Entrepreneur New Business Launch Strategy

Institutional Affiliation

Date

**Objectives**

 Entrepreneurs should have strong objectives in place, which shows how the business is intended to operate once it receives funding. The main objective for the business after receiving funding is to rollout the contactless delivery services. The proposed start-up company will focus on delivering contactless services to both customers and businesses. The company intends to tap the opportunity of promoting safe and quick deliveries to clients who hire riders from the company (Pavlović, Banjanin, Vukmirović, & Vukmirović, 2020). Other companies without delivery services will benefit from the professionalism and high-end deliveries provided by Fast and Professional Motorcycle Riders start-up company. Funding will help the company to seek relevant licenses. Various licenses are a start-up company required to possess before it becomes operational. Secondly, it will help develop contactless software where the potential clients will order the service and complete their payment. The software will display important details about the professional riders and potential clients and their locations. Also, the funding will support the purchase of the necessary tools and materials for the start-up.

S**trategies Would Be Used to Meet Those Objectives**

While implementing the contactless delivery services, the following strategies will be applied. The most important strategy that will be utilized is planning. Planning revolves around laying a foundation for implementing the contactless service in the company. Planning will involve three steps, including creating goals, seeking the management's consent, and acquiring the necessary permits. The second strategy that will be used in developing the contactless payment system. The company will create a new website and application that will be supported by computers and smartphones. The contactless system will allow the clients or customers to make their orders and complete their transactions. This strategy will comprise of two subtasks. One, it will involve contracting the website developers. Second, it will involve testing the program and integrating all arising concerns. This step will be helping in removing any bugs in the final product.

 The other strategy that will be utilized to achieve the set objective is training employees and delivery staff. Training is important composes for organizational success. To help the organization avoid ethical and legal issues, employees and delivery staff will be educated and trained on adhering to ethical standards and regulations pertaining to information security and confidentiality and following the contract terms. Trained employees can provide quality services to customers, thus improving customer service. The last strategy involves launching and marketing the contactless delivery service to the customers. At last, it is projected that a set objective will be achieved after eight months.

**Legal Structure Will Be Used for This Business**

 The legal structure for the Fast and Professional Motorcycle Riders start-up company will be Limited Liability Company (LLC). This legal structure will be used because it has a limited liability which means that the owners will not be liable for the debts or obligations of the company. The company is held as a separate entity away from the owner or shareholders. Therefore, it can sue, be sued, or enter contracts with its own name (Schoormann, Behrens, & Knackstedt, 2017). Secondly, there is freedom of management. LLC does not necessarily have a board of directors, strict book, requirements, or even hold annual meetings. Equally, one is needed to register the companies with the local or state government. The profits are usually passed to the owners without necessarily paying corporate taxes. However, the owner pays the personal taxes since they are treated just like self-employed people.

**The Key Activities Needed to Launch This Business**

 A company will first choose a registered agent. A registered agent is a person or business that sends or receives legal papers on behalf of the company. Next, it will file LLC articles of organizations. The next step involves creating an LLC operating agreement which is followed by getting an EIN (*Choose a business structure. n.d*.).

**Key Resources and Distribution Channels**

 One of the key resources that are required at every step is financial resources. Funds are needed to contract the software developers who will create the contactless payment system and company website, which will aid in delivering contactless delivery services. Indeed, the software developers require funds to allow them to complete their tasks within the stipulated period. Secondly, the company needs expertise resources like IT professionals and motorcyclists. IT staff will be involved in the day-to-day running and maintenance of the contactless system. The professional motorcyclist will be involved in dispatching the customers or business goods to their destination. The company needs motorbikes to facilitate the delivery services. Other resources required include computers, smartphones, and network systems. The customers will have access to the company’s services by requesting delivery services via the website. In return, the company will allocate available motorcyclists to the client and conduct billing. The customer will be required to prepay for the services to be delivered.

 To determine the success of a start-up business, it is critical for an investor to determine how other related businesses have been performing to avoid encountering resistance from the customers. The market analysis allows an investor to identify pricing and other unique characteristics that will be included in the business to improve its success. In this case, other businesses offering contactless delivery services charge between $35 and $40 per hour depending on the distance, value, and quantity of the products delivered. Since it sets itself as a business delivering premium services, it will charge $45 per hour. The company's revenue stream is services. The company intends to tap into the contactless delivery services to other businesses without a delivery service and customers as well.

**Income Statement Summary**

 From the financial statement, Pro-forma plans to earn approximately $4,972,500 at the end of the first year. Similarly, the projected total expenses for the first year will be approximately $ 1,305,883. At the end of the first year, the business is projected to generate gross revenue of approximately $1,633,197, as illustrated below.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Month 1** | **Month 2** | **Month 3** | **Month 4** | **Month 5** | **Month 6** | **Month 7** | **Month 8** | **Month 9** | **Month 10** | **Month 11** | **Month 12** | **Totals** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |   |   |   |   |   |   |   |   |   |   |   |   |
| 180,000 | 216,000 | 225,000 | 234,000 | 247,500 | 292,500 | 337,500 | 450,000 | 585,000 | 630,000 | 675,000 | 900,000 | **4,972,500** |
|   |   |   |   |   |   |   |   |   |   |   |   | **0** |
| **180,000** | **216,000** | **225,000** | **234,000** | **247,500** | **292,500** | **337,500** | **450,000** | **585,000** | **630,000** | **675,000** | **900,000** | **4,972,500** |
|   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   | **0** |
| 60,000 | 72,000 | 75,000 | 82,500 | 97,500 | 110,000 | 125,000 | 150,000 | 195,000 | 210,000 | 225,000 | 300,000 | **1,702,000** |
| 12,000 | 14,400 | 15,000 | 15,600 | 16,500 | 19,500 | 22,500 | 30,000 | 39,000 | 42,000 | 45,000 | 60,000 | **331,500** |
|   |   |   |   |   |   |   |   |   |   |   |   | **0** |
| **72,000** | **86,400** | **90,000** | **98,100** | **114,000** | **129,500** | **147,500** | **180,000** | **234,000** | **252,000** | **270,000** | **360,000** | **2,033,500** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| **108,000** | **129,600** | **135,000** | **135,900** | **133,500** | **163,000** | **190,000** | **270,000** | **351,000** | **378,000** | **405,000** | **540,000** | **2,939,000** |
|   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |
| 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | **360,000** |
| 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | **24,000** |
| 13,770 | 15,606 | 16,065 | 17,213 | 19,508 | 21,420 | 23,715 | 27,540 | 34,425 | 36,720 | 39,015 | 50,490 | **315,486** |
| 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | **50,000** |
| 1,667 | 1,667 | 1,667 | 1,667 | 1,667 | 1,667 | 1,667 | 1,667 | 1,667 | 1,667 | 1,667 | 1,667 | **20,000** |
| 1,000 | 1,050 | 1,103 | 1,158 | 1,216 | 1,276 | 1,340 | 1,407 | 1,477 | 1,551 | 1,629 | 1,710 | **15,917** |
| 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | **40,000** |
| 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | **15,000** |
| 1,150 | 1,150 | 1,150 | 1,150 | 1,150 | 1,150 | 1,150 | 1,150 | 1,150 | 1,150 | 1,150 | 1,150 | **13,800** |
| 250 | 250 | 250 | 250 | 250 | 250 | 250 | 250 | 250 | 250 | 250 | 250 | **3,000** |
| 3,700 | 3,700 | 3,700 | 3,700 | 3,700 | 3,700 | 3,700 | 3,700 | 3,700 | 3,700 | 3,700 | 3,700 | **44,400** |
| 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | **30,000** |
| 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | **36,000** |
| 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | **60,000** |
| 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | **18,000** |
| 850 | 850 | 850 | 850 | 850 | 850 | 850 | 850 | 850 | 850 | 850 | 850 | **10,200** |
| 10,833 | 10,833 | 10,833 | 10,833 | 10,833 | 10,833 | 10,833 | 10,833 | 10,833 | 10,833 | 10,833 | 10,833 | **130,000** |
| 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | **120,000** |
|   |   |   |   |   |   |   |   |   |   |   |   | **0** |
| **95,970** | **97,856** | **98,367** | **99,570** | **101,923** | **103,896** | **106,255** | **110,147** | **117,102** | **119,471** | **121,844** | **133,400** | **1,305,803** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| **12,030** | **31,744** | **36,633** | **36,330** | **31,577** | **59,104** | **83,745** | **159,853** | **233,898** | **258,529** | **283,156** | **406,600** | **1,633,197** |
|   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   | **0** |
|   |   |   |   |   |   |   |   |   |   |   |   | **0** |
| **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** | **0** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |  |  |  |  |  |  |
| **12,030** | **43,774** | **80,407** | **116,736** | **148,313** | **207,417** | **291,162** | **451,015** | **684,912** | **943,441** | **1,226,597** | **1,633,197** | **1,633,197** |

References

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