** Business plan:**

**Mel Smart Home System**

Glendale. CA

Vision:

My grand plan is having a big smart home system company which is selling Smart home system and luxury accessories like fancy switches, lights or controls. in my business land I need to have contracts with companies which produce home accessories like switches, lights, aces, door locks and my company can put smart system on them for smart home. In y business land there are a lot of opportunity to grow because these days technology is growing and developing day by day. I really like to my business continuing by my children and I think it’s possible because every day technology develops, and I think it will be very successful business in future. Because day by day people more like to use or work technology in their life.

**Mission:**

Smart home system with very luxury accessories and security systems. I think my target market will be reach and famous on people who love fancy and expensive life. People who like more technological life and who traveling a lot and need my system to secure their homes, or my other customer will be very huge company which need high level secure system. My company will give them more secure and easy and luxury life with my smart home system and supplies, because these days people are busier, they will be like my company’s technology.

For first time for my costumer I will take everything is necessary for begin and doing their smart home system, and for first time I will do free shipping and free installing and free teaching 1 hour class for how use these technology, so after it if something happens to accessories I will ship them and I will put 5 years warranty for supplies and 1 year free updating system program.

**Pricing strategy:**

Because of my business is luxury and a little expensive I will put different packages with different charges and different packages. And for starting my business and attracting customers I will put monthly payment option*.* I try use not much expensive but high-quality accessories and fancy too. Like use switches which has very lavishness appearance and makes people happy and satisfied.

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| Packages | Price ($) | services |
| Home package | 1500$-8000$ | Secure systems, alarms, lightening |
| Company package | 8500$-25000$ | Secure system, alarms, automatic doors windows and aces system. |
| Luxury package | 15000$ and up | Secure system, alarms, lightening, fancy switches, lights, windows, remotes |

**Advertising and Promotion:**

My business is a new business and some people don’t have any idea about it so I need advertising it in right and strong ways, so it will be advertising in social media, websites, or in big home stores like in home depot or lowe’s, or in TV commercials. We will use business cards and multiply brochures in home accessories stories or put my business billboards in the city or in highways.

For customer feedback, they can email on business website or in social media like Instagram or Facebook. Or my company can put system in smart home system which customers have ability to message directly to my technicians and chat with them and tell their ideas and feedbacks about their system working.

**Objectives:**

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| --- | --- |
| **In 1 year** | Selling a lot of luxury accessories and packages |
| **in 1 year** | 20% of LA reach people become my customer |
| **in1 year** | 25% of big company’s security system |
| **In 2 years** | 30% of new building in the Glendale using my company’s security system |

Have five big names who model my company values using my smart home system in their home/office in the first six months (Kim Kardashian, Ikea company, Jennifer Lopez, Obama, Simon Cowell)

There are List of obstacles that may prevent my company from achieving our objectives, for example:

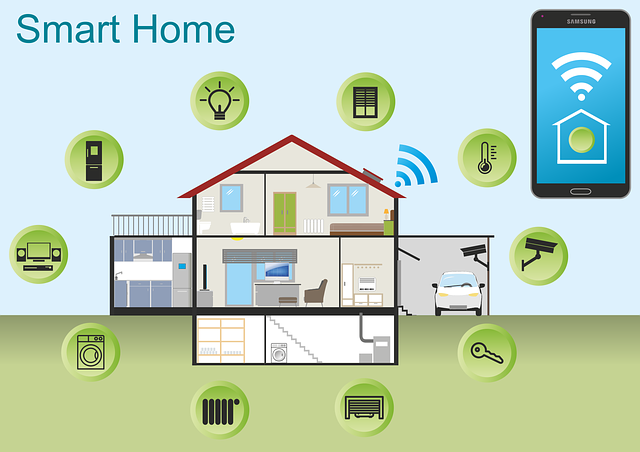
* Competing companies
* Some place like in beach side where don’t have good internet connection.
* Some smart home system doesn’t work correctly
* Economic situation

**Action Plans**:

|  |  |
| --- | --- |
| Timeline | Action |
| By February 2020 | First rent an office, hire engineers and IT people, employees |
| By March 2020 | Making my business website and social media and advertising |
| By April 2020 | Started making connect with my customers (reach and famous people) and describe my products for them |
| By May 2020 | Finding company which manufacturing fancy lights and other things |
| By June 2020 | Making different package of smart home system and presents them to customers |
| By August 2020 | Make our first contract and starting our company’s work officially |

List any obstacles or concerns and how my company intend to overcome them. For example:

* Competing companies which we will try produce more modern and useful smart home system.
* Expensive accessories which we try to find companies which will be produce cheaper but with high quality supplies.
* Pure internet connection so we will program my smart home system with lowest speed of internet working and using internet booster device.

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