



Website Business Plan

By Gary Wilson

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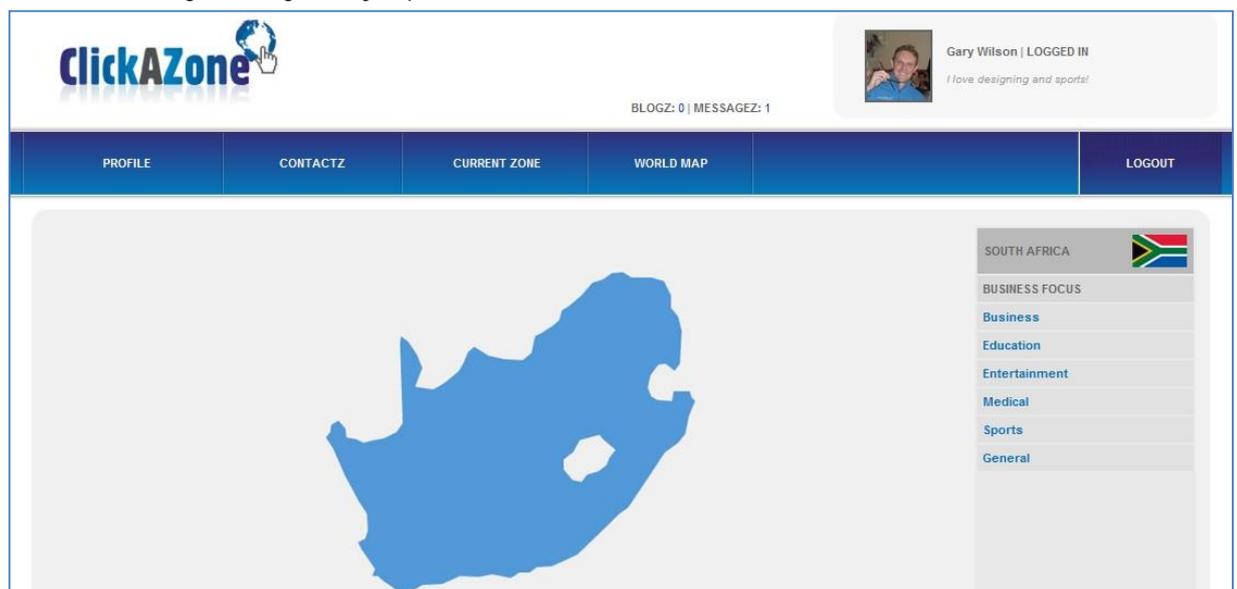
Project Rationale

- My vision is the website should be a leader in connecting people, places and interests. Users from anywhere in the world log into the website search for information or add information within a specific zone (country/state) and defined interest type i.e. Business, Sports, Entertainment, Education, Medical and General. Please click on link to watch video: <http://www.clickazone.com/help.php>
- Currently all online social networks are only focused on connecting people, but I want to broaden the scope to also connecting people based on their type of interest and the region/zone they are based in. For example if you are a person who likes tennis and you are living in New York, then you could interact with like minded people in that region/zone.
- The type of audience that the website would serve are as follows:
 - Businesses professionals, also incl. food supermarkets, airlines, automotive dealerships, clothing retailers, banks, property companies and technology stores etc.
 - Education professionals, also incl. learners, teachers, lectures, schools, universities etc.
 - Medical professionals, also incl. patients, doctors, nurses, hospitals, pharmaceutical companies etc.
 - Entertainment, also incl. interested people, actors, movie houses, theatres, restaurants etc.
 - Sports, also incl. interested people, sporting professionals, sports retailers, sports companies, sports clubs, gyms etc.
 - General internet users and bloggers
- This website would meet these users needs as it would allow related users to interact based on their type of interest in their current region/zone or in any region/zone or just as friends.
- There is room for growth in this market, see below statistics of global internet users. As can be seen there is large growth in emerging markets and also growth in existing developed markets.

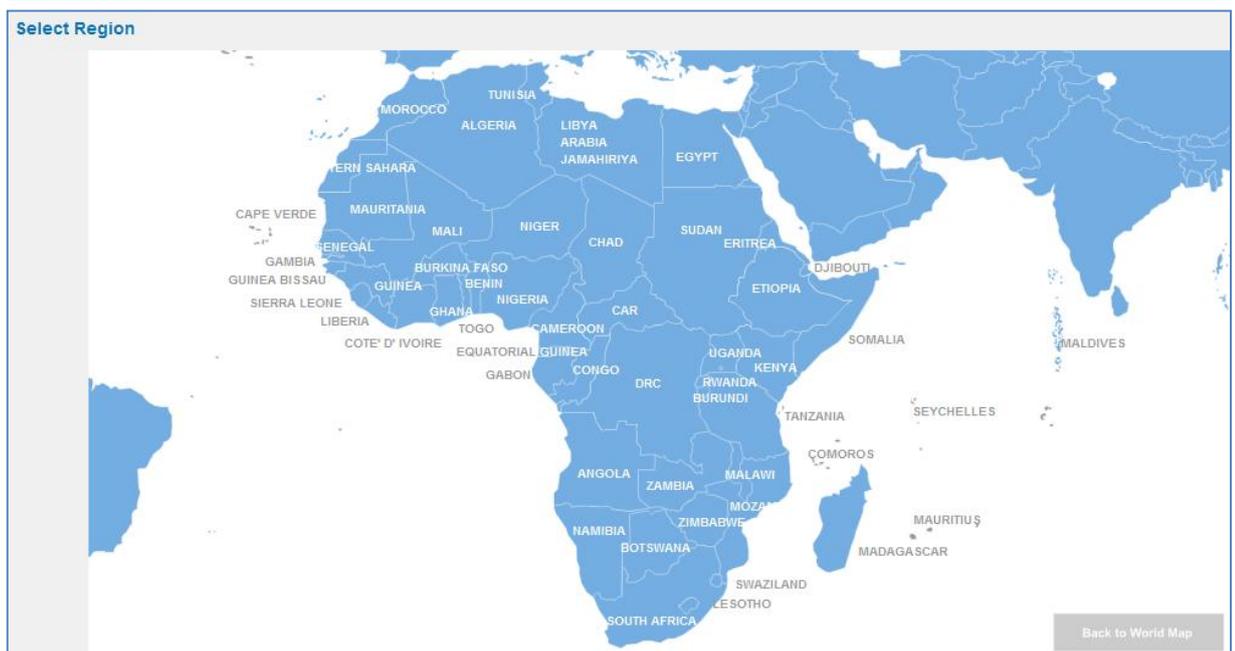
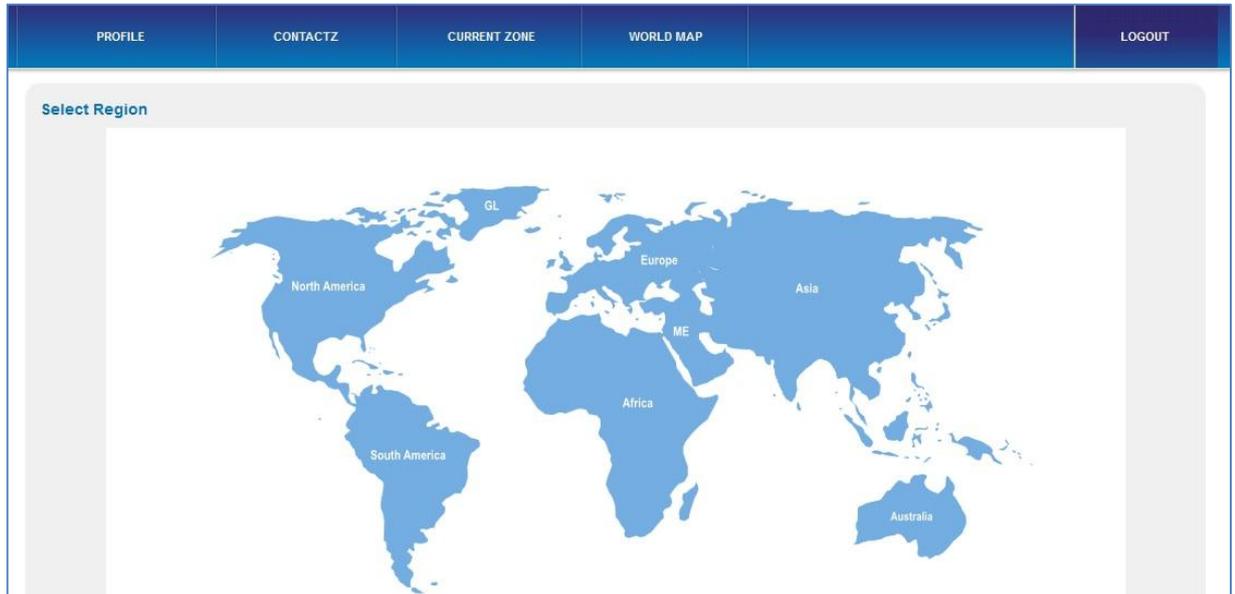
WORLD INTERNET USAGE AND POPULATION STATISTICS						
December 31, 2013						
World Regions	Population (2014 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2014	Users % of Table
Africa	1,125,721,038	4,514,400	240,146,482	21.3 %	5,219.6 %	8.6 %
Asia	3,996,408,007	114,304,000	1,265,143,702	31.7 %	1,006.8 %	45.1 %
Europe	825,802,657	105,096,093	566,261,317	68.6 %	438.8 %	20.2 %
Middle East	231,062,860	3,284,800	103,829,614	44.9 %	3,060.9 %	3.7 %
North America	353,860,227	108,096,800	300,287,577	84.9 %	177.8 %	10.7 %
Latin America / Caribbean	612,279,181	18,068,919	302,006,016	49.3 %	1,571.4 %	10.8 %
Oceania / Australia	36,724,649	7,620,480	24,804,226	67.5 %	225.5 %	0.9 %
WORLD TOTAL	7,181,858,619	360,985,492	2,802,478,934	39.0 %	676.3 %	100.0 %

Project Description

- The website I am proposing will contain the following basic pages:
 - A welcome/home page for users to login into
 - A registration page where users can sign up on
 - A profile page, where users can upload more details i.e. upload a photo, select if they are a private or business user, add their type of interest, add a personal description, add private/personal blogz
 - A messagez page where users can send messages to their contacts
 - A contactz page, where users can see their list of current contactz, see a list of up to five suggested users/contactz with similar interest in your region or you can also choose to send an email invite to up to three friends emails here
 - A current zone page, where a logged in user will see the interest link options (i.e. business, educations, medical, entertainment, sports and general) for that particular region/zone
 - A business page for each zone, here users can add business specific blogz or add specific eventz i.e. a product launch, a conference, information or job positings etc.
 - An education page for each zone, here users can add education specific blogz or add specific eventz i.e. timetables, registration dates, meetings, training information or job postings etc.
 - A medical page for each zone, here users can add medical specific blogz or add specific eventz i.e. a product launch, contact details, meetings, conferences or job postings etc.
 - An entertainment page for each zone, here users can add entertainment specific blogz or add specific eventz i.e. show launches, opening times, places to go, places to eat and job postings etc.
 - A sports page for each zone, here users can add sports specific blogz or add specific eventz i.e. matches, times, meetings or sports products etc.
 - A general page for each zone, here users can add general blogz or add general eventz i.e. friends, meetings, dating or any topic etc.



- A world map page, where a user can browse the world and login to any region/zone and join any interest type (i.e. business, educations, medical, entertainment, sports and general) and also add blogz or create eventz.



- Users can be either private or business. There is no difference, other than the profile page for a business user is slightly different to a private user, as they would need to add the details of the type of business, also private users can only create private “eventz” that only their confirmed contacts can see, however business users can make their eventz available to all users in that region/zone. There is a monthly joining fee for business users to create “eventz” of this type:

1 Event	Free
3 Eventz	\$25
7 Eventz	\$50
20 Eventz	\$100

- A “confirmed contact” is a user that accepts your friend request, just I don’t use the word friend on my website I use the word “contact”.
- A more basic mobile phone version of the website also needs to be created, as many users browse the internet via there smartphone today.
- A smartphone APP also needs to be created that mirrors the mobile phone version of the website, but the APP would allow for faster browsing on a smartphone.
- The main PC website should be able to run smoothly on all types of browsers and resolutions i.e. Internet Explorer, Firefox or Google Chrome. The same applies to the mobile website and APP.
- Using my own funding I have registered the domain name, created the concept, created a lot of the content for the main PC site and mobile phone site, but it currently only supports the region/zone of South Africa. It now needs to be rolled out to all zones. There is also some fine tuning that needs to be done to ensure the website runs perfectly and that there are no bugs.
- Pay-Per-Click advertising will used in each interest type with respect to each zone i.e. Sports in South Africa or Education in the United Kingdom. So advertisers need only pay for the amount of click through traffic generated via the clickazone website. **Cost-Per-Click?**
- Business users should be able to add their credit card payment details to add more than one event or they can select to make a banner advert in a particular zone/interest and also pay via credit card online. This information needs to be securely stored
- User information needs to be securely stored.
- User statistics needs to be also be able to be monitored through the website i.e. number of users registered, number of users active per day and number of users active per month
- Currently English will only be used for all website zones, but just for China and Russia, special considerations will be made due to the population size of these regions

Project Management

- I, Gary Wilson will be responsible for managing the website duties and tasks day-to-day, a website development company will be selected and provide development support to me
- The “Agile” project management methodology shall be used that moves at a rapid pace, pulling specific pieces of functionality into short, two-week “Sprints.” Within each sprint, the functionality is designed, built, and tested to churn out what can be considered “potentially releasable product” on a regular basis every two weeks. Each sprint begins with a Sprint Planning meeting, during which the project team sits down to decide what will be worked on within the next two weeks. Functionality is prioritized based on the team’s bandwidth, remaining project budget, and the items that they feel are most important, then sprint goals are set. The team then agrees upon what they can accomplish within the sprint, creates a plan for how to get the work done. Every day during the sprint, the team meets for just a few minutes first thing in the morning for a meeting called a “Scrum.” Each team member answers three questions: What did I do yesterday? What am I going to do today? Are there any roadblocks preventing me from accomplishing what I need to do? I am the Scrum master and am responsible for making sure the sprint is on track and any roadblocks are removed. On the last day of the sprint, the team and key stakeholders assemble for a “Sprint Demo” where the team shows off the work that they did within the sprint and gets feedback and approval from the stakeholders. After the stakeholders leave, the team meets for a “Sprint Retrospective” where they discuss what they did well that sprint, what they didn’t do well, and how they can make the next sprint more efficient.

There are a lot of benefits to Agile, but here are a few that I particularly like:

- Transparency: Agile is all about giving the stakeholders a seat at the table. The stakeholders are always aware of how much budget has been used and is remaining so that smart decisions can be made about how to complete the work.
- Efficiency: Though the time spent in meetings might seem unnecessary at first, that time serves to organize the team and create a plan that allows the work to get done faster. Additionally, the ongoing Quality Assurance will be done by me throughout every sprint allowing us to catch and fix bugs earlier in the process so that rework and duplication of errors can be avoided.
- Predictability: By chunking the work up into two-week intervals, it’s much easier to predict the timeline and cost of the project. Within each sprint, the client knows what can be expected within the set timeframe.
- Flexibility: There’s a reason they call it “Agile.” With Waterfall project management, the scope and requirements are set up front and if the needs of the project change halfway through, it’s too late and now you need a change order.
- Quality: Since all work needs to be complete within the two-week timeframe, there is an added emphasis on producing high-quality work quickly.

Marketing Strategy

- Search engine strategies:
 - Write a keyword rich title at the top of the webpage between the <HEAD></HEAD> tags
 - Place a good description of the website between the <META></META> tags
 - Include keywords in the sub header tags H1, H2 and H3
 - Position keywords in the first paragraph of the main body of text as search engines look for important keywords here
 - Hyperlink important keywords and phrases, as search engines see these hyperlinks as potentially important
 - Make the navigation system search engine friendly as search engines do not read JavaScript or Flash very well, therefore supplement important text with regular HTML
 - Do not include '?' in any URLs, as this is not search engine friendly
 - Do not make URLs too long
 - Create a sitemap, this is web page with a list of all the webpage links of the website, free sitemaps can be created with the free tool www.xml-sitemaps.com and the sitemap page can be submitted to all major search engines
 - Follow the "Google Webmaster Central" guidelines on how to rank the website higher within search results www.google/webmasters
 - Develop each page on target keywords, "Wordtracker" is a free keyword suggestion tool that provides keywords that website internet users most frequently search on <http://freekeywords.wordtracker.com>
 - With a free tool called "Webposition" the ranking of the website with respect to keywords can be compared to other website www.webposition.com
- Linking strategies:
 - Create as many links as possible from other websites to this website
 - Submit website to "Key Directories", as this will also help the site search on the internet to be ranked higher. A directory is not a search engine, but a hierarchical listing of websites sorted according to categories. There is a cost involved to list the website, the major directories are:
Yahoo! Directory
About.com
Business.com
 - Submit website to trade organization websites that are specialized directories, "SubmitWolf" great tool for this www.trellian.com/swolf
 - Request reciprocal links, by contacting other websites in each niche (i.e. Business, Education, Medical, Entertainment, Sports, General/Dating). The below website allows you to exchange links with willing website partners: <http://value-exchange.sitesell.com>
 - A few articles will be written by me about the website and sent to other newsletters
 - Ensure business blog, education, medical, entertainment blog pages have high profile users registered that continuously update their blogs in exchange for free advertising.

- Join some online business, education, medical, entertainment and sports communities via the below websites and direct website traffic to this website:
 Facebook.com
 LinkedIn.com
 Twitter.com
 Google Bookmarks
 Digg.com
 StumbleUpon.com
- Ensure users can add this website to their favorites list and that they can remain logged in permanently with the use of a check box on the welcome page of the website
- Business users are able to add one free 'Event' update per month
- Email strategies
 - Communication to the website will be done via its own email signature i.e. info@clickazone.com
 - Publish a emailed newsletter on a quarterly basis, which will promote trust and awareness with the users of the website, include interesting topics, this will be done by me with also the help of the below newsletter distribution website companies:
 icontact.com
 aweber.com
- Miscellaneous Strategies
 - Announce a contest that any new users who join within a particular one win a free gift
 - Create a viral marketing article/video and post it to the below websites that will draw further traffic to the website i.e. something around the new world map concept of this website and/or a video of young beautiful people using the website in a amusing way:
 Digg.com
 YouTube.com
- Paid Advertising
 - Purchase Pay-Per-Click (PPC) adverts that appear on the right of major search engine search results, some good website that offer this are:
 Google AdWords

Resourcing

- People
 - I, Gary Wilson will be responsible for managing the website duties and tasks day-to-day
 - I will commit 8 hours per working week day to this job
 - I have already been trained on all software development fundamentals and, have a degree in electrical engineering; certificates can be provided if required and am also a certified financial bookkeeper.
- Equipment
 - I will just require a laptop computer with internet access that I can provide myself
 - I will work from my home office
- Funding
 - I have already paid for the domain name registration www.clickazone.com and server hosting with www.site5.com in the United States
 - Currently I am using a shared hosting server at site5.com, but I would like to upgrade this to a separate managed server, as it will increase the website speed and bandwidth:
This will cost what over what period?
 - My monthly salary as project manager would be **R50,000 for a period of 1 year**; the actual website development costs would be split up into software coding development and graphics design, it is estimated:
_____ hours of software coding development would be required at ____/hour?
_____ hours of graphics design at ____/hour?
 - For website maintenance after the website is completed I have allowed for:
_____ hours of additional development at ____/hour ?
 - Another final important aspect is marketing and promotion, which will be:
_____ hours of work at a cost of ____/hour ?

Example below:

Description	Hours	Months	Cost per Hour	Cost per Month	Total
Project Management - Gary Wilson		12		R 50 000.00	R 600 000.00
Managed Server - Site5.com		36		R 3 000.00	R 108 000.00
Software coding development	1500		R 300.00		R 450 000.00
Graphic Design	500		R 200.00		R 100 000.00
Maintenance	300		R 300.00		R 90 000.00
Marketing	500		R 300.00		R 150 000.00
					R 1 498 000.00

- I require the help of investors to meet these budget costs, it could be one investor or multiple investors and I would be offering up 40% of the website value to investors for their stake in the website

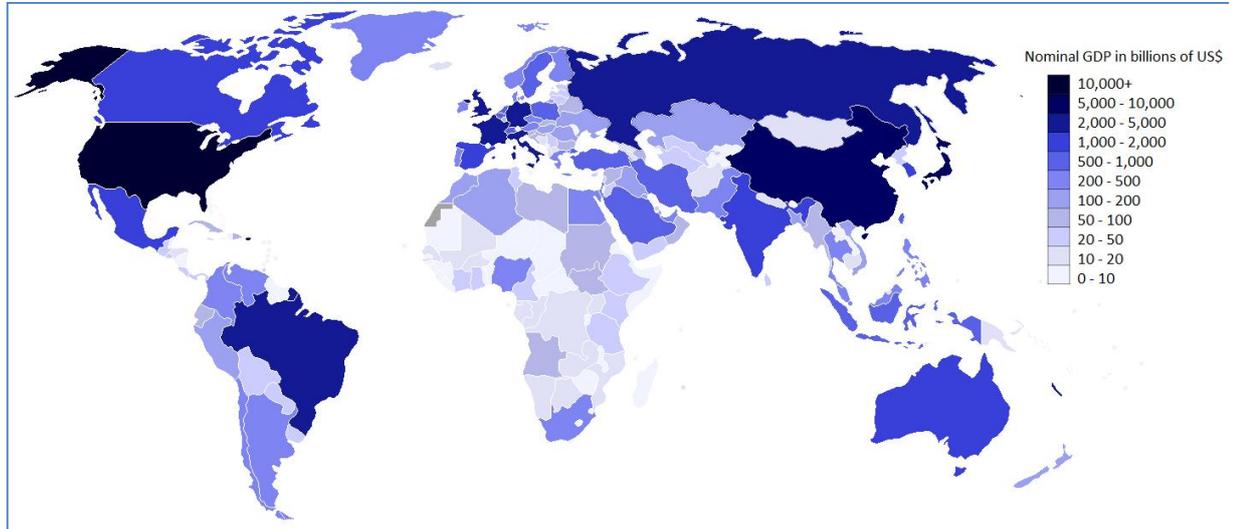
- Outsourcing and timeline
 - The complete website software coding development, graphic design, maintenance, marketing and promotion will be outsourced as per this business plan specification
 - It will be an open tender sent to 3 good website development companies
 - The project is to be completed within a 6 month period after acceptance of tender

Benefits of the website

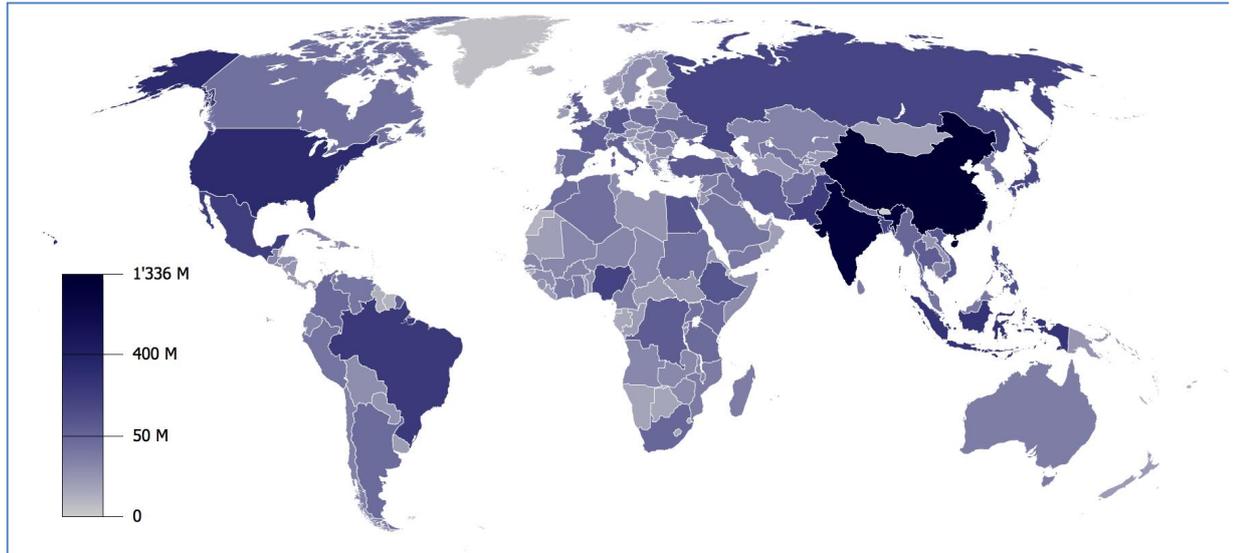
- Who benefits:
 - The users who use the site will benefit as they will be able to better engage with contacts/friends with reference to their particular interest (i.e. business, education, medical, entertainment, sports and other topics) and region/zone.
 - Small, medium and large businesses would benefit as they could keep their customers updated with the use of blogz and eventz
 - Business could benefit by advertising on the website and target specific interests or regions instead of just global broadcasting to customers who may or may not be interested
 - Stakeholders/investors in the website would benefit as below is an indication of all the revenues streams:

Total Countries	Large Economies (GDP approx 200-500 Billion US Dollars or greater)	Total World Population	Population of top 30 large economies %	Remaining Population
192	30	7 000 000 000	62%	38%
			4 340 000 000	2 660 000 000
Number of possible eventz per country	Number of possible eventz for largest economies			
1%	2%			
26 600 000	86 800 000			
More than one Event chance	More than one Event chance			
5%	10%			
1330000	8680000			
\$25 per event	\$25 per event			
\$33 250 000.00	\$217 000 000.00			
Advertising banner potential from eventz customers	Cost per banner advert			
0.05%	\$200			
13300	43400			
\$2 660 000.00	\$8 680 000.00			
Total possible revenue	\$261 590 000.00			

- See below list of total countries with greatest GDP numbers (obtained from wikipedia):



- See below list of countries with greatest population numbers (obtained from wikipedia):



Challenges and constraints

- Attracting users to the website, but the marketing plan will be used as a key focus here
- Competitors will draw many existing online users to their website instead, below are some statistics gathered:

Total number of monthly active Facebook users	1,310,000,000
Total number of mobile Facebook users	680,000,000
Increase in Facebook users from 2012 to 2013	22%

Total number of active registered Twitter users	645,750,000
Number of new Twitter users signing up everyday	135,000

These websites have however been around for many years and are already well established, but people are always looking for something new too.

- Limited budget and personnel are of course a major challenge, but this needs to be carefully managed and the goals made clear to the developers, the website functionality may not be as advanced as other competitors, but the quality needs to be good to ensure users stay interested and that software bugs do not deter users.
- It needs to be made clear to all users that their contact details are safely secured and not distributed and this needs to be managed, see the below statistic:

Percent of teens that view social networks as unsafe	59%
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- Legal aspects:
 - Intellectual property and copyright laws need to be double checked, the disclaimer and user registration process has already been checked once by www.lawforyourwebsite.com
 - The privacy laws need to be adhered to
 - Federal and state laws need to also be adhered to
- Resources and time frames
 - As already mentioned in the project management section of this business plan, the website development work will be outsourced but managed by me
 - The time frame for project completion will depend on the amount of people working on the project and the amount of hours required for completion, see below example calculation for an experienced developer:
 - $1500 \text{ hours} / 10 \text{ people} = 150 \text{ hours per person} / 40 \text{ hour working week} = 3.75 \text{ weeks}$, but this number increases as the number of people reduces and the skills level of the development team decreases, therefore a outsourced company with sufficient technical staff and skills needs to be selected for the project. After development is completed then marketing needs to aggressively start, which could also be another 500 hours of work, this needs to be handled as per the marketing plan in the same manner

Project evaluation

- After the website marketing is completed the plan is to hit a user registration growth of 1 million registered users and 100,000 active monthly users
- This will be monitored monthly by me the project manager
- Project stakeholders/investors will be informed every 2 weeks via progress reports by me of the website progress
- Pay-Per-Click advertising revenue stream generation would be:
 $100,000 \times 10\% \text{ of active users} = 10,000 \times 20c = \2000 per month
- Number of Eventz more than one for business users = $100,000 \times 1\% = 1000 \times \$25 = \$25,000$
- Total investment after project completion/total monthly revenue = $\$150,000/\$27,000 = \text{pay back period of 6 months after project completion}$