

2021

Business Plan



Danny Dragicevic
Astro Brand Developers
4/5/2021

CONFIDENTIALITY AGREEMENT

The undersigned reader of the Astro Brand Developers Business Plan in relation to the development of the ASTRO MEGA MALL hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of Danny Dragicevic.

It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of the same by the reader may cause serious harm and or damage to Astro Brand Developers.

Upon request, this business plan document will be immediately returned to Danny Dragicevic.

This is a business plan. It does not imply an offer of any securities.

This contract shall be governed by any applicable Federal Law in Australia.

Signature

Printed Name

PURPOSE OF THE BUSINESS PLAN

This business plan is written to describe the business activities of Astro Brand Developers and to secure adequate amount in capital funding in exchange for our ABC tokens and 12% EQUITY in the development in 3D Virtual Mall called ASTRO MEGA MALL, so as to ensure the smooth expansion and running of the business.

Adequate market strategies will be in place to ensure that a large number of our potential customers are informed about the benefits of Astro Brand Developers. We are poised to be successful and project to break even in the first year of operation.

This business plan is also intended to provide a blueprint for the business, details of its activities and market insights to aid the feasibility study of the business.

This business plan also highlights our operational plan, our vision and mission statements, the business objectives, our products and services, market analysis as well as the financial projections among other contents of the business plan.

TABLE OF CONTENTS

Confidentiality Agreement.....	1
Purpose of the Business Plan	2
1 Executive Summary.....	4
1.1 The Problem.....	4
1.2 Keys to Success.....	6
1.3 Mission Statement.....	7
1.4 Our Vision.....	7
1.5 Business Objectives.....	7
1.5.1 Non-financial Objectives	7
1.5.2 Financial Objectives.....	8
2 Business Model Canvas.....	9
3 Company Summary	11
3.1 Company Conceptualization	11
3.2 Company Location	11
3.3 Products and Service Description	11
3.4 Pricing Strategy	15
3.5 Management Team.....	16
4 Industry Analysis.....	17
4.1 Porters' Five Forces Analysis	23
4.2 Analysis Of The Competition	25
4.2.1 Competitive Advantage	25
4.3 SWOT Analysis.....	27
4.4 Risk Analysis.....	29
5 Marketing And Sales Plan	32
5.1 Objectives.....	32
5.2 Pre-Launch	32
5.3 Launch Day	33
5.4 Post-Launch.....	34
6 Closing Statement.....	36

1 EXECUTIVE SUMMARY

While every sector of the society and the technologies that facilitate its smooth coordination has experienced tremendous changes over the years through the ability of some individuals to solve societal problems, the development has been recognized to be particularly loud in the ecommerce industry. The world has witnessed the brilliant innovative introduction of Amazon and other ecommerce platforms that have held the world spell-bound by the opportunities that came with them. It could really be said, that these giants have not come without their complications too. As a proactive and forward-thinking company with a good understanding of how webstores and e-commerce can easily maximize business potentials, we, at Astro Brand Developers, have come to further simplify, secure and remodel the art of webstore creation through the Astro Brand Developers website.

Astro Brand Developers is a start-up e-commerce and webstore designer and developer that is intended to focus on the Australia, New Zealand, USA, Canada, Africa, UK and EU market and provide small businesses with easy opportunity to maximize sales potentials. And will actually support manufacturers, wholesalers and distributors located and trading in the regions. So an address and Tax Registration will be required to sell on our platform. So basically we will be supporting local people and businesses in the local regions mentioned above.

1.1 THE PROBLEM

We have observed an anomaly in the online presence of a number of small businesses that can't afford to pay for a website. The reason why these businesses neglect this important part of a successful business venture has been traced to the exorbitant prices of building an ecommerce website.

1.2 OUR UNIQUE SOLUTION

We are set to provide an easy route out of this quagmire using our unique web shops builder website, Astro Brand Developers which will afford any small business to have a webstore by creating one on our webstore builder website free of charge. We will only charge an agreed **percentage (%)** of each sale recorded on the web shops when advertised on our web platform.

Astro Brand Developers is a privately held business based online but headquartered in Australia. We feature an ecommerce platform where sellers can have a mini store in the mall or a

standalone website using custom php and WooCommerce as the foundations of the mall. Astro Brand Developers will through its platform offer classified advertisement at affordable prices and also allow some businesses to own a webstore which will be hosted and held on our server. These webstores will be made available to the user free of charge and will be shown in the future with the advertisements on the Astro Brand Developers portal. For this, the user of the store pays a **percentage (%)** of the transaction, when a sale takes place.

Astro Brand Developers is using dropship partner model with a small investment by dropshipper seller who will handle sales and customer service and we will take care of fulfillment. We are developing an aspect of the mega mall which is a coin token and an eWallet so that people can shop in the mall. Our **Astro Buck Coins (ABC) tokens** will be topped up by eft into the digital wallet, using unique products, our own brands, great pricing and cashbacks and referral bonuses as a means to draw a large loyal customer base.

Tapping into our hi-tech knowledge, our mega mall is beautifully designed in 3d to appeal to the masses and offer users by offering them a interactive experience and also endear them to the use of the platform. If classified ads and webstores are what people need, we do not think people would not be addicted to using our platform because of the beautifully crafted and user-friendly interface.

We have been existing since the outbreak of the global COVID-19 pandemic as a platform established on a foundational bedrock of utmost quality and premium standards. We are a company under the tutelage of creative thinking COO, Danny Dragicevic who is an open-minded visionary. Our passion, commitment, and, high expertise is amongst many factors that guarantee our success and business longevity.

Danny Dragicevic is the founder and director of the company. He is a successful entrepreneur with a great deal of relevant experience in the industry. He is in charge of the management and the operations of the business alongside a few partners in Africa, UK, Canada, USA and Australia. We are quite optimistic that their experience in the industry, our values and the user-friendly nature of the Astro Brand Developers web interface alongside side attractions such as low advertisement charges and commissions, free webstores, cashbacks, referral bonuses and loyalty-based rewards, etc. will help us drive the business to enviable heights. Without a shadow of a doubt, there is a considerable number of both direct and indirect competitors in the classified

ads market, but we have mapped out a unique business model that will help us gain market acceptance and also work our way to the top of the ladder on a national scale.

We will focus on online advertisements and collaborate with premium quality advertising firms. We will also feature brilliant marketing programs using online media to reach our potential customers. By utilizing this multi-channel approach, we will be able to reach our target market. We are confident of developing Astro Brand Developers as a brand to reckon with all over the world. We are a company that will be dedicated to establishing a good business relationship with partners and clients, giving them value for their money and reasons for them to use our platform over and over again.

1.2 KEYS TO SUCCESS

- **Strategic Focus:** We are focused on Australia, NZ, USA, Canada, Africa, UK and EU market. This presents limitless opportunities for our growth and rapid expansion as we win the hearts of every internet user in the country.
- **Fluid Transition:** we will ensure that we flow with current trends and stay relevant in the ecommerce industry, focusing on the latest developments in order to ensure that users get good experience using our platform at all times.
- **Marketing:** Creating the desired marketing for our services above all other competitors is a key to our continued success, as well as creating the perception that we are a better alternative than other classified ads and general retail platforms. Marketing will be mainly print and electronic media campaigns.
- **Excellent Service Assurance:** Majoring on low commission charges on sales, large audience reach, a webstore that is built for free alongside almost 100% uptime, we intend to provide services that are nothing short of the best to our various users.
- **Ease of Use:** The ease-of-use of our platforms is one of the key determinants of our users' attrition rate. We will ensure we keep the interface of our web platform user-friendly and easily navigable.
- **Security:** Users would only agree to use a platform like ours on the assurance that the privacy of their data is guaranteed. We will pay attention to this, providing good assurance of safety and privacy on the use of our platform.

1.3 MISSION STATEMENT

Astro Brand Developers' mission is to make webstores and advertisements available and accessible to all without emptying their pockets.

1.4 OUR VISION

Our vision is to be the best and most used ecommerce and webstores builder platform. We want to be the first resorts of all business people and internet users in Australia, NZ, USA, Canada, Africa, UK and EU, placing premium value on our clients and providing prompt attention to their queries and complaints which big players such as Amazon has forgotten.

1.5 BUSINESS OBJECTIVES

1.5.1 Non-financial Objectives

- Become the leading general retail platform and webstore builder, utilizing the latest cutting edge technology and trends to shift market shares to Astro Brand Developers.
- Create a secure market with a good operational model to provide users with the best webstores for a small subscription.
- Create strategies to put adequate offline and online marketing efforts in a bit to maximize the company's potential.
- Make advertisements and online sales of goods easy, accessible and convenient.
- Maintaining profitability without sacrificing our reputation and relationships.
- Promote the Value of technological services to Australia, NZ, USA, Canada, Africa, UK and EU communities.
- Achieve service efficiency by user-friendly and interactive platforms and good overall customer service experience which will likely impact the total number of consistent users.
- Continuously measure, monitor and evaluate marketing metrics, loyalty programs, and Sales KPIs to make tweaks, improvements and refine processes
- Continually learn from customer feedback.

1.5.2 Financial Objectives

- To achieve an increasing revenue in each subsequent years of operation.
- To achieve a progressive annual growth rate of users and webstores.
- To attain breakeven in the first year of launch.

2 BUSINESS MODEL CANVAS

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> ▪ Investors 	<ul style="list-style-type: none"> ▪ Building free webstores or standalone websites for small businesses ▪ Featuring our ABC tokens, using cashbacks and referral rewards to draw interests ▪ Providing seamless means to affordable placements of ads ▪ Advertising and marketing activities with relevant agencies 	<ul style="list-style-type: none"> ▪ Low advertisement charges ▪ Bank-level security ▪ Fast, safe and secure transaction ▪ Free or minimal cost webstores ▪ More than 99% guaranteed uptime ▪ Privacy of data ▪ Excellent customer service 	<ul style="list-style-type: none"> ▪ Office facility in Australia / NZ USA Canada EU UK Africa ▪ Company website ▪ Social networks: Facebook, Twitter, Instagram, Snapchat, etc. 	<ul style="list-style-type: none"> • Private customers and dealers for the ad market. • Small companies for whom the effort to run their own shop is too big. • Internet users all over the country who want to make a purchase on the web stores or of the adverts put up on our platform.
	<p style="text-align: center;">KEY RESOURCES</p> <ul style="list-style-type: none"> ▪ Human resources: Experienced management team ▪ Other resources: Office facility Computers 		<p style="text-align: center;">CHANNELS</p> <ul style="list-style-type: none"> ▪ Company Facility ▪ Company's website ▪ Social Media platform and app 	

	Mobile phones Internet Access Website Power supply Office furniture			
Cost Structure <ul style="list-style-type: none"> ▪ Marketing ▪ Website development ▪ Office facility 		Revenue Streams <ul style="list-style-type: none"> ▪ Classified ads ▪ Commission on sales recorded through the webstores in Mega Mall. ▪ Payment Gateway Revenue ▪ Subscriptions from stores. ▪ NFT Marketplace Revenue 		

3 COMPANY SUMMARY

3.1 COMPANY CONCEPTUALIZATION

Astro Brand Developers was birthed out of a passion to see Australia, NZ, USA, Canada, Africa, UK and EU being participants of the benefits of technology. Danny Dragicevic intends to offer solutions to the difficulty that people go through in maintaining good internet presence which should help them maximize their potential. He envisioned the reality of this solution in a seamless webstores builder platform which is a mega mall (www.astromegamall.com) embedded and driven by our ABC (Astro Bux Coin) Tokens.

Danny Dragicevic on his own part is driven by a passion for the Australia, NZ, USA, Canada, Africa, UK and EU business communities. He has the relevant experience in operating similar platforms and has incorporated important features and opinion in our mega mall and ABC tokens to oust competitors in the market. They have seen the potential in the ecommerce market at large, being well informed of the market's continuous growth and have decided to launch Astro Brand Developers with proper management and strategies that will maximize the potential of the company.

3.2 COMPANY LOCATION

Astro Brand Developers is physically located and registered in USA Astro Traders LLC and Astro Traders Pty Ltd in Australia Trading as Astro Brand Developers. It intends to serve Australia, NZ, USA, Canada, Africa, UK and EU through its web platform that is online-based.

3.3 PRODUCTS AND SERVICE DESCRIPTION

Astro Brand Developers is a general marketplace like shop.com featuring general retail. We are an ecommerce platform where sellers can have a mini store in the mall or a standalone website using custom php and WooCommerce as the foundations of the mall. We are using dropship partner model with a small investment by dropshipper seller who will handle sales and customer service and we will take care of fulfillment. So will have partner stores and affiliate partner stores that will pay us as admin a commission to sell on our platform.

Astro Brand Developers is an ecommerce builder that allows start-up and existing shops to open their own webstore inside its system for free. We provide easy purchase experience for buyers and a good way of optimizing revenue potential for sellers. With Astro Brand Developers, sellers will be able to concentrate and focus better on their sales and marketing strategies.

We will be using a platform that we are developing from scratch at the moment including the mega mall. We will feature a coin token so people can shop in the mall with an ewallet, which will be used to shop globally without any cross border transactions. We will also introduce instant and bonus referral cash back where shoppers can register and get instant cashback when they personally shop which will be added to their wallet. And by registering for the cashback they will also receive a user id link and by sharing it can make BONUS REFERRAL CASHBACK just by sharing their referral link without actually purchasing anything personally. We are therefore looking for investors through Astro Bucks Coin (ABC) Token which will be topped up by eft into a digital wallet. Cashback will be paid in tokens and users can either use it to shop in mall or reach a \$100 balance and withdraw in FIAT into a bank account, or even trade crypto and other tokens as we will be part of an exchange system where people can buy, sell and pay in the mall.

The purpose of the company is to market privately to customers online. The main focus of the webstore is that it costs nothing to create. For the customer, there should be the possibility to run an online shop free of charge, which is perfectly maintained and can also be found online. We take care of the updates for them and also check the operability of the software. Overall, the shop should mean little effort for the end customer and for us it can only be that many webstores run on our server. We should be able to generate % of the total transaction from this and thus be able to finance the advertising market and the entire website. In the classified ad market, we would like to offer an alternative to the other markets, which is also a cheaper solution.

3.3.1 ABC Token

Total number of ABC tokens in total to be issued - 40 BILLION. (ABC)

- ❖ The company will hold 28 Billion tokens for the long-term safety by Astro Brand Developers.
- ❖ 12 billion ABC Token will be issued for use in Astro Brand Developers cyber Mega Mall (e-commerce), Crypto Exchange & Cashback.
- ❖ The remaining 28 billion tokens will be rolled out in stages as and when required to expand the business.
- ❖ We anticipate that the ABC Token will rise to \$0.20 each within the first 5 years. This will be driven by supply and demand and the growth of online shopping globally.

Stage 1. July 2021

The sale of up to 10,000,000,000 +20% Presale Bonus ABC tokens at 0.0020 Raising \$20,000,000 USD

Funds to be used for.

- Research in the crypto industry so the company is on the leading edge.
- Legal Structure
- Web site development. www.astromegamall.com www.astrocashback.com.au and to develop a crypto exchange to Buy Sell and Pay with Crypto and NFT (Non Fungible Token) Marketplace and scaling of the mall.
- Formulating business marketing for store owners
- Marketing for store owners.
- Design of the ABC TOKEN
- Staffing costs.
- Setup accounting in each independently owned store.
- Development of contacts for store owners by setting up accounts with wholesalers, distributors globally.
- Product sourcing and procurement.

- Set up internal exchange system.(e-wallet)

Funds to be used also for.

- Website and accounting system and full automation of the selling and shipping process.
- Set up distribution Centre and processing equipment.
- Research on systems.
- Company structure and registrations.
- Marketing for store owners. And brand awareness.
- Staffing costs.
- Set up all online processing and account.

Stage 4 August 2022

The sale of up to 1,000,000,000 ABC tokens at 0.00375 each raising \$3,750,000.

Funds to be used for.

- Expand distribution Centre services.
- Expand into NZ
- Marketing to store owners.
- Marking of the ABC TOKEN

Stage 2. Oct 2022

The sale of up to 1,000,000,000 ABC tokens at 0.00425. Raising \$5,000,000 USD

- Marketing to store owners.
- Marking of the ABC TOKEN
- Staffing costs.
- Setting up distribution Centres in all states.

- Set up internal exchange system.

Stage 3 December 2022

The sale of up to 1,000,000,000 ABC tokens at 0.00525 each raising \$5,250,000.

Funds to be used for.

- full STO launch
- Global expansions onto 4 continents.
- Marketing for store owner and brand awareness
- Staffing costs.
- Ownership of Distribution / Fulfilment Centres

3.4 PRICING STRATEGY

Our prices have been structured to be within the confines of what is derived from the industry. These webstores will be made available to the user for a charge and will be shown in the future with the advertisements on the Astro Brand Developers portal.

- ❖ The only costs for a store in the mini mall will be free to setup by user and \$29.95 a month plus a % of sales which we will give back to customers in form of cashback instant and bonus referral.
- ❖ Our standalone partner store such as this www.astrotechnology.com.au prices is \$1495 USD design , setup install and a monthly fee of between \$59 and \$149 usd a month. It will be a fully functional website and an agreed contribution towards inventory will be determined. A selling fee will also be negotiated.

3.5 MANAGEMENT TEAM

The business is owned and operated under the leadership of:

- Danny Dragicevic – Australia - +61497690000
- Nevena Vojinovic – Australia - +61407417344
- Vuk Jovanovic – Australia SEO Marketing
- Nenad Bogdanovic – Canada Partner
- Nazmul Biplob – Bangladesh (Web Developer)

They have a substantial level of relevant experience in the industry. They will be saddled with the responsibility of making executive and administrative decisions as regards the operations and functionality of the company. They are very creative, forward-thinking and strong, hands-on team leaders, highly efficient and results-oriented with exceptional management and organizational skills. They also have exceptional interpersonal skills combined with proven ability to drive profitability, manage and nurture talent, deliver sales growth, form strategic partnerships and successfully implement challenging projects.

They are experts in executing team driven process improvements to increase revenue growth, operational efficiency and excellent stewardship of revenue. They also have strong customer service orientation to work effectively with clients, the leadership of client companies and others.

Their responsibility is to oversee and decide what goes on in the business, which is in line with the stated goals and objectives. They will be in full operation devising all means and strategies, putting their entrepreneurship skills and experience in the business world to help Astro Brand Developers achieve its best standard and become people's first choice.

4 INDUSTRY ANALYSIS

The global ecommerce market size according to Grand View Research was estimated at \$9.09 trillion and has been projected to grow at a CAGR of 14.7% from 2020 to 2027. The industry owes its boom to the increasing internet penetration which is fostering the adoption of smartphones. Smartphones adoption is growing at a significant rate, thus exposing the customers more to online shopping. This is expected to propel the growth in the industry.¹ According to Statista, the global smartphones adoption rate was projected to be 41.5% in 2019. This is an estimated 3.2 billion out of 7.7 billion world population. The rate is further expected to increase to 44.5% in 2020.²

The industry is also expected to be positively impacted by the implementation of 4G and 5G technology. This will provide user a better shopping experience, as they offer increased bandwidth. The growing number of business enterprises is expected to have a positive influence on the industry, as there are more small to medium scale enterprises being established. Also, because of the accompanying lesser expenditure in infrastructure and communication large enterprises and established organizations are turning towards online business operations, thus adding to the growth.³

Online marketing tools such as Facebook ads and Google ads, and the outbreak of the coronavirus pandemic will also contribute to the growth. The lockdowns caused by the outbreak of the pandemic has made many customers to resort to buying online, thus fostering the growth.⁴

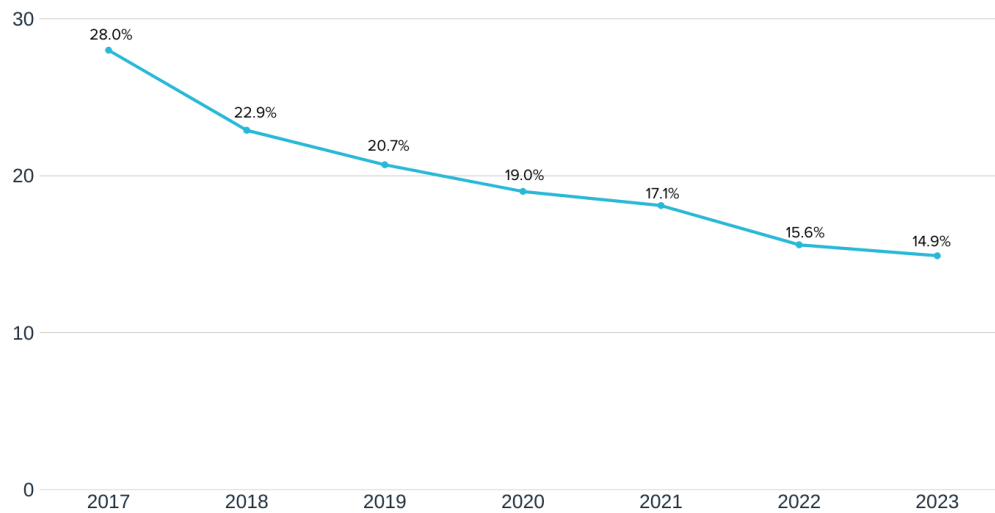
¹ <https://www.grandviewresearch.com/industry-analysis/e-commerce-market>

² <https://www.statista.com/statistics/203734/global-smartphone-penetration-per-capita-since-2005/#:~:text=For%202019%20the%20global%20smartphone,penetration%20has%20reached%2041.5%20percent.>

³ <https://www.grandviewresearch.com/industry-analysis/e-commerce-market>

⁴ <https://www.grandviewresearch.com/industry-analysis/e-commerce-market>

Global ecommerce sales growth from 2017 to 2023



Source: Emarketer.com



According The global ecommerce market is expected to record 19% growth in 2020, only bringing global sales of \$4.206 trillion in the year. The growth rate is however expected to gradually decrease as part of the projected slowdown that is expected to linger till 2023. The growth rate decreased from 20.7% in 2019 which is 2.2% lower than the recorded growth rate in 2018. It is thus projected to be less than 20% from 2020 to 2023.

Despite the reduction in the global ecommerce growth rate, online retail growth is expected to influence the total ecommerce sales from \$2.382 trillion in 2017 to \$6.542 trillion in 2023. This represents an increase of 175% in six years. The ecommerce market share is equally expected to be more than twice its value in 2017, growing from 10.4% in 2017 to 22% in 2023.

Ecommerce Sales Growth by Region

A sizeable part of the 2019 ecommerce growth was accounted for by the Asia-Pacific Region, which was projected to record 25% growth rate in the year. Middle East and Africa and Latin America were projected to rank after the Asia-Pacific region in influencing the growth rate at 21.3%. The growth rate in North America would however experience a slowdown in the growth rate, recording 14.5% growth rate majorly driven by 35% Mexico's contribution, Canada's 21.1% and the United States' 14%.

China was the fourth fastest growing ecommerce market at 27.3% ecommerce growth rate in 2019, and the largest ecommerce market in the world. It was projected to record an increase in sales from \$1.52 trillion to \$1.935 trillion in 2019. The Western Europe has the slowest ecommerce growth rate at 10.2%.⁵

The United States ecommerce recorded a total revenue of \$365 billion in 2019, making it the second largest market, right behind China. The market recorded a growth of 16% in 2019 and thus contributed 13% to the growth in the global ecommerce market. The market is expected to record a CAGR of 12% from 2019 to 2023, thriving on its whopping 80% internet penetration rate.⁶

The grocery segment is one of the fastest-growing segments in the ecommerce industry as the outbreak of the coronavirus pandemic has caused many to be patronizing online stores to avoid the risk of contracting the virus. According to SN Supermarket News, the United States online grocery sales experienced a growth of about 22% in 2019, and this is further subject to increase to about 40% because of the COVID-19 lockdowns across the country. 2.6% of the United States food and beverages retail revenue in 2019 was from ecommerce. However, growing online grocery market increased this to about 3.5% which amounted to about \$38 billion.⁷

Generally, the global retail ecommerce market is forecasted to grow at a CAGR of 10% between 2019 and 2025. The market allows consumers to shop from the convenience of their home and offices, even amidst hectic schedule. Trends point to more affordability and lower costs compared to brick-and-mortar retail stores' pricing. The market is expected to be driven by discounts, offers and facilities for cash-on-delivery model made available by online retailers.⁸ In the same vein, the global online grocery market was valued at \$189.81 billion in 2019, and projected to grow at a CAGR of 24.8% between 2020 and 2027.⁹

Key Drivers of the Industry

⁵

<https://ecommercedb.com/en/markets/us/all#:~:text=The%20eCommerce%20market%20in%20the,rate%20of%2013%25%20in%202019.>

⁶

<https://ecommercedb.com/en/markets/us/all#:~:text=The%20eCommerce%20market%20in%20the,rate%20of%2013%25%20in%202019.>

⁷ <https://www.supermarketnews.com/online-retail/online-grocery-sales-grow-40-2020>

⁸ <https://www.grandviewresearch.com/industry-analysis/retail-e-commerce-market>

⁹ <https://www.grandviewresearch.com/industry-analysis/online-grocery-market#:~:text=The%20global%20online%20grocery%20market,24.8%25%20from%202020%20to%202027.>

Grandview observed that the following will drive and fuel the growth of the Ecommerce Industry;¹⁰

- Economic factors: The elimination of intermediaries to speed up the transactions, cost reduction in terms of infrastructural cost, overhead costs and others
- Customer interaction and marketing forces and multimedia convergence
- Women's preference for online shopping
- Increased influence of social networking platforms on the society
- Products' pricing and features transparency
- Easy accessibility to a wide range of products at best prices

Trends in the Ecommerce Industry¹¹

- **Online Sales Growth is Unstoppable:** Ecommerce sales has been estimated at \$9.09 trillion and projected to grow at a CAGR of 14.7% from 2020 to 2027. Online shopping rate varies across the regions of the world despite being the foremost online activities being carried out. This growth is owned to a number of factors of which convenience that accompanies online shopping tops the list of the factors. Increasing buyers' confidence and improved web experience stemming from customer friendlier interface also contributes to the surge in online shopping.
- **The Future of Ecommerce After COVID-19:** COVID-19 is undoubtedly one of the biggest factors impacting the ecommerce industry. Online shopping has widely been adopted following the lockdowns implemented by governments across countries of the world as a means to contain the coronavirus pandemic. Amazon recorded about \$24 billion growth following the increased demand of items on the ecommerce giant platform. Experts have opined that the effect of the pandemic on ecommerce is one that has come to stay as people will get used to the convenience offered by their new means of purchasing items (online shopping).

Following the impact of the pandemic, market analysts have projected that internet penetration will increase from 15% to 25% by 2025. This however spells doom for brick-

¹⁰ <https://www.grandviewresearch.com/industry-analysis/e-commerce-market>

¹¹ <https://www.oberlo.com/blog/ecommerce-trends#:~:text=Ecommerce%20penetration%20rates%20are%20forecast,grow%20to%2055%25%20by%202022.>

and-mortar stores with about 100,000 of these stores projected to close down in about five years. 24,000 apparel retailers will be victim of the closure, 11,000 home furnishing stores, 12,000 electronic stores and 11,000 grocery stores

➤ **Mobile Shopping is Growing**

Sales from mobile devices experienced an increase of 15% from 2016. Statista has thus projected that ecommerce sales that will be made via a mobile device will be 73% by 2021. There is a huge opportunity for businesses in creating a better web experience for customers. Increasing mobile adoption is one of the factors behind ecommerce growth. With increasing consumer confidence, customers experience much comfort using mobile devices for their shopping, particularly the Gen Z and Millennials who are quite acquainted with internet and mobile devices. These generations are more likely to shop using their mobile devices. Hence, the optimization of many websites for use on mobile devices.

➤ **Rise of Voice Commerce:** Voice shopping is being widely adopted by many internet shoppers. In 2017, 13% of American smart speaker owners admitted to making purchases through voice. This is forecasted to reach 55% by 2022. Using voice shopping has gained good recognition following the launch of Amazon's smart speaker – Echo in 2014. This trend is further predicted to grow more in the future.

➤ **Evolving Role of Social Media in Ecommerce:** Social media is also largely contributing to the growth of ecommerce as many of the social media platforms has the “buy” button integrated on their checkout. Shopping has taken a new face with the advent of social media, thus providing businesses the opportunity to decide on how to increase their lot in the ecommerce market. The service of Instagram influencers can be employed by ecommerce business to gain good brand recognition.

Also, platforms like shopify affords businesses the opportunity to link their ecommerce stores with social media platforms, such that customers can make purchases directly from their social media pages.

➤ **Role of Artificial Intelligence:** Spending on Artificial Intelligence (AI) by retailers worldwide is projected to reach \$7.3 billion from \$2 billion in 2018, thriving on retailer's effort in seeking ways to facilitate the personalization of customer's experience. According to research, retailers are ready to put heavy investment in improving their

services as a way to stay ahead of competition. AI has proved useful in generating timely offers via automated marketing platforms, real-time response to customer queries via tools such as chatbots, optimized pricing and discounting and so on.

Industry Segment¹²

The B2C ecommerce market is segmented based on product type, brand type and geography. Each segment is further subdivided as follow:

- Product Type - Electronics, eBooks, digital media, consumer goods, and others.
- Brand Type - Single brand and multi brand.

¹² <https://www.alliedmarketresearch.com/B2C-E-commerce-market>

4.1 PORTERS' FIVE FORCES ANALYSIS

The threat of New Entry

In analysing the possible success of our company and projecting into the future, we cannot rule out the challenges of being a new entrant in this line of operation. Since our services are web-based and there are very few companies that offer the same services, it is safe to assume from this that we will have a safe landing in the industry due to the low concentration of direct competitors on the net. Normally, and for a new business like ours, it will take some months for our target users to utilize our platform. As a result of this, it will not be too assuming to conclude that customers are bound to be given the time to get acquainted with our platform.

Competitive Rivalry

We have both direct and indirect competitors who are also companies in classified ads. Our users may choose to patronize them ahead of us which will make it almost impossible for us to penetrate the market. However, we will consider this a healthy competition as the awareness of their presence in the market will not only make us better but will also make us step up our game in leading the market throughout the whole of Australia. Also, our prices have been structured to be cheaper than what is obtained in the industry, thus giving us an edge.

Buyer Power

Our prices are reasonably structured to be within the confines of fair prices chargeable in the industry. We have no plan to increase these charges but rather to promote the use of our platform by our esteemed users and ensure that they always seek to patronize us and enjoy the goodness of the best service offerings they cannot get elsewhere.

Supplier Power

We do not necessarily have suppliers in the industry. Close to this are sellers who will post the goods for purchase on our platforms. Being aware that a bad purchasing experience may cause a customer not to return to them, we are confident that they will only put-up good products and ensure the best experience for the purchaser.

Threat of Substitution

Naturally, offline brick and mortar stores are the substitutes for our webstores, and newspaper, radio, television, etc., are the substitutes for our classified ads. However, they are not effective and also more costly and even have a low audience coverage than our online-based classified ads. Also, our platform presents a series of other functions that cannot be gotten with a physical presence. Convenience is key.

4.2 ANALYSIS OF THE COMPETITION

We are in direct competition with Amazon and any online sellers. These companies have established a reputation and positive service representation over the years. They have been in the industry before us and may be regarded as one of the leading companies in our line of operation. However, we have been able to identify that to choose between competitors, factors considered by customers include:

- The reputation of the owners
- Quality of services
- Customer service
- Recommendation
- Social experience
- Testimonials
- Price

We have then taken all of these into proper consideration and have observed that the individual's satisfaction with his/her decision and with the service itself is largely a function of the quality of service they experience during their patronage and how reliable the platform is. We have thus made our prices for ads very cheap to edge competitors in the market. Also, everyone associated with our organization will do everything possible to ensure that all our customers are satisfied with our services so that future businesses and future referrals are not at risk. Marketing strategies will build on this model, taking advantage of precipitating events, fostering word-of-mouth recommendations, and creating satisfaction through interacting with the future and present customers.

4.2.1 Competitive Advantage

- A simple, flexible, and reliable platform built with privacy in mind by its design
- Affordable advertisement charges
- Bank-level security
- Free webstores hosting

- Comprehensive dashboard and efficient notification system
- Top-notch marketing and management teams
- A wide range of functions to explore on the website
- 24/7 Customer Support
- Excellent User Interface and User Experience (UI/UX)

4.3 SWOT ANALYSIS

STRENGTHS

- Experience in using a similar platform
- Affordable advertisement charges
- Standalone webstores
- A unique web platform that can be customized to the client's taste
- Well-established and efficient operational plan
- Exceptional customer service
- Simple-to-use, fast, transparent, reliable and secure platform
- Safe and accessible storage type
- Online and global visibility and focus
- A clear vision of the market needs
- Knowledgeable and friendly staff

WEAKNESSES

- Limited funds to start up: We believe seeking funds from investors will strengthen Astro Brand Developers.
- Low brand recognition: We will leverage on aggressive marketing in the first few years of operations to build brand awareness and gain the loyalty of users

OPPORTUNITIES

- Increasing internet penetration nationwide
- Opportunity to penetrate prospective markets across the country with our interactive web platform for classified ads and online retail.
- Growing ecommerce potentials
- Opportunity to form a strategic alliance with partners across the country
- Technological advancement offering improvements to web platforms

THREATS

- Intense competition from existing platforms alike
- Change in government policies
- Susceptibility of the platform to cyber attacks
- Uncertainty about the economic outlook

THREATS MITIGATION:

To minimize threats of competition, we will create unique features on the web platform that are tailored to users' needs and regularly update. We will also utilize a pricing strategy that is competitive to win more customers. Additionally, we will stay innovative in order to meet up with market demands, and lastly, offer excellent customer service.

We will deploy the latest security tools to secure the platform against cyber threats and attacks. We will back up data and store it separately to prevent data loss. We will also explore the possibilities of cybersecurity.

4.4 RISK ANALYSIS

RISK	DESCRIPTION	IMPACT LEVEL	MITIGATING STRATEGY
MARKET RISK	Economic downturns; Commodity price risk;	High	Carry out in-depth research of the market needs Staying attuned to major trends in the market Conduct a detailed analysis of the competitive products (web platforms) in the market
COMMUNICATION RISKS	Fatal web platforms development errors; design errors;	High	Streamlined communication between Astro Brand Developers and the developer Provision of a crystal-clear picture of the end-product and its audience
TECHNICAL RISK	Technical risks across various development stages such as in the use of an algorithm, choice of platform, and testing phase; cyber-attacks; hacks; security breach; platform failure, etc.	High	Choose a platform in which the web platforms can run in a feasible manner, is relatively stable, and secure. Test functionality of the web platforms on various available models. Adaptation to emerging processes and technology to keep up with market needs Keeping up with current trends on cyber-security Contingency plans for cyber-attacks and incorporating robust cybersecurity in the early design of IT systems.

			<p>Digitizing some of the core processes</p> <p>Identifying vulnerable and protecting the platform from external attack</p> <p>Internal audit coverage and findings</p> <p>Implementation of IT risk management policies, processes and risk tolerance thresholds</p> <p>Build staff capacity in new areas of required expertise.</p> <p>Insurance packages such as:</p> <p><u>Technology Errors and Omissions Insurance</u> – protects from lawsuits and claims resulting from mistakes or errors, likewise alleged failure to perform.</p> <p><u>Cyber Liability Insurance</u> – covers recouping financial loss resulting from downtime, claim settlements, extortion payments, etc., as a result of cyber-attacks</p> <p><u>Intellectual Property Insurance</u></p>
FINANCIAL RISK	Limited financial resources to continue operations	Medium	<p>Develop a strategic relationship with investors and banks/financial institutions and showcasing the web platform’s value proposition</p> <p>Aggressive marketing strategies</p>
COMPETITION RISK	Declining business revenue or profit margins due to the actions of	High	<p>Offer superior service that will build loyal clients</p> <p>Implement effective marketing</p>

	competing web platforms		strategies to attract clients
--	-------------------------	--	-------------------------------

5 MARKETING AND SALES PLAN

5.1 OBJECTIVES

- ✓ Grow the brand
- ✓ Drive sales
- ✓ Improve customer retention;
- ✓ Boost brand engagement
- ✓ Provide good customer service
- ✓ Listen to conversations about the brand, etc.
- ✓ To increase the visibility of Astro Brand Developers
- ✓ To broaden community support

5.2 PRE-LAUNCH

Website Development/ Improvement	<ul style="list-style-type: none"> • Ensure the website is very simple to use, responsive, user-friendly and secure • Make the website very attractive • Ensure the website is highly mobile optimized with easy navigation and fast loading • Upload high-quality photos and videos as at when due • More attention and response to customer reviews, complaints, and feedback • Link the website to our social media platforms • Integrate the site with social media links
SEO	<ul style="list-style-type: none"> • Creating rich and relevant content around the web platform to boost

	<p>visibility for the website.</p> <ul style="list-style-type: none"> • Employ the services of experts in search engine optimization
APP INSTALL ADS	<ul style="list-style-type: none"> •
BLOGGERS / INFLUENCERS NETWORK	<ul style="list-style-type: none"> • Contact renowned blog sites that write ecommerce articles • Recruit social media and direct influencers from Facebook, LinkedIn, Twitter, Instagram, and other relevant platforms that fit our niche, and also have large followership base • Send pitches about Astro Brand Developers to them so they can publish
DEMO VIDEO APP	<ul style="list-style-type: none"> • Create a high-definition video of not more than 30 seconds highlighting the value proposition of the Astro Brand Developers platform • Upload it to our website, YouTube, Facebook and other video sharing platforms
JOIN ONLINE FORUMS AND DISCUSSION BOARDS	<ul style="list-style-type: none"> • Post frequently on the right social media groups and forums (where the target audience would likely be) about Astro Brand Developers • Create a short slide and share on Slide share

5.3 LAUNCH DAY

- Send our emails to prospective users announcing the webstore portal launch

- Contact the press to publish articles concerning the platform

5.4 POST-LAUNCH

LAUNCH APP-INSTALL ADS:

- Launch campaigns for the website on Twitter, Facebook, etc., targeted at prospective users
- Launch banner ads on websites
- Determine which ads channel is driving most membership
- Focus efforts on the strategy that is converting more membership
- Utilize graphics, videos, photos, etc., to boost membership

WEB REVIEWER SITE

- Connect with websites that review web platforms to gain popularity for Astro Brand Developers

APPLY FOR AWARDS

- Submit an application to sites that award web platform based on reputation, features, credibility, and trust.

REFERRAL MARKETING

- Integrate with services that allow our web platform to be sent over text messages and social platforms
- Offer incentives to users that invite their friends to join our webstores

EMAIL MARKETING

- Purchase leads for email marketing and sends messages introducing Astro Brand Developers' services and its value proposition.
- Send personalized email messages to the target audience to join us and also invite friends and family who are also business owners.

BANNERS ADS

- Designing a static or animated banner ad of attractive images or multimedia object in a way that makes it clickable
- Pay for Banner Ads on relevant sites and blogs to promote the web platform

SOCIAL MEDIA MARKETING

- Open accounts using the platform name as a handle on Twitter, Facebook, Instagram, YouTube, and other related platforms.
- Crosslink social media accounts with the website.
- Create hashtags on Twitter and Instagram to increase brand visibility.
- Post feeds at regular intervals to keep the audience engaged

A/B SPLIT TESTING

- Experiment with two types of strategies to determine an effective one, and improvise.

6 CLOSING STATEMENT

“Dear Reader,

Thanks for taking your time to go through our business plan document. We express our gratitude as you consider our proposal and we can promise that this is a venture that will elevate the status ecommerce purchase experience and as we aim to provide excellent and quality service in good consideration of the safety of our planet to our customers all over the world.

Many thanks once again.

Danny Dragicevic