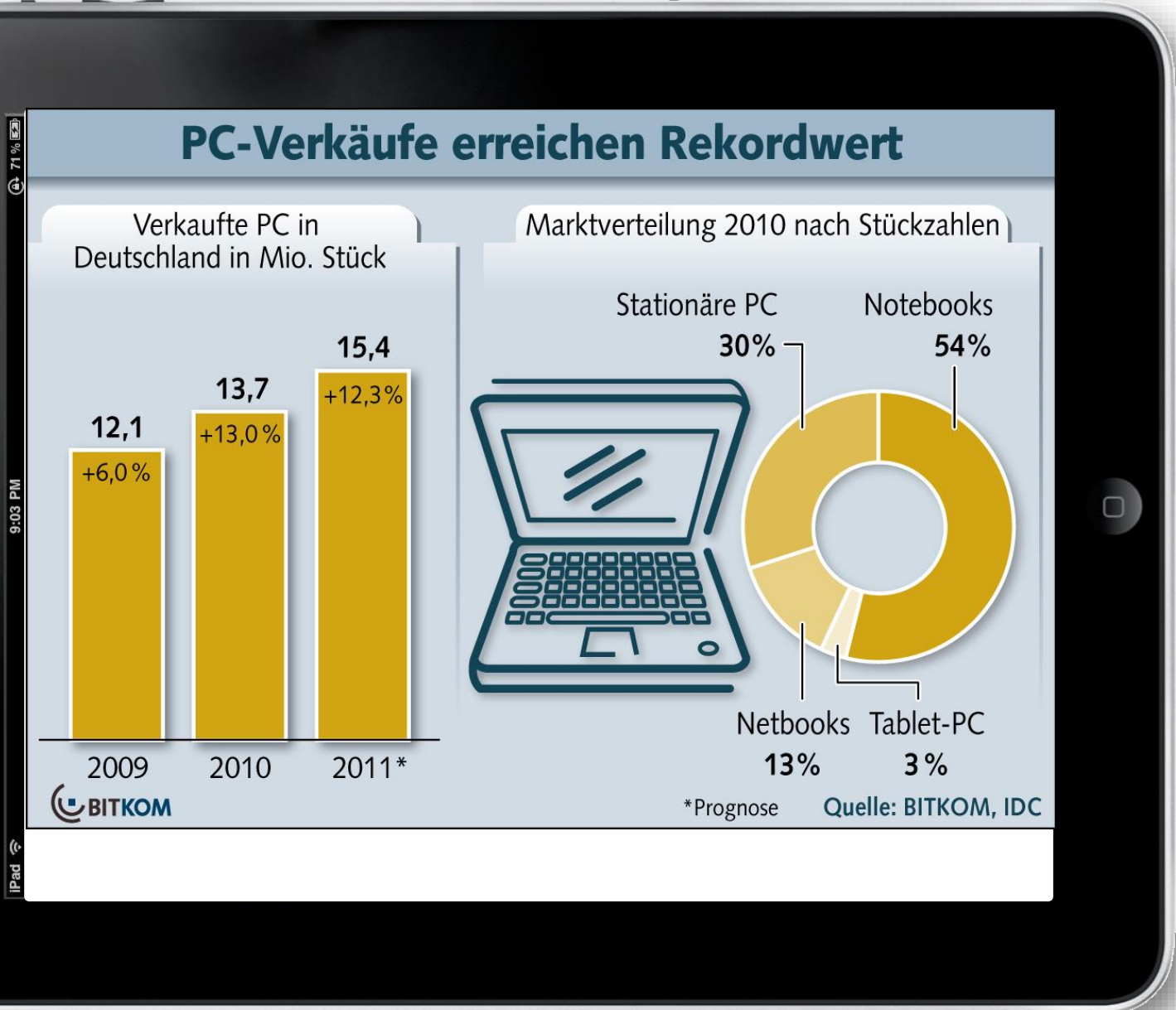
Business Idea

- 
- A pair of hands is shown holding a black tablet. The tablet screen displays a white slide with two bullet points. The top of the screen shows the status bar with 'iPad' on the left and '9:41 AM' on the right. The background of the slide is white with a thin yellow border. The hands are positioned on the left and right sides of the tablet, with thumbs resting on the bottom edge.
- Computers are an essential part in our lives today
 - the sales of computers and its diversity are increasing

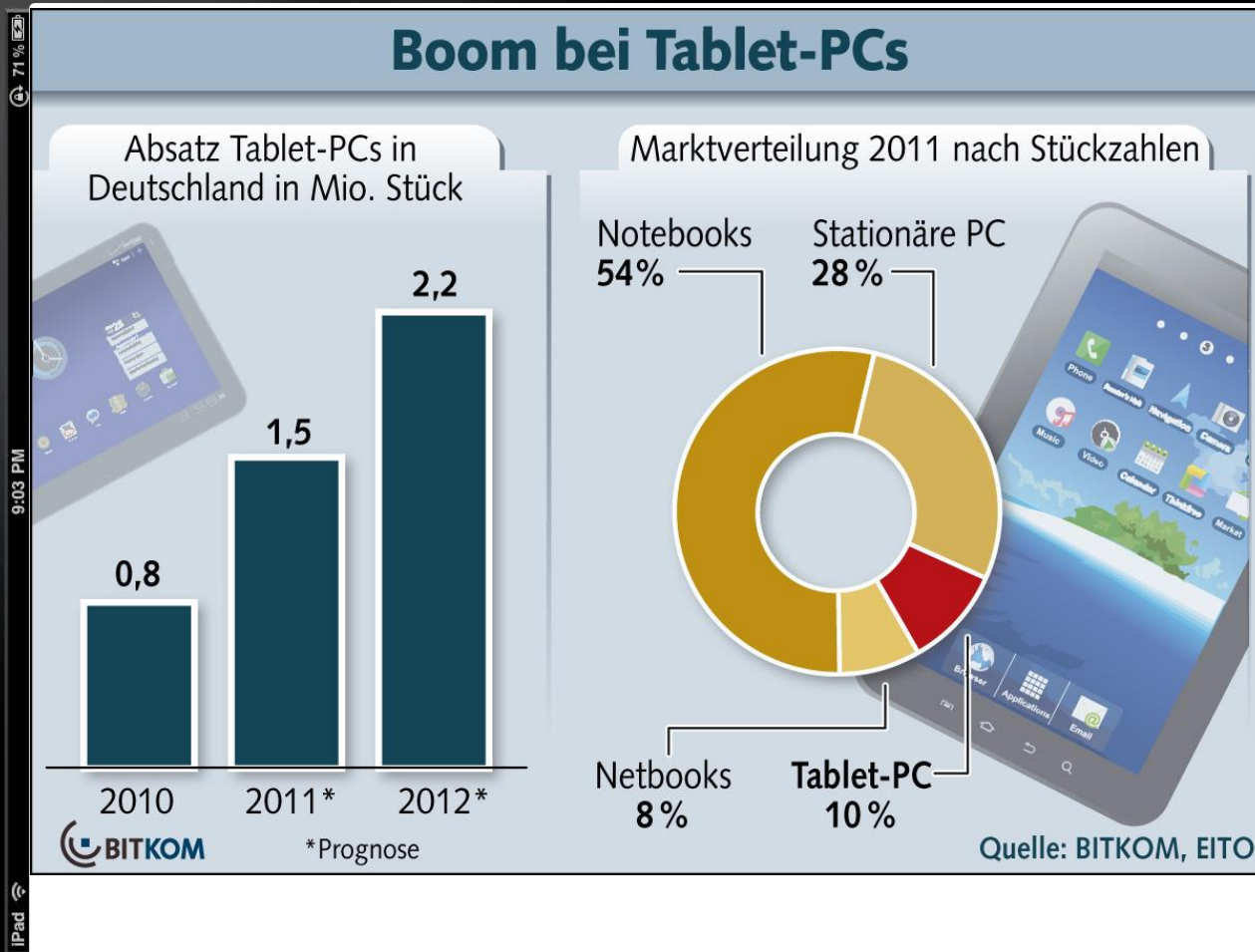
1. Executive Summary



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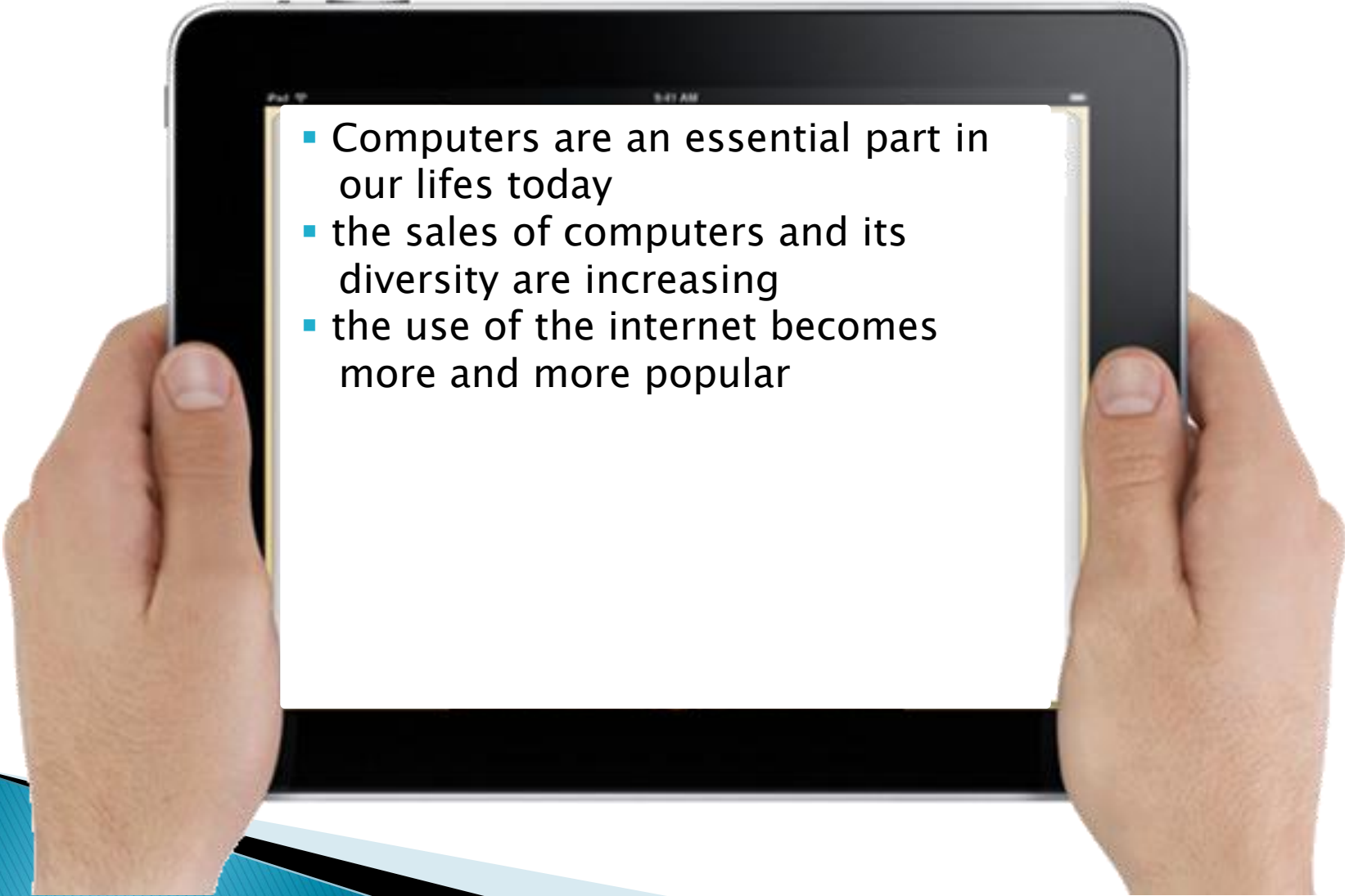


1. Executive Summary

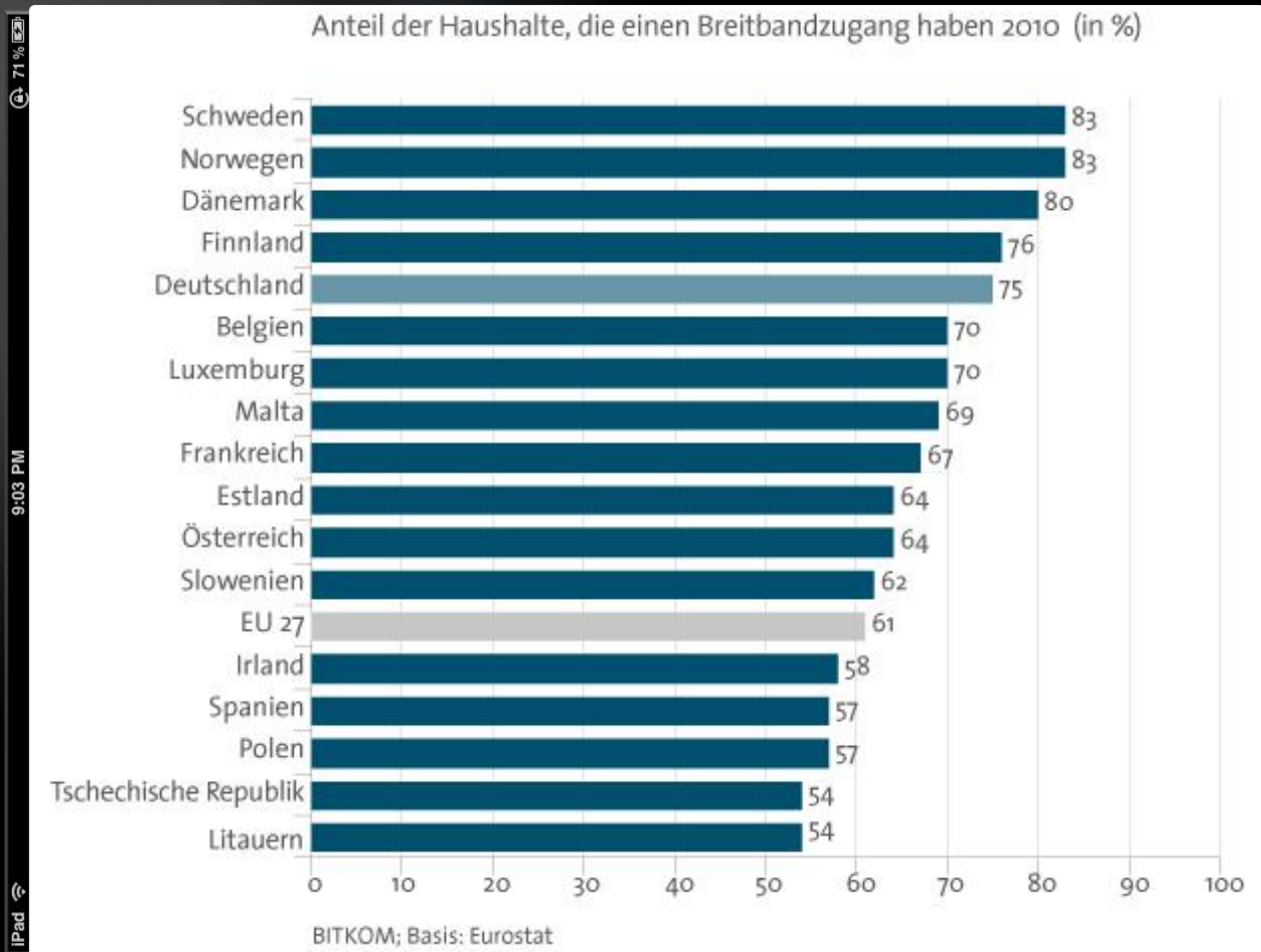


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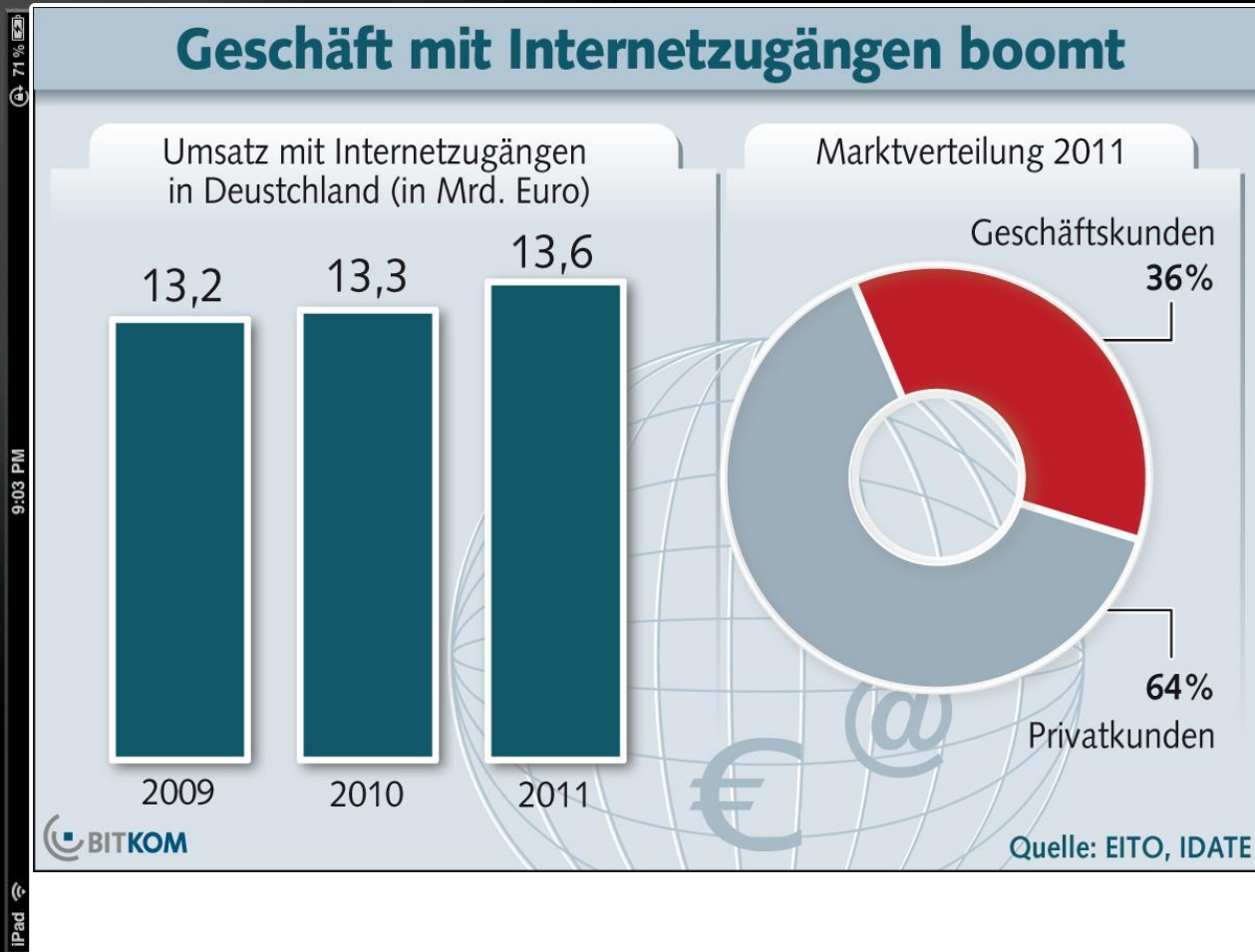
Business Idea

- 
- A pair of hands is shown holding a black tablet. The tablet screen displays a white rectangular area containing a bulleted list. The list consists of three items, each preceded by a blue square bullet point. The text on the screen is black and reads: 'Computers are an essential part in our lives today', 'the sales of computers and its diversity are increasing', and 'the use of the internet becomes more and more popular'. The background of the slide is white, with a blue and black decorative graphic in the bottom-left corner.
- Computers are an essential part in our lives today
 - the sales of computers and its diversity are increasing
 - the use of the internet becomes more and more popular

1. Executive Summary

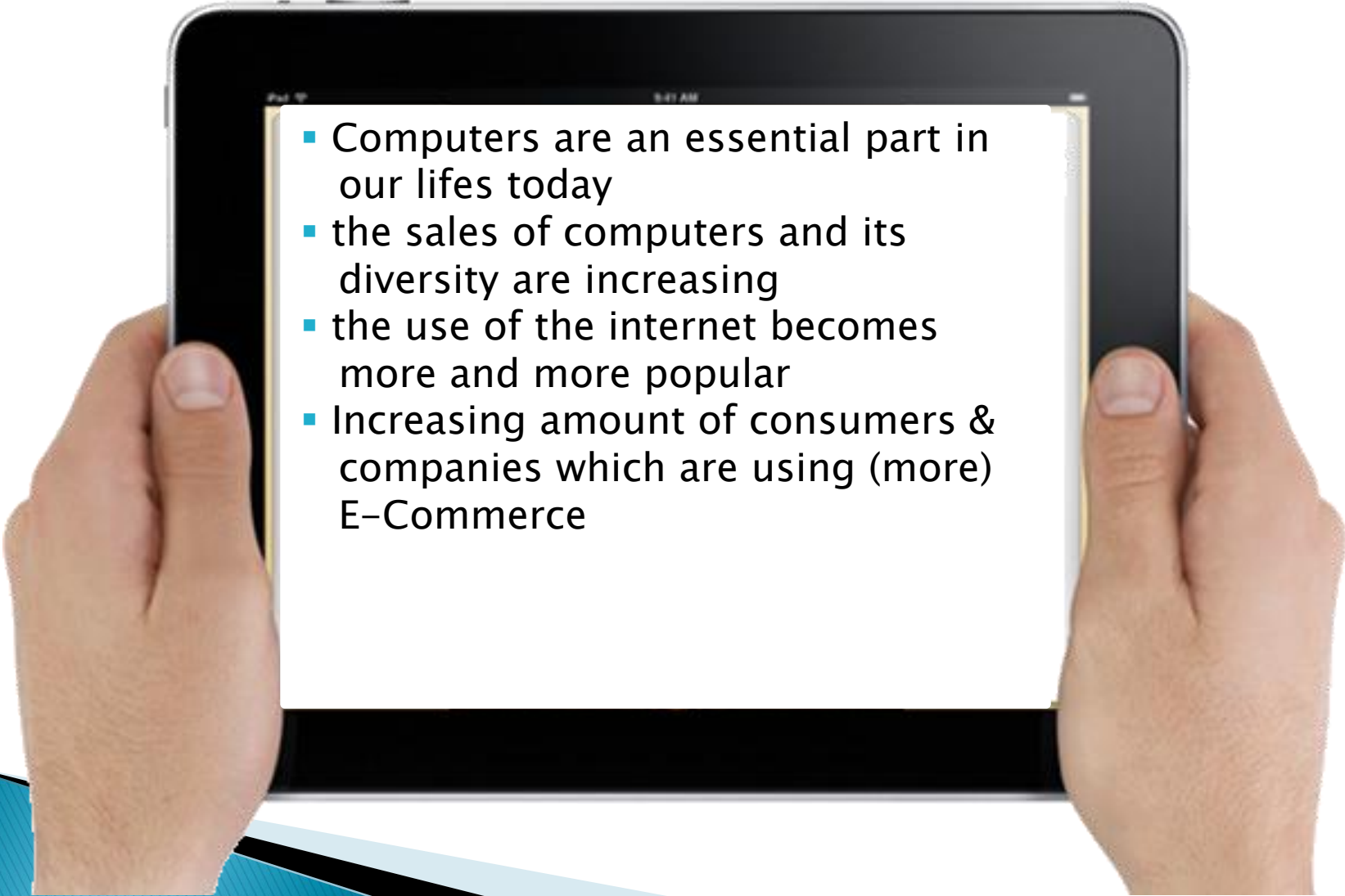


1. Executive Summary



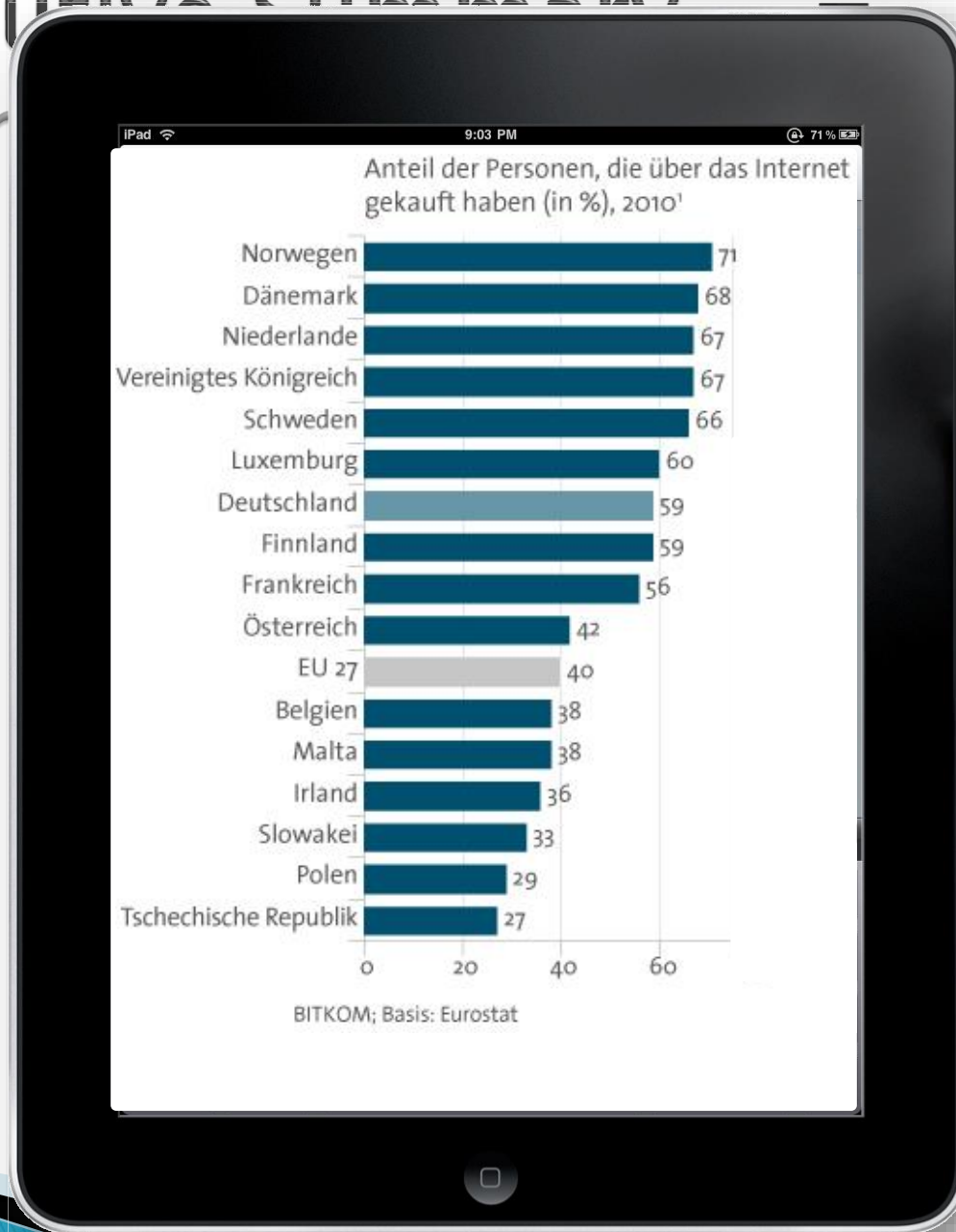
1. Executive Summary

Business Idea

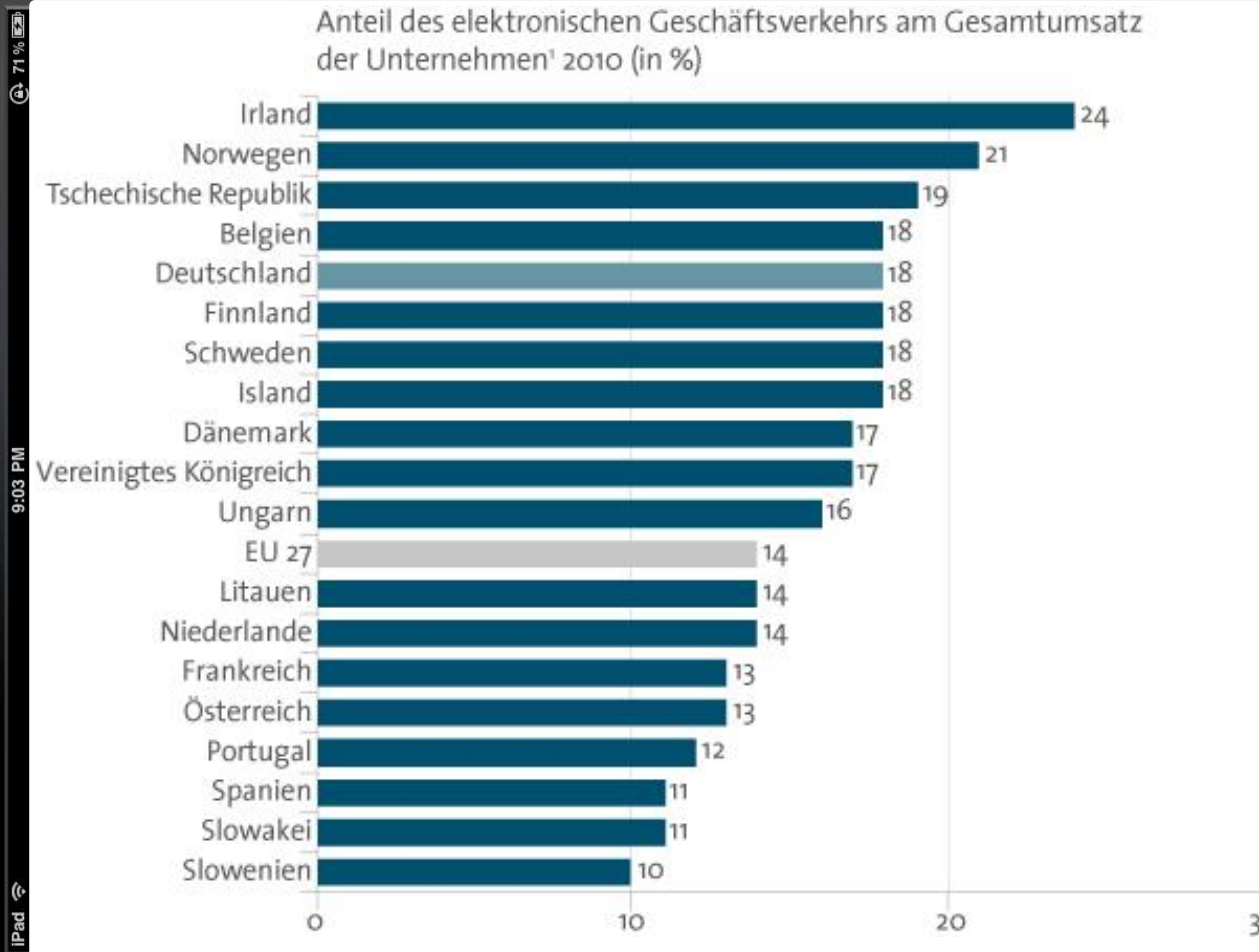
- 
- A pair of hands is shown holding a black tablet. The tablet screen displays a white rectangular area containing a bulleted list. The list consists of four items, each preceded by a small blue square bullet. The text on the screen is black and reads: 'Computers are an essential part in our lives today', 'the sales of computers and its diversity are increasing', 'the use of the internet becomes more and more popular', and 'Increasing amount of consumers & companies which are using (more) E-Commerce'. The background of the slide is white, with a blue and black decorative graphic at the bottom left corner.
- Computers are an essential part in our lives today
 - the sales of computers and its diversity are increasing
 - the use of the internet becomes more and more popular
 - Increasing amount of consumers & companies which are using (more) E-Commerce

1. Executive Summary

Business




1. Executive Summary



1. Executive Summary

Business Idea

- 
- Computers are an essential part in our lives today
 - the sales of computers and its diversity are increasing
 - the use of the internet becomes more and more popular
 - Increasing amount of Consumers & companies which are using (more) E-Commerce
 - Life without computers / Internet is now and prospective not imaginable

1. Executive Summary

Business Description



Our Services:

- ✓ 24h IT-Service
- ✓ Hardware / Software Sale
- ✓ Hardware Assembly & Installation by Order
- ✓ Hardware Rental
- ✓ Online Store
- ✓ Hardware Recycling
- ✓ Expert consultation



MacBook Pro

2. Products & Services



2. Products & Services

Array of Products

- ▶ Desktop Computers
- ▶ Laptops
- ▶ Netbooks & Ultrabooks
- ▶ Tablet PCs
- ▶ Hardware (Printer, Scanner, Displays, Harddisks etc.)
- ▶ Software (Operating Systems, Games etc.)

2. Products & Services

Services

- ▶ 24 hours available
 - Shop open Mo–Sa from 08:00 – 18:00 Uhr
 - Available by call from Mo – Sa 24 hours
- ▶ Repair & Recycle Service
- ▶ Hardware Assembly & Installation by Order
- ▶ Hardware Rental
- ▶ Online Store
- ▶ Expert Consultation

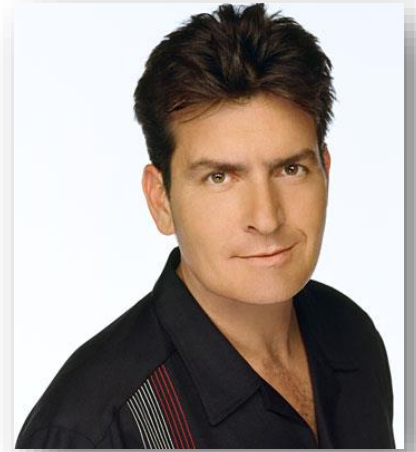
3. Founder's Profile



3. Founder's Profile

Peter Lustig

- 36 years old
- Married
- Bachelor of Computer Sciences
- Master of Arts in IT-Management
- 10 years working experience as IT-Specialist in a large electronic Company



3. Founder's Profile

Paul Aner

- 38 years old
- Married, 2 children
- Apprenticeship as computer vendor
- Employee at large electro chain store
- Head of a small household supply store



3. Founder's Profile

Student assistant

- Flexible applicable
- Familiar in handling Computer Hardware / Software
- Competent and reliable



4. Market Analysis



4. Market Analysis

Target Market

- ▶ Generally:
 - Everyone who is interested in Computers and appropriated Equipment
 - No age limit
- ▶ Persons...
 - ... who feel themselves not secure in handling with computers
 - ... who are not able to leave their flats
 - ... who like online shopping

4. Market Analysis

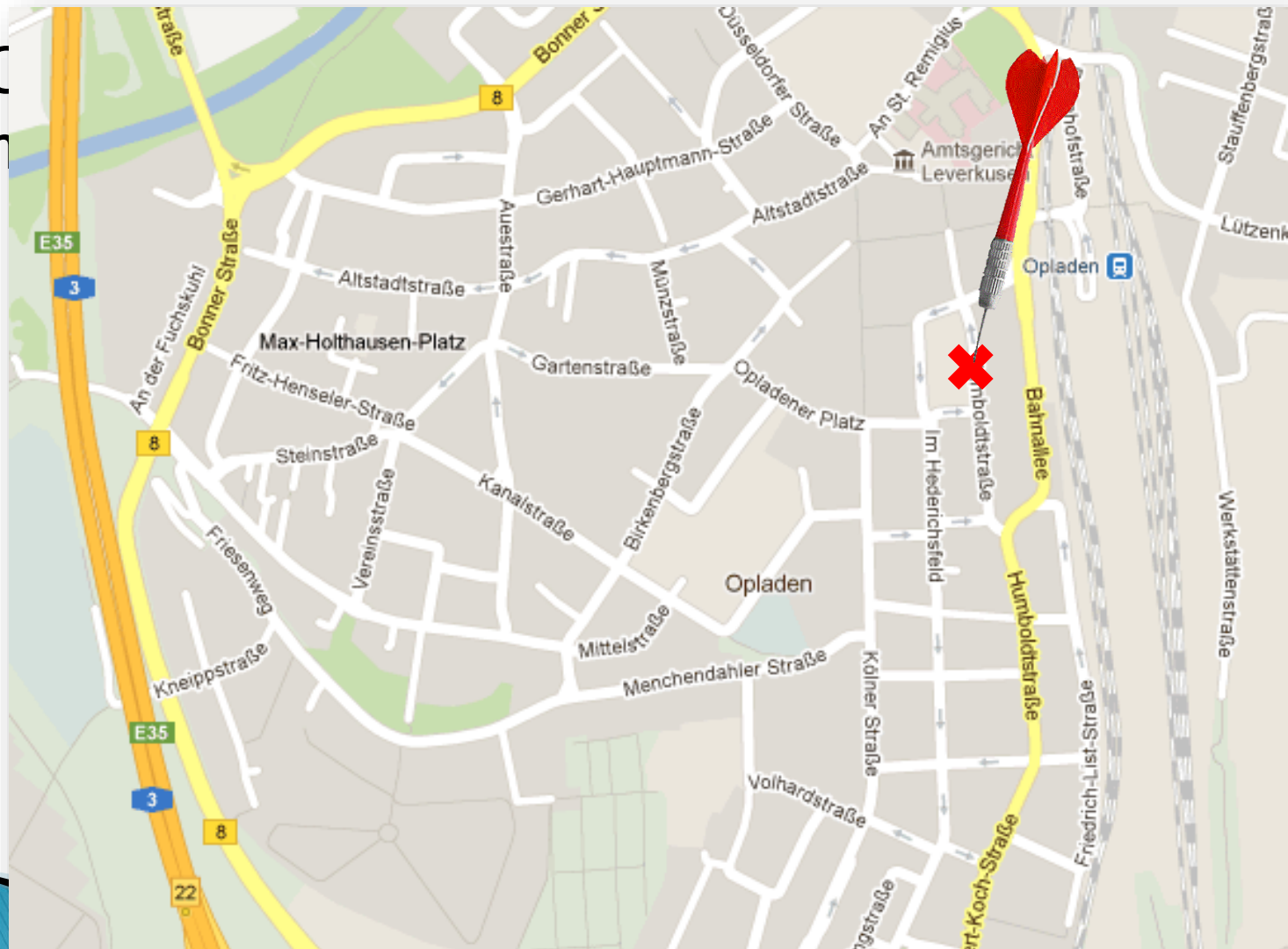
Location

- ▶ City: **Leverkusen–Opladen** (West–Germany)
 - founder's hometown
 - Secure & clean district
- ▶ Located close to the main pedestrian area

4. Market Analysis

Location

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h



4. Market Analysis

Location

- ▶ City: **Leverkusen–Opladen (West–Germany)**
 - founder's hometown
 - fast available and no travel
 - Secure & clean district
- ▶ Located close to the main pedestrian area
- ▶ On-site parking

4. Market Analysis

Location



(West-Germany)

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o travel

RICT

pedestrian area



4. Market Analysis

Location

- ▶ City: **Leverkusen–Opladen** (West–Germany)
 - founder's hometown
 - fast available and no travel
 - Secure & clean district
- ▶ Located close to the main pedestrian area
- ▶ On–site parking
- ▶ Good freeway access (A1, A3, A59)
- ▶ 100 m² area
 - 70 m² shop floor
 - 30 m² storage area

4. Market Analysis

Competitive Context

- ▶ Strong demand for Computers / Equipment
→ thus large amount of Vendors
- ▶ Vendors reaching from small Stores up to large Electronic Companies

expert



MediaMarkt

 **SATURN**

ProMarkt

4. Market Analysis

Competitive Context

- ▶ Strong demand for Computers / Equipment
→ thus large amount of Vendors
- ▶ Vendors reaching from small Stores up to large Electronic Companies
- ▶ Fierce Competition in internet by Auction Platforms and Cybermechants



4. Market Analysis

Competitive Context

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→ thus large amount of Vendors
- ▶ Vendors reaching from small Stores up to large Electronic Companies
- ▶ Fierce Competition in internet by Auction Platforms and Cybermechants
- ▶ Competition close to chosen Shop Location

4. Market Analysis





Competitive Context



 Competitive  Servicepack

4. Market Analysis

Competitive Context-Comparison

	Publicity	Prices	Service	Product diversity	Customer Satisfaction
	+	○	○	+	○
	+	+	- / ○	+	○
	○	+	- / ○	+	○
Small Shops	-	-	○ / +	- / ○	+
	-	○ / +	+	- / ○	+

+ good / high
 ○ okay / middle
 - bad / low

4. Market Analysis

Competitive Context-Comparison

► Customer survey:



4. Market Analysis

Competitive Context-Comparison

	Publicity	Prices	Service	Product diversity	Customer Satisfaction
	+	○	○	+	○
	+	+	-/○	+	○
	○	+	-/○	+	○
Small Shops	-	-	○/+	-/○	+
	-	○/+	○/+	-/○	+

+ good / high

○ bad / low

4. Market Analysis

Risks and chances

- Large amount of Competitors in the Area of Leverkusen and online
- Low Publicity in new Location
- Hard to match low prices of Discounters
- Less Customers than in a large City

4. Market Analysis

Risks and chances

- + Make ourselves popular by high Availability and Customer's Proximity
- + High Customer Satisfaction due to good Service
- + Offering Bonusprograms such as Payback
- + Wide experience of founders
- + Founders live in Opladen for many years, large Circle of Acquaintances and Friends
- + Easy Payment by EC and PayPal

5. The Enterprise



5. The Enterprise

Forms of Enterprise (Germany)

Type of company

Partnership

Partnership under Civil Law (GbR)

General Partnership (OHG)

Limited Partnership (KG)

GmbH & Co KG

Corporation

Company by shares (AG)

Limited Cie (GmbH)

Special Forms

Eingetragene Genossenschaft (eG)

Partnership

Foundation

5. The Enterprise

Chosen Forms

Type of company

Partnership

Partnership under Civil Law (GbR)

General Partnership (OHG)

Limited Partnership (KG)

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Corporation

Company by shares (AG)

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Special Forms

Eingetragene Genossenschaft (eG)

Partnership

Foundation

5. The Enterprise

Chosen Forms

Limited Partnership (KG)

Variation of the General Partnership

Objective to run a commerce in form of a common enterprise

At least one of Partners has limited liability: limited to defined capital contribution in form of goods

The other Partners don't have such a limited liability, but full individual liability

To be registered in the Registrar of Commerce

Carries the name of at least one of the full reliable partners (& addition "KG")

Limited Cie (GmbH)

Created by one or more individuals

Minimum share capital: 25.000 €

2 company organs: Owner's assembly and the director / board of directors

Creating a new legal entity: (one with its own rights, one bearing its own name)

Generally, shareholders remain unaffected by the rights and duties of this new legal entity

Name defines the companies activity (followed by the letters "GmbH")

5. The Enterprise

Chosen Form: **Servicepack GmbH**

Limited Partnership (KG)

variation of the General Partnership

objective to run a commerce in form of a common enterprise

At least one of Partners has limited liability: limited to defined capital contribution in form of goods

The other Partners don't have such a limited liability, but full individual liability

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Name defines the companies activity (followed by the letters "GmbH")

6. Financial Plan



6. Financial Plan

Facility

	€ / month	€ / year
Rent	700	8.400
Utilities	130	1.560
Water	20	240
Electricity	150	1.800
Gas (Heating)	–	800
Internet / Telephone	30	360
Insurance	320	3.840
	Sum	17.000

6. Financial Plan

Equipment

Electronic devices

Item	Cost [€]	Amount	Total costs [€]	Depreciation [%]	Depreciation costs [€]
Desktop PC	329	2	658	25	164,5
Monitor	99	2	198	25	49,5
Notebook	399	2	798	25	199,5
Printer/Fax/Copier	79	1	79	25	19,75
Software	200	1	200	25	50
Cell Phone	89	2	178	25	44,5
Refrigerator	139	1	139	10	13,9
Radio / Sound System	79	1	79	10	7,9
Sum			2.329		549,55

6. Financial Plan

Equipment

Furniture

Item	Cost [€]	Amount	Total costs [€]	Depreciation [%]	Depreciation costs [€]
Shelf	65	10	650	10	65
Cupboard	119	9	357	10	35,7
Desktop	99	2	198	10	19,8
Table	59	5	295	10	29,5
Lamps	–	–	300	10	30
Rolling Chair	69	2	138	10	13,8
Chair	50	4	200	10	20
Office supplies (paper, pens etc.)	–	–	50	10	5
Sum			2.188		218,8

6. Financial Plan

Advertising

Item	Cost [€]	Amount [€]	Total costs [€]
Poloshirts	14,99	10	149,9
Car sticker	–	–	50
Company nameplate	55	1	55
Window display advertising	–	–	70
Lamp	199	1	199
Posters	8,99	15	134,58
Flyer	–	1.000	20,8
Sum			679,28

6. Financial Plan

Fixed Costs (Overview)

	Total costs [€]	Depreciation Costs [€]
Electronic devices	2.329	549,55
Furniture	2.188	218,8
Advertising	679,28	–
Unexpected	5.000	–
Circulating Capital	3.500	–
Total investment	18.696	768

6. Financial Plan

Financing

Total investment	18.696 €
Own capital (70%)	13.087 €
Bank loan (30%)	5.609 €

- 70% of the investment costs will be financed by own capital
- 30% of the investment are funded by a bank loan
- A bank loan over a period of 3 years with constant annual loan redemption is assumed
- The interest rate is 7,5%

6. Financial Plan

Financing costs

Year	Balance of debt [€]	Interest [%]	Interest p. a. [€]	Payback p. a. [€]
1	5.609	7,5	421	1.870
2	3.739	7,5	280	1.870
3	1.870	7,5	140	1.870
Total interest paid			841	
Total Repayment				5.609

6. Financial Plan

Labour costs

	€ / month	€ / year
CEO	3.500	42.000
CFO	3.400	40.800
Student assistant	1.500	18.000
Sum	8.400	100.800

6. Financial Plan

Self cost calculation

	Year 1	Year 2	Year 3	Year 4	Year 5
Depreciation costs	768 €	768 €	768 €	768 €	768 €
Financing costs	421 €	280 €	140 €	0 €	0 €
Labour costs	100.800 €	100.800 €	100.800 €	100.800 €	100.800 €
Utility costs	17.000 €	17.000 €	17.000 €	17.000 €	17.000 €
Material costs	35.000 €	40.000 €	42.500 €	45.000 €	45.000 €
Sum	153.989 €	158.848 €	161.208 €	163.568 €	163.568 €

6. Financial Plan

Revenue

- ▶ As the offered products and services are very inhomogeneous the following assumptions are made:
 - Split: ~50% Hardware Sale – ~50% Services

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	140.000€	170.000€	190.000 €	200.000 €	210.000 €

6. Financial Plan

Cash Flow Calculation

	Year 1	Year 2	Year 3	Year 4	Year 5
Turnover/Revenue	140.000 €	170.000 €	190.000 €	200.000 €	210.000 €
Depreciation costs	768 €	768 €	768 €	768 €	768 €
Financing costs	421 €	280 €	140 €	0 €	0 €
Labour costs	100.800 €	100.800 €	100.800 €	100.800 €	100.800 €
Utility costs	17.000 €	17.000 €	17.000 €	17.000 €	17.000 €
Material costs	35.000 €	40.000 €	42.500 €	45.000 €	45.000 €
Loss carried forward		-13.989 €	0 €	0 €	0 €
Profit before tax	-13.989 €	28.152 €	45.792 €	53.432 €	63.432 €
Taxes (29.40%)	0 €	8.277 €	13.463 €	15.709 €	18.649 €
Profit after tax	-13.989 €	19.875 €	32.329 €	37.723 €	44.783 €
Cash-flow	-13.568 €	20.155 €	32.469 €	37.723 €	44.783 €
Repayment credit	1.870 €	1.870 €	1.870 €	0 €	0 €
25%-savings for GmbH (until 25,000 €)	0 €	5.039 €	8.117 €	9.430 €	2.414 €
Dividend	-15.438 €	13.247 €	22.483 €	28.293 €	42.369 €

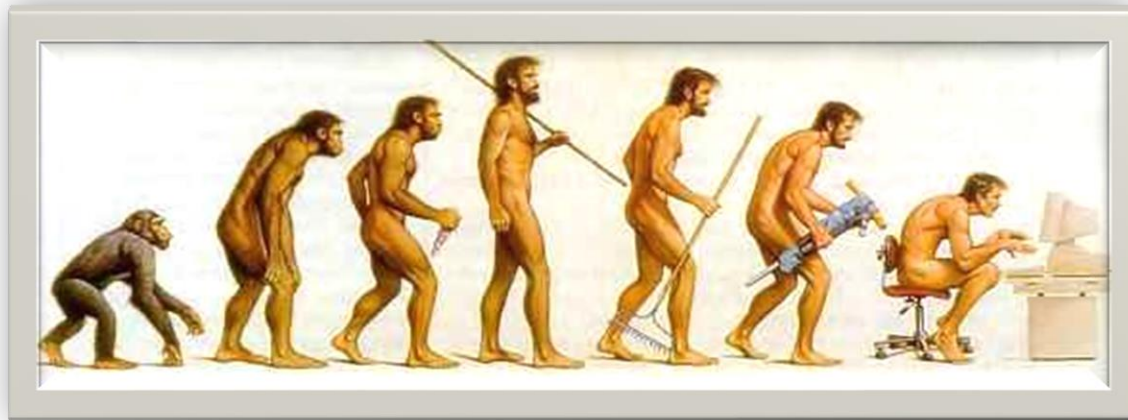
7. Conclusion



7. Conclusion

- ▶ Starting up a highly customer oriented computer service and technology company in the still growing IT-market offers sustainable opportunities for growth
- ▶ Controllable investment costs (compared to other businesses) allow a market entry at a reasonable risk
- ▶ As the key products of our company (especially services) are based on know-how high labour costs are acceptable

THANKS FOR YOUR
ATTENTION



71%

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