The BUSINESS DEVELOPMENT PROPOSAL

Kids @ Paradise

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1.2) Business Models

In the words of Investing Answers (2015), "A business model is the strategy that a company uses to generate revenue from its product or service offering". Depending on the value prepositions of a company, it will adopt different business models. Companies will adopt a model which will generate them the highest profits. The sales and the marketing strategies of a company will be determined through the model it adopts (Investing Answers, 2015).

Different Business Models

There are various business models that companies adopt in order to increase their revenues. According to Gleeson (n.d.) there are thirteen (13) different models as, the Add-On Model, the Advertising Model, the Affiliate Model, the Auction Model, the Bait and Hook Model, the Direct Sales Model, the Franchise Model, the Freemium Model, the Pay As You Go Model, the Recurring Revenue Model which is also known as Subscription Model and the Somali Pirate Business Model.

According to Skok (n.d.), at present it is not the technology innovation that has been the driver for startups instead it is the business model innovation. Skok (n.d.) further stated that the business model innovation falls into two categories as "Brand new business models being created because of the web which don't resemble any previous businesses" and "Areas where there were already existing businesses where new business models are disrupting the landscape" (Skok, n.d.).

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3.2 Industry Analysis - "Kids @ Paradise"

Porter's Five Forces Analysis

The porter's five force analysis is a concept developed by Professor Michael Porter in relevant to the Harvard Business review in 1996 where the concept is a focus on analyzing an industry under five main parameters. They are mentioned in the below mentioned figure.

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Figure 3.4
Source:

- Rivalry among current rivals

There is a visible rivalry can be notified within the current competitors in the industry where there are lots of event management companies can be notified as well as they are doing photography as well. The specialty of "Kids @ Paradise" is that the organization is doing both event management for Kids and toddlers where the business is specialized in order to cater the business to a different segment than the segment where the competitors cater for and the uniqueness of the business is a plus point for "Kids @ Paradise" for proper and also be competitive within the competitors.

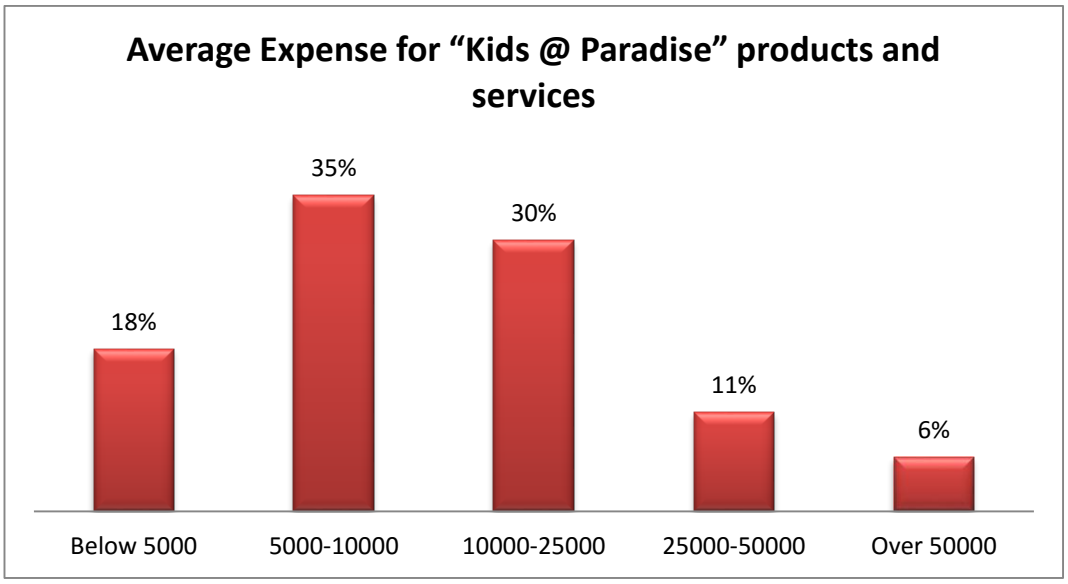

Figure 3.1:
Source:

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When it comes to the average expenses of the products of "Kids @ Paradise" where customers prefer to expense 18% is focusing on spending 5000 LKR or below while 35% of the persons in the sample are ready to spend an amount between 5000 – 10000 LKR. 30% of the samplers focus on spending an amount between 10000 – 25000 LKR and this stated that the majority of 83% is in the preference price range of 5000 – 25000 LKR where the product and service design should be address the price preference of the majority in order to expect the sustainable sales and revenue generation.

Business Model Canvas for "Kids @ Paradise"

New Business Driver

Key success factors of the business: Unique selling feature, positive employee attitudes, financial aspects

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Priority Customers

focus on social status, income level and the preferences of a selective customer segment

Superior value Proposition

Addressing the requirement of the clients through Value addition process

Channels

Online and traditional physical interventions

Key Activities

Photography and event management for kids and toddlers

Competitive strategy

Getting the best competitive advantage through competitive intelligence

Relationships

Keep and maintaining bonds with customers and suppliers

Key Partners

Employees
Clients
Suppliers
Management

Value chain based resources

Financial Resource

Human resource

Information resource

Techniques and knowledge

Cost and Cost budget

Through proper allocation

Revenue Streams and Cash flow

Should be continues and always in the positive range

IDENTITY

The uniqueness of the business concept

resources should be managed in order to get the expected results of the business at the right time under the right quality.

- Partnerships

There are four main parties who has the relevant power and the importance when it comes to the organizational operations. The parties and customers, employees, management and the suppliers. All the parties are having different relationship status with each other and the relationships and partnerships can be useful to build the organizational process with mutual understanding between parties for achieving common and personnel goals and objectives.

- Revenue and Cost Management

This is really important in for an organization as finance is the most valuable intangible resource as it is a most needed factor when it comes to the operations and the business activities. The revenue and cost management of the business should be done in a properly designed manner in order to maintain a high visibility related to the financial and cost base activities of the business.

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The business plan for the Kids@Paradise restaurant

1. The industry, company and products

The industry of the events management and photography for kids is an essentially new market which is to be marketed. The business is a unique proposition which is to be considered for the overall success and direction that is undertaken.

A step by step approach to deliver the business model

Answering questions

1. Where are we now and where have we come from>
2. Where we would like to be and by when?
3. How we propose to get there>?
4. How to ensure arrival>
5. What will be the expected outcomes

A statement of likely risks and how these can be managed

Critifical factors for scess

Viabilitiy plan

Budgets and invements requirement

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