

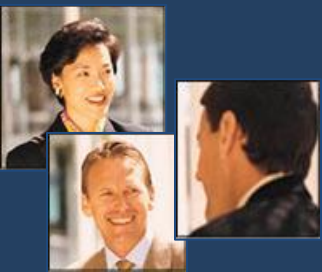
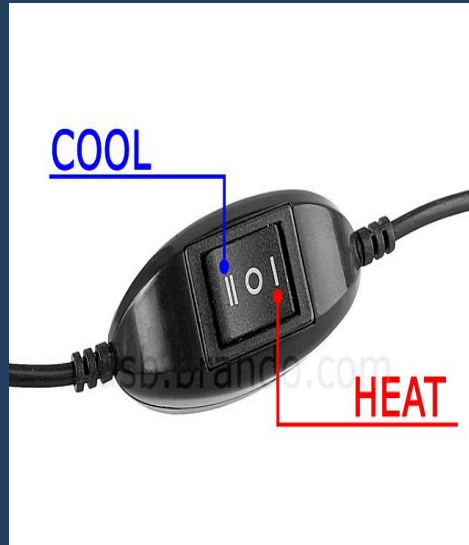


# Business plan Kings of cold

**USB  
fridge**

# OUR GOOD

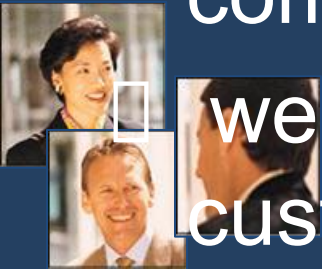
## USB fridge



# Strategic planning.

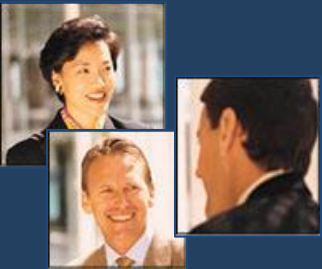
## ❖ SWOT analysis

- our product is unique, spends little energy.
- our product is not suitable for people who have no usb port and you put on only 1 cup in fridge.
- you can enjoy a cold drink near your computer every time you want.
- we have problems with delivery and customs.



# Form of ownership

- limited liability company.
- ✓ General director
- ✓ Marketing & PR
- ✓ Operator-secretary



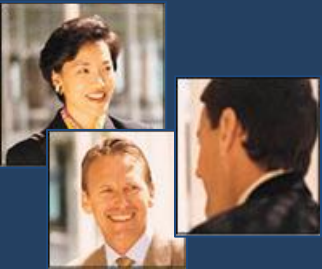
# our staff

- General director



- Marketing & PR

- Secretary-operator





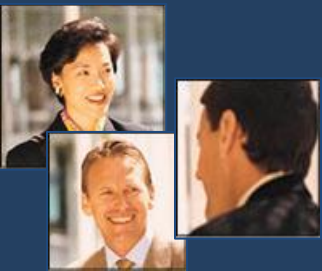
# Raising money.

Starting capital.(1,131,500rub)

1. General director 30%(339,450rub)
2. Marketing & PR 30%(339,450rub)
3. Operator secretary 30%(339,450rub)

Bank loan 10%(113,150rub)

\*With out collateral



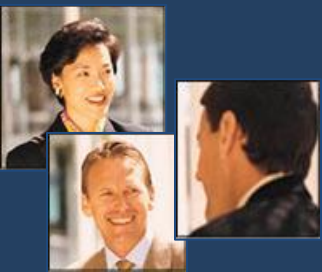
# Marketing

- Mission statement

More comfort – more clients!

- Company motto

Your can will be cold in a wink of an eye!



# Location.

- Our location in internet

