

Major assignment 3

Company Business Plan & Analysis

**Business and marketing plan for the promotion and
procurement of Company Innovation**

Aldrich Quai Hoi

Ex. Group 3

(Presented as individual assessment due to circumstances in
group member assignment and coordination)



LIV I.T. Group of Companies

Marketing Plan

1121 Toorak Road
Camberwell VIC 3124

Aldrich Quai Hoi

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1. Business Overview

LIV Information Technology is a established business which has been trading in the I.T. sector for the last ten years. Offering a personalised approach to its client base it and has sought to build long lasting and strong bonds with its clients. Starting out as a small business providing services in the scope of I.T., for corporate and consumer applications including computer systems hardware, computer systems software, application and database infrastructure development as well as development of corporate websites and applications for a variety of businesses. LIV Information Technology has grown substantially in the past five years and now is in a position to build upon its success by building specialist children business modules from the parent company foundation which is the Liv Information Technology.

2. Market Overview

The I.T. Market is very saturated with many competitors offering a similar service and price point for most consumer requirements. However, the significant portion of this market is split into specialist sectors which concentrate on specific end user requirements, for instance parts, computer system building, networking, application development amongst other common requirements of consumers and small to medium businesses.

This marketing and business plan is designed to identify and fulfil the aims and future directs of the LIV I.T. and subsequent group of children business units which will be developed as a value adding and expansion component for the core business.

2.1 Strengths, Weaknesses, Threats & Opportunities (SWOT Analysis)

Internal Strengths

- Independently owned company
- National Network
- Strong Minded Leader
- Strong Vision
- Strong commitment by staff
- Excellent Attitude of staff
- Excellent aptitude of excepting challeneg
- Public relations in form of community charitable institutions involvement
- Customer rewards system for customer loyalty and to generate recurring business
- Great means of screening and selecting clients

Internal Weakness

- Non existent core marketing team
- Significant investment in marketing and advertising required
- Development of branded marketing materials & Internal stationary
- Development of new technologies and internet marketing and presence
- Require more innovation of business practice
- Require more innovation in marketing company and incorporating sub business entity

External Threats

- Smaller independently operated businesses operating along one of the expansion units of business
- general economy could effect business

External opportunities

- Expansion of company by franchise to more locations nationally and internationally
- Expansion of company via acquisition and re branding of existing franchise
- Expansion of company via expanding from services to incorporate sales of branded products

2.2. Customer Information

LIV I.T. has three sectors of customers which can be further classified into sub groups.

Corporate

Sole Traders

Small to Medium Business

Company / Enterprise

Education institutions, Primary, Secondary and Tertiary

Consumer

Individuals

Groups

Education

Individual Tutors

Liv Group of companies plans to target two distinct groups:

(1) Corporate

Corporate business, enterprise and sole traders who wish to utilise the service offerings of the LIV Group of companies in the development of their business. Business owners who wish to seek an alternative service which caters with a full spectrum of services.

(2) Consumer

Consumer requirements in the field of I.T. goods, services and education.

2.3. Market Information on Computer Services - Australian Bureau of Statistics



Australian Bureau of Statistics

Computer Services

NAME OF ORGANISATION

Australian Bureau of Statistics (ABS)

OVERVIEW

To measure the characteristics of the Computer Services industry in Australia, including the production and distribution of Information Technology and Telecommunications goods and services by this industry.

Financial data for the industry is required by National Accounts Branch for the production of Input-Output tables, as well as being of interest to users in its own right.

The data collected in this survey is combined with other data collected by "Information Technology Survey - Producers" to produce an overall picture of the IT&T industry.

PURPOSE

To provide a measure of the size, structure and performance of the Computer Services industry in Australia.

To identify the nature and structure of the industry in terms of employment, income, costs and its contribution to the Australian economy.

The following measures provide an indication of the performance of Computer Services businesses:

- the number of businesses specialising in IT&T,
- employment levels
- Gross incomes
- Turnover
- IT&T revenues
- wages and salaries
- total expenses
- earnings before interest and tax
- operating profit before tax
- capital expenditure
- sales of goods and services (own production vs onselling) by commodity

Development of the survey has involved consultations with a number of key users and other industry sources to establish views on significant aspects/outputs of the industry which could be incorporated in the collection.

Published data will reflect a range of standard outputs including business employment details, income and expense dissected by major component and financial performance ratios.

SCOPE

The scope is all MU's with IT&T income within the following ANZSIC classes

7831 Data Processing Services

7832 Information Storage and Retrieval Services

7833 Computer Maintenance Services
7834 Computer Consultancy Services

IT&T revenue includes income from computer services, income from communication services, income from packaged software, income from the sale of computer and communications hardware, and any other income derived from IT&T goods and services.

Coverage is all MUs on the ABS Business Register coded to the following ANZSICs at the time of frame extraction (1 June 1999):

2841 Computer and Business Machine Mfg
2842 Telecommunication, Broadcasting and Transceiving Equipment Mfg
2849 Electronic Equipment Mfg nec
2852 Electric Cable and Wire Mfg
4613 Computer Wholesaling
4614 Business Machine Wholesaling
4615 Electrical and Electronic Equipment Wholesaling nec
5234 Domestic Appliance Retailing
7120 Telecommunication Services
7831 Data Processing Services
7832 Information Storage and Retrieval Services
7833 Computer Maintenance Services
7834 Computer Consultancy Services

The units in ANZSICs other than 7831-7834 are covered by virtue of being in-scope of the "Information Technology Survey - Producers". Any MUs selected in these ANZSICs, but coded to ANZSICs 7831-7834 during processing, will contribute to the Computer Services Industry estimates.

DATA DETAIL

Conceptual framework

Part of the ABS program of industry surveys. The data items will be consistent with Economic Activity Survey (EAS) specifications and outputs will provide key financial statistics in respect of the in scope ANZSICs and National Account requirements

The survey represents part of the "Information Technology Survey - Producers" - see doclink below

Main outputs

Key data items are available at the ANZSIC class level. Some statistics are available at the state level.

The publication contains the following tables at the Australia level:

- sources of income
- items of expenditure
- characteristics of employment
- selected statistics by employment size groupings
- selected performance ratios

Additional information is available through Special Data Services.

Classifications

The survey will collect data classified according to the Australian and New Zealand Standard Industrial Classification (ANZSIC).

The main classifications relevant to this collection are:

7831 Data Processing Services
 7832 Information Storage and Retrieval Services
 7833 Computer Maintenance Services
 7834 Computer Consultancy Services

Classifications of secondary interest are:

2841 Computer and Business Machine Mfg
 2842 Telecommunication, Broadcasting and Transceiving Equipment Mfg
 2849 Electronic Equipment Mfg nec
 2852 Electric Cable and Wire Mfg
 4613 Computer Wholesaling
 4614 Business Machine Wholesaling
 4615 Electrical and Electronic Equipment Wholesaling nec
 5234 Domestic Appliance Retailing
 7120 Telecommunication Services

Units coded to the above industry categories will not contribute to Computer Services estimates, but will contribute to other collections that comprise the "Information Technology Survey - Producers". Similarly units, any units selected for the "Information Technology Survey - Producers" that are classified after processing to a Computer Services ANZSIC will contribute to the Computer Services estimates.

Business will be selected on the basis of ANZSIC at the management unit level.

Classification issues:

Both initial investigation of the Business Register coverage and past survey experience indicate that a number of units currently classified to ANZSIC 7834 are not computer consultants. Many are consultants of other kind such as business, management consultants. Conversely, it is expected that several Computer Services units are "hidden" in ANZSICs such as 7855 - Business Management Services and 7869 - Business Services nec.

Coverage checks have indicated that although some Computer Services units are "hidden" in these ANZSICs, they are relatively small in number and concentrated in the small employers sector, and so will not significantly affect the quality of the final estimates. Nonetheless, a strategy has been proposed to provide coverage for these units - see doclink 1.2 below. The strategy could not be implemented for 1998-99 as Register resources were not available for the proposed units surveys.

Classifications (Doclinks/References):

Other concepts (summary)

The survey deals with the concept of "IT&T goods and services". Income derived from these goods and services is referred to as "IT&T income".

As an example, "Income from sale of goods", an item required by National Accounts, is split into "Income from sale of IT&T goods" and "Other income from sale of goods". The identification of IT&T income is required for the "Information Technology Survey - Producers", as well as being of interest in its own right to users of Computer Services Industry statistics.

GEOGRAPHIC DETAIL

Australia
New South Wales
Victoria
Queensland
South Australia
Western Australia
Tasmania
Northern Territory
ACT

Comments and/or Other Regions

No exclusions based on geography

COLLECTION FREQUENCY

2 Yearly

Frequency comments

COLLECTION HISTORY

The various Information Technology and Telecommunication industry surveys have been conducted over the years as outlined below:

1987-88 Computer Services Industry Survey (ANZSICs 7831-4 only)

1992-93 IT&T Producers Survey (all relevant industries including computer services)

1995-96 IT&T Producers Survey (all relevant industries including computer services)

1996-97 Telecommunication Services Industry Survey (ANZSIC 7120 only)

1998-99 IT&T Producers Survey (all relevant industries including computer services)

The relevant ANZSIC industries that are included in the IT&T Industry Survey are:

Manufacturing 2841, 2842, 2849, 2852 (from 1998-99 also covered 2430)

Wholesale 4613, 4614, 4615

Telecommunication services 7120

Computer services 7831, 7832, 7833, 7834

The IT&T Industry Survey will be conducted on a biennial basis in the future covering the above industries. Accordingly, there will only be one Collection Management System entry under IT&T Industry Survey for the 2000-01 cycle.

Tailored forms are used to collect data items specific to the Computer services or Telecommunications industries.



Australian Bureau of Statistics

8129.0 - Business Use of Information Technology, 2005-06

Latest ISSUE Released at 11:30 AM (CANBERRA TIME) 07/12/2007

12/03/2008 Note: Datacubes released to provide additional data to that previously released in Business Use of Information Technology, Australia (ABS Cat No. 8129.0) on 7 December 2007.

INTRODUCTION

This chapter presents a summary of outputs from the 2005-06 Business Characteristics Survey (BCS) relating to business use of information technology. It focusses on the key indicators of computer use, Internet access, web presence and Internet commerce. The information provided in the Explanatory Notes must be taken into consideration when interpreting these results, particularly if making comparisons to data reported for previous periods.

Business Use of Information Technology, Summary Indicators - 2002-03 to 2005-06

	2002-03	2003-04	2004-05	2005-06(a)
Proportion of businesses which reported:(b)(c)				
Computer use (%)	83.0	85.2	88.6	r88.8
Internet use (%)	71.4	74.2	76.8	81.3
Web presence (%)	23.0	25.1	26.7	29.8
Proportion of businesses which:(b)(c)				
Placed orders via the Internet or web (%)	27.8	31.3	32.7	37.3
Received orders via the Internet or web (%)	13.3	12.0	12.2	20.9
Internet income (\$b)	24.3	33.3	39.6	56.7
Proportion of businesses with Internet access via broadband connections(c) (%)	na	41.5	62.7	82.5

na not available

r revised

(a) Revised since release of '8166.0 Summary of IT Use and Innovation in Australian Business' on 19 November 2007.

(b) Proportions are of all businesses.

(c) Proportions are of all businesses with Internet access.

INTERNET ACCESS AND WEB PRESENCE

Although the proportion of businesses using a computer appears to have stabilised, the proportion of businesses reporting Internet use continues to grow. The proportion of businesses reporting Internet use increased 4 percentage points during the year ended June 2006 and 10 percentage points overall since 2002-03.

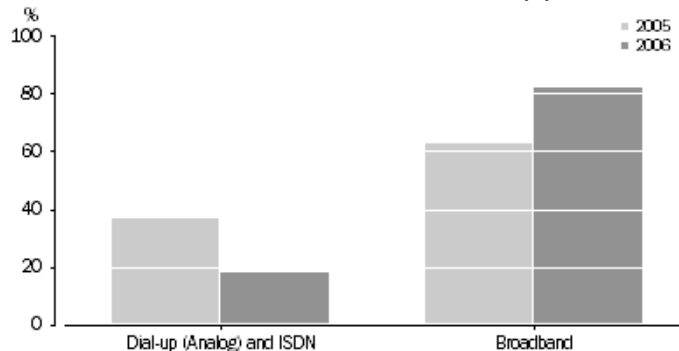
The proportion of businesses reporting having a web presence, either on their own dedicated website or as a presence on another entity's website, continued to grow, reaching 30%.

2.4. Industry Information - Australian Bureau of Statistics

TYPE OF INTERNET CONNECTION

Businesses that reported Internet use were asked to identify the main type of Internet connection. Broadband, which is defined by the ABS as an 'always on' Internet connection with an access speed equal to or greater than 256kbps, has continued to increase and dominates business connections. The proportion of businesses that reported a broadband connection as their main Internet connection increased from 63% as at the end of June 2005 to 82% as at the end of June 2006.

MAIN TYPE OF INTERNET CONNECTION (a), as at 30 June



(a) Proportions are of all businesses with Internet use.

As at 30 June 2006, 30% of Australian businesses reported having a web presence either on their own website, home page or a presence on another entity's website. This is an increase of 3 percentage points over the previous year.

MAIN TYPE OF BROADBAND CONNECTION USED

Businesses using broadband as their main connection to the Internet were also asked to specify the main type of broadband connection in use at 30 June 2006. The most common broadband connection used was DSL (Digital Subscriber Line) with 80% of broadband users identifying this as the main type of broadband connection. The next most common type of broadband connection reported was Cable (15%) which includes Fibre Optic, Coaxial and Hybrid Fibre Coaxial cable.

REASONS FOR NOT USING BROADBAND

Businesses using the Internet that did not report a broadband connection were asked the reasons for not having a broadband connection. Businesses could identify more than one reason. Perceived **Unavailability in business location** (38%) was the most commonly reported reason for businesses not using broadband. This was followed by **Ongoing connection and usage costs too high** (25%), **Lack of perceived benefits of broadband** (24%) and **Broadband startup connection costs too high** (22%). Broadband had not been considered by 19% of businesses with non-broadband Internet access.

INTERNET COMMERCE

The proportion of businesses which reported placing orders via the Internet or web for any goods or services during the year ended 30 June 2006 was 37%, an increase of 4 percentage points from the previous year. The incidence of this business practice continues to increase.

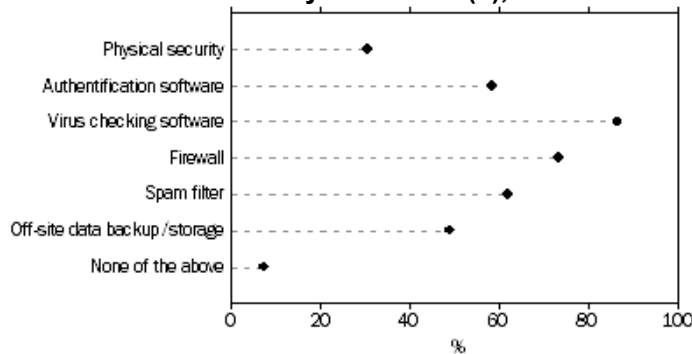
The proportion of businesses reporting receipt of orders via the Internet or web increased from 12% in 2004-05 to 21% in 2005-06. The value of Internet income associated with the receipt of orders grew by approximately 40% from \$40 billion in 2004-05 to \$57 billion in 2005-06.

IT SECURITY

Businesses that used a computer were asked which IT security measures they had used. Businesses could identify more than one type of measure.

The most commonly used IT security measures were **Virus checking or protection software** and **Firewall (software or hardware)** reported by 86% and 73% of businesses with IT use, respectively.

Business use of IT security measures (a), as at 30 June 2006



(a) Proportions are of all businesses with computer use.

Nearly three quarters (74%) of businesses with computer use reported no IT security incidents or breaches while a further 7% were unsure as to whether the business had experienced any IT security incidents or breaches. Therefore, 19%, or almost one in five businesses, did report an IT incident or breach.

The most commonly reported impact of an IT security incident or breach was **Downtime of service** (57%), then **Corruption of hardware or software** (41%) and **Loss of staff productivity** (40%).

NOTES

INTRODUCTION

This publication presents detailed indicators on the incidence of business use of information technology and associated activities, such as Internet commerce, in Australia as collected by the 2005-06 Business Characteristics Survey (BCS).

CHANGES TO THE SURVEY VEHICLE

Previously, these information technology (IT) indicators were produced from the separate annual Business Use of Information Technology (BUI) survey.

Collection of these data using the BCS vehicle is part of the Australian Bureau of Statistics' (ABS) Integrated Business Characteristics Strategy (IBCS). This strategy integrates the collection and quality assurance of data required for a wide variety of point in time estimates on BUI, Innovation and a broad range of other non-financial business characteristics, as well as for input into a Business Longitudinal Database (BLD). A key output of the IBCS is the production of annual BUI and business innovation indicators, with a more detailed set of items for each of these topics being collected every second year (i.e. in alternating years). The change of survey vehicle has impacted on the comparability of outputs in this release with those released in previous issues and users are advised to exercise caution (for more information please refer to Explanatory Notes 26 to 28).

PUBLICATION CONTENT

This release contains detailed information about IT use and associated activities such as Internet commerce and measures of IT security, and where appropriate, comparisons with available international indicators. More detailed information on most of these factors will be released in spreadsheet format via the ABS website in mid-January 2008. Other business characteristics outputs, including innovation related indicators, will be released via the ABS web site in February 2008 (please refer to Explanatory Notes 34 to 35). This release contains measures on the incidence of use of IT and innovation. More detailed analysis on the intensity and impact of these on business performance is being undertaken and will be released by the ABS over the next year (please refer to Explanatory Note 37).

OUTPUT FOR STATES AND TERRITORIES

The change of survey vehicle has impacted on the comparability of outputs in this release with those released in previous issues. The ABS is undertaking additional work to maximise the quality of IT use data at the state and territory level. It is hoped that business use of IT outputs for states and territories will be released in mid-January 2008. For more information about how changes resulting from the implementation of the IBCS have impacted on state and territory level data (please refer to Explanatory Note 17). If you wish to be notified of the release of state and territory data or other BCS releases, please send an email with your request to innovation.technology@abs.gov.au.



Australian Bureau of Statistics

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Latest ISSUE Released at 11:30 AM (CANBERRA TIME) 07/12/2007

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8146.0 - Household Use of Information Technology, Australia, 2007-08

i Quality Declaration
 Latest ISSUE Released at 11:30 AM (CANBERRA TIME) 18/12/2008

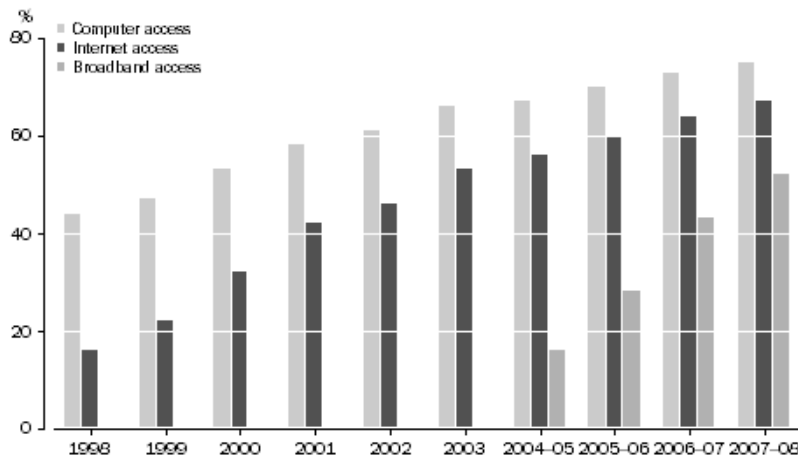
MAIN FINDINGS

HOUSEHOLD ACCESS TO COMPUTERS AND THE INTERNET

In 2007-08, 67% of Australian households had home Internet access and 75% of households had access to a computer. Between 1998 to 2007-08, household access to the Internet at home has more than quadrupled from 16% to 67%, while access to computers has increased by 31 percentage points to 75%.

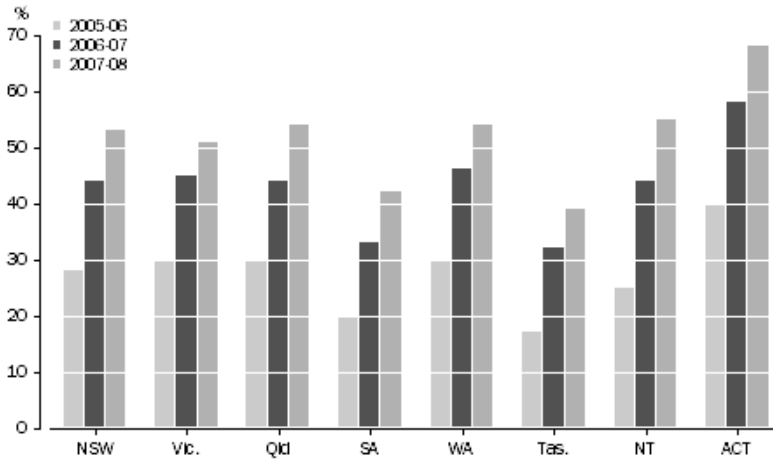
In 2007-08, the number of households with a Broadband Internet connection increased by 22% from the previous year, to an estimated 4.3 million households. This represents over half (52%) of all households in Australia and 78% of households who have Internet access. A small proportion of respondents (1%) did not know the type of their internet connection at home.

Figure 1: Household Computer or Internet Access, Proportion of all households - 1998 to 2007-08



The Australian Capital Territory continued to register the highest proportion of households with a Broadband Internet connection (68% of all households), while Tasmania and South Australia continued to record the lowest proportion of all households with a Broadband Internet connection (39% and 42% respectively).

Figure 2: Households with Access to Broadband, by State or Territory -2005-06 to 2007-08



Socio-economic characteristics of households continue to influence the rate of computer, Internet and broadband connectivity across Australia. Households which have any of the following characteristics: no children under 15 years; located in ex-metropolitan or remote areas of Australia; have lower household incomes are less likely to be connected to a computer, the Internet and/or broadband.

Figure 3: Households without Access to a Computer and the Internet, by Geographical Characteristics -2007-08

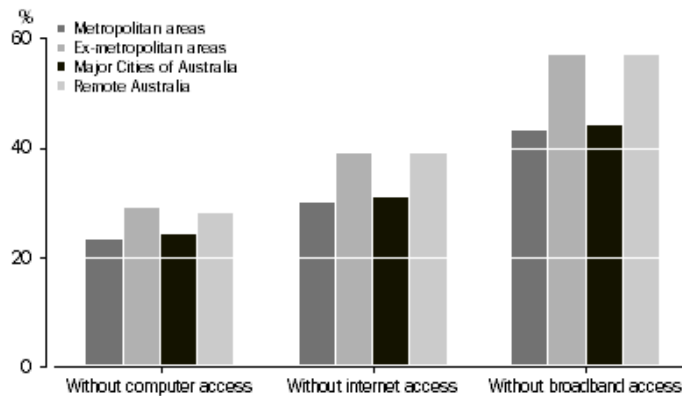
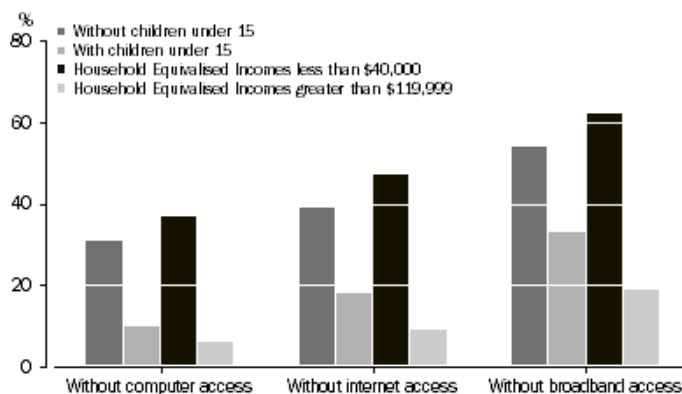


Figure 4: Households without Access to a Computer and the Internet, by Household Characteristics -2007-08



International Comparisons

In 2007, the percentage of households with access to a home computer ranged from 89.1% (Iceland) to 12.2% (Turkey) with Australia's level of computer use at home being towards the upper end of this range at 75%. During 2007, Korea reported the highest penetration of household Internet access (94.1%). For Australia the percentage of households with home Internet access was 67.0%, while the European Union average was 56.0%.

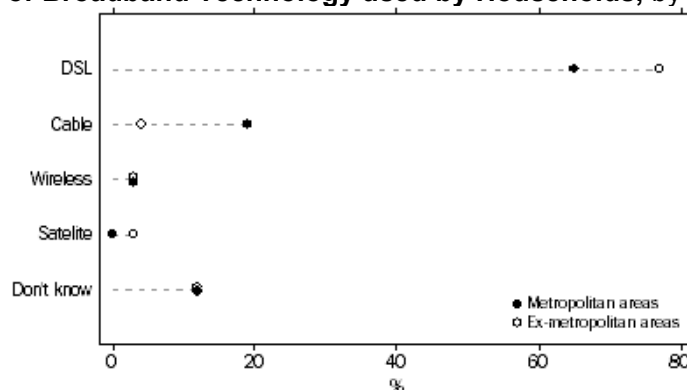
In 2007, across OECD countries, the uptake of Broadband Internet connections varied considerably across countries, with Korea reporting the highest proportion of households with a Broadband connection (94.1%) and Turkey recording the lowest, at 1.7%. For Australia, the percentage of households with broadband access at home was 52.0%, while the European Union average was 43.4%.

When interpreting comparative data on household use of Broadband in 2007, users need to be aware of the differences in the reference period and definition of Broadband adopted by respective countries, which are discussed in more detail in paragraphs 51 and 52 of the Explanatory Notes.

TYPE OF BROADBAND CONNECTIONS

In 2007-08, the dominant type of technology that households used for Broadband connection to the Internet continued to be Digital Subscriber Line (DSL), which remained at a relatively constant proportion of households using this type of technology (69%). During 2007-08, there was a 3 percentage points decrease in cable connections, offset by a 3 percentage points increase in other technologies, which was largely driven by the take up of wireless and satellite broadband technologies. The growth in satellite connections (which now accounts for 3% of all broadband connections) has taken place in ex-metropolitan parts of Australia. There continues to be a significant lack of awareness by respondents of the type of Broadband technologies being used (12%).

Figure 5: Type of Broadband Technology used by Households, by Region -2007-08

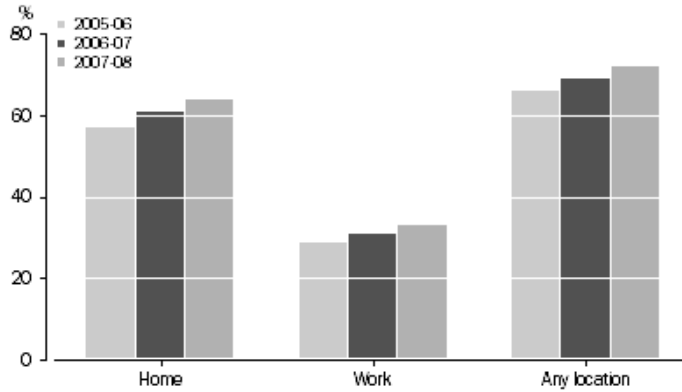


PERSONAL USE OF INFORMATION TECHNOLOGY

During 2007-08, 72% of people aged 15 years or over accessed the Internet from any location in the

previous 12 months. Home was the most popular location of Internet access with 64% of these people accessing the Internet from home. Work (33%) was reported as the next most common location for accessing the Internet.

Figure 6: Internet Use by Location of Access - 2005-06 to 2007-08



The Australian Capital Territory continues to have a significantly higher proportion of Internet users (87%). Metropolitan areas continue to register higher levels of Internet use, with no decrease in the gap between these two areas over the last three years.

Figure 7: Use of the Internet at Any Location, by State/Territory - 2005-06 to 2007-08

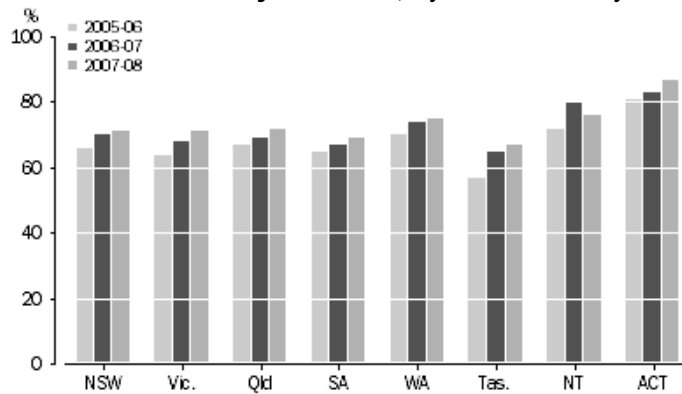
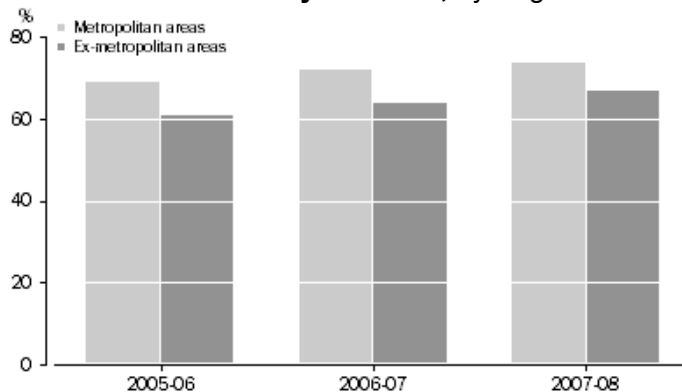


Figure 8: Use of the Internet at Any Location, by Region - 2005-06 to 2007-08



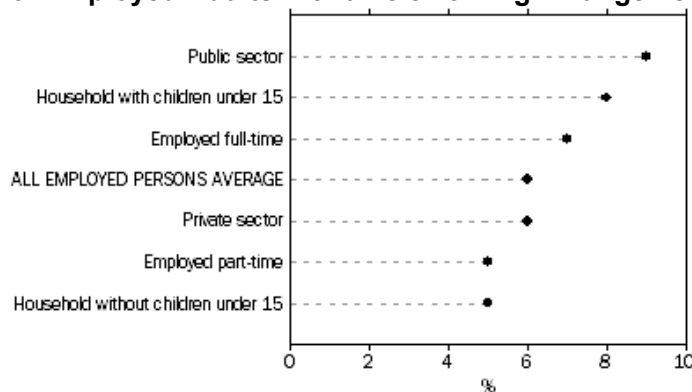
HOW AUSTRALIAN'S USE THEIR TIME

The 2006 Time Use Survey found that, of those persons aged 15 years or over who used the internet, the average time spent using the internet was just over one hour per day (excluding internet use during working hours). This survey found that a greater amount of time was spent using the internet for non-communication activities (including using the internet to access Government services, internet shopping and watching on-line news) than communication activities (including emailing, the use of social networking sites and chatrooms).

Working Arrangements

Results from the 2006 TUS found that 6% of employed adults had a teleworking agreement with their employer to access their computer via a modem so that they could work from home. Teleworking was more prevalent amongst full-time workers, those employed in the public sector and those in a household with children under the age of 15.

Figure 9: Employed Adults with a Teleworking Arrangement, 2006



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2.5 Product/Service Information

LIV I.T. Service Structure (Parent)

Corporate

- IT Service and Support
- Networking Solutions
- Computer Hardware
- Customised Software
- Site-to-Site Transplant
- Professional Training
- IP Telephony

Consumer

- Computer Service & Repairs
- Computer Hardware
- Home Networking
- VOIP for Home
- In Home Computer Training

New Additional Services

Apple Macintosh

- Apple® Service and Repairs
- Apple® Hardware and Software
- Apple® Integration

Client Services

- Update my NOD32 v3.x/4.x
- Update my NOD32 v2.x
- LIV IT Remote Login Software

LIV PRINT Service Structure (Child)

LIV print will be the first expansion point of interest of the LIV I.T. parent company. This business is to offer printing services on a consumer, educational and corporate level in parallel to the LIV I.T. parent. The business has a store front presence with a reasonable area location in the metropolitan district and allows the price point of services where profitability is ensured.

LIV WEB Service Structure (Child)

LIV Web is the second point of expansion for the LIV I.T. parent company, its sole purpose is to serve the consumer and corporate markets with the service of web applications development, application and infrastructure.

LIV MOBILE Service Structure (Child)

LIV Mobile is the third point of expansion for the LIV I.T. parent company, its purpose is to serve consumer and corporate mobile telecommunications systems

3. Objectives

The key objectives of the LIV I.T. parent company is to create a system where by consumers and corporations are offered the convenience of having all their business requirements undertaken from the a single point.

By setting up the company in this manner of expansion, the company would capitalise on all the avenues of frequent business requirements. This would yield great efficiency in speed of delivery for the end user as this has become the key element in business development in the past five years.

By offering a complete turn around solution on design, application and infrastructure development and procurement the business aims to win more business due to the streamlined effect which it will have.

Although costs will be distributed through the three business units, this will allow the business to offer significant savings to the end user by structuring rates per business and setting up of an effective financial management and accounting system which runs in parallel to the parent entity.

For clients who wish for a complete turn key solution, to clients which require a single component in their business. Another objective is to make clients aware of the full turn key solution provided by the company group if they approach the group of companies with just a single criteria of application. It is to be made apparent that due to the structure of the company, the services which applies to each, that it is of the benefit to the client that the LIV group of companies would be able to handle their requirements in a cost effective and efficient manner then in their current status.

This objective of the over all design of the structure would be the core objective.

4. Strategy

4.1. Product

Production & services will be provided to industry standards with value added incentives to stimulate client and business response and expansion.

4.2. Pricing

Product & service price points will be provided to industry standards with value added incentives to stimulate client and business response and expenditure.

4.3. Distribution

Although there is not a distribution requirement except in the instance of LIV Print business entity, the LIV Group of companies utilises private courier and Australia post for dispatch, delivery and print marketing distribution respectively.

4.4. Promotion

Website:

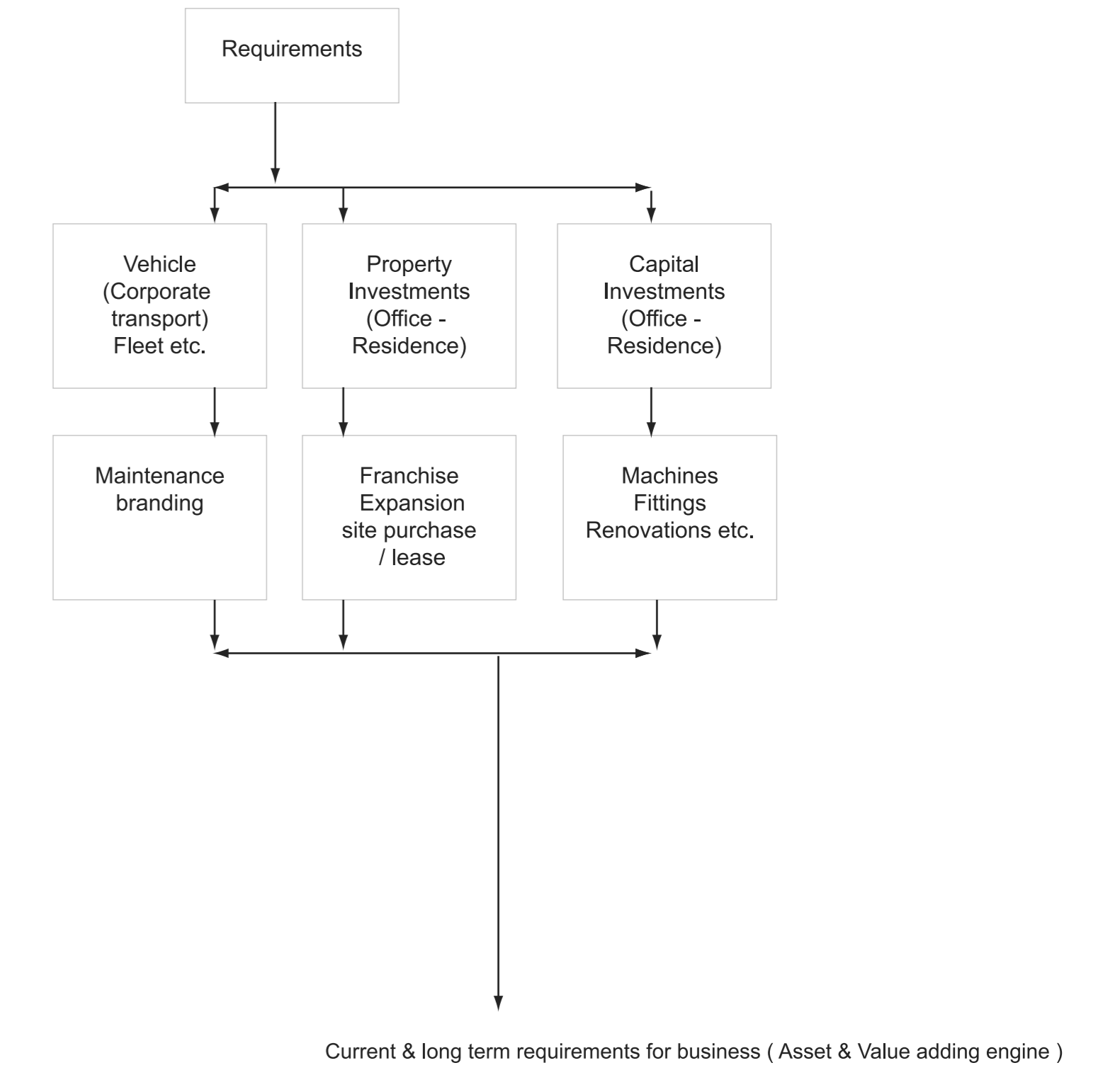
The LIV I.T. website is one of the key windows into the working architecture of the company. The website has been re designed to coincide with the brand update so the company promotional, marketing is concise and standard across all forms of business, communication, promotions and identity.

Search Engines Optimisation:

The LIV I.T. website will be subjected to search engine optimization and cross promotions through all avenues the internet. The optimization process has been initiated with the re development of the website in XHTML and CSS script, making the website web standards compliant and much easier for promotional purpose through search engine optimization and online cross promotion initiatives

building of company portfolio

nd



4.5. Operational Plan Flowchart

Please refer to flowchart of strategic operations.

4.6. Advertising:

Online Advertising :

LIV I.T. will participate in online advertising through the Google AdSense systems as well as top tier online marketing and advertising systems such as Yahoo and MSN. The company may employ an external web marketing company to routinely provide online marketing services with monthly reports on performance for investment as well as a data collecting tool to gauge the feasibility of this form of advertising.

Online advertising through the use of exchanged links and advertising media on affiliate and allied websites for additional exposure as well as cross promotion ventures.

Print Advertising :

Print advertising in industry publications and magazines for corporate market

Print advertising in community news print for consumer market

Print advertising in industry news print such as trade papers and magazines for corporate and consumer sector

On Air :

Radio Advertising with cross promotions

Broadcast :

Television commercials for late night slots on prime time channels

Television commercials for peak hours times on channel 31 for consumer market

Word of Mouth :

Perhaps the best form of free advertising, the word of mouth from a satisfied clients. This is a direct reflection on the quality of service provided and the business acumen displayed. This places emphasis on the company to perform at its best in all situations for the procurement of its image and brand and in turn, the entire company and founding.

4.7. Public Relations:

- Packaging Recycling
- Computer and Technology Recycling
- Cartridges 4 Planet Ark
- Participation in sponsorship events in public and educational sector
- Participation in fund raising initiatives

Promotions:

The initial promotion of the updated brand will be the translation of the brand in all the stationary as this in itself is a vital component of branding. A company brochure will be developed which will highlight the parent LIV IT company as well as introduce the child business units and showcase the expansion of the LIV IT company, its many new goods and services which it will now provide to consumer and corporate sectors.

Consumer Promotions

Flyers will be distributed initially to consumers in the within a 50 km vicinity of the business location to generate sales leads and interest for walk in sales and service with bonus coupons per flyer which will be redeemable for a discount on goods and services.

Corporate Promotions

The company's existing client database will receive marketing materials in the form of the brochure, flyer or media pack showcasing the refreshed identity of LIV I.T. along with the new goods and services available to them, instances of bonus goods and services may be included in this to stimulate interest and new sales based on the value added to the company via the expansion business units and additional goods and services.

Branding:

LIV I.T. branding has been given a refresh to suit a more contemporary outlook while maintaining the original brand design.

For the expansion units of business, the brand and the new contemporary theme have been carried out with the utilisation of colour co-ordination as a major defining point of difference. By utilising a colour scheme the company has regulated and standardised its brand and can deploy it use for future business units if required. The brand design has thus become modular for future developments.

The LIV I.T. brand is carried throughout all documents and information released into the public channel and is designed to maintain a consistent look and feel that highlights the the brand and its inception motto, Life Style, Innovation and Vision.

The branding is apparent in staff casual uniforms as well as corporate uniforms and is also a device to portray the professionalism of the company as a hybrid corporate and consumer sales and service provider.

The branding portrays the company as technologically advanced and paced for the now and future and should leave this impression upon any interaction of services provided as a direct reflection of the brand.

Building and Office Branding

The entire LIV Group of companies will under go a fill branding process. Please see attached diagram.

Vehicle Branding

The entire LIV Group of companies corporate vehicles will under go a fill branding process.

4.8. Operational Plan:

The success of this business depends not only on location, quality of service and diversity, but on how it is delivered. The tactics therefore, require a very attentive and direct approach to the client base. This however, can not be seen to be pushy or overbearing but constructive and sympathetic to the clients needs to “we deliver with a personal touch “. It is envisaged much of the repeat business will come from personal referral so the ability to offer simple clear service and information with a no fuss personal approach is important. All direct interactions should be at a one-on-one level where possible. Response to enquiries is to be measured in hours not days and the use of “we will get back to you” is to be avoided.

4.9. Sales Promotion:

The pricing schedules are targeted to encourage weekday usage as well as maximise the income for what is expected to be popular weekend deals. The offer of discounts to singles as well as the offer for referral selling should drive business.

Pricing for the use of the facility for functions that would include the use of the garden setting and B&B accommodation as a total package, requires further refinement as this market could attract a different clientele such as wedding, birthday or other celebrations. The use of promotions into specialised magazines for this sector would need to be undertaken but does require the integration of other suppliers of services to make this successful. At this stage it is not expected to actively pursue this avenue of activities.

Advertising:

Specific target market approach for advertising is seen as the direction for <Business Name>. The target market for using the accommodation facility is able to be reached with careful use of both online sites and information being posted in key travel magazines such as the Royal Auto, Travel Victoria etc.

The emphasis is on having a break in a relaxing but beautiful location and is the key, so this does not have to be shouted at the consumer using intense mass media but will be easily available when required.

Public Relations

The LIV I.T. group of companies is to be seen as being a positive contributor to the local community without expecting anything in return. It is to actively participate in local functions and support the regional initiatives around the promotion of education of its services. the directors of the company will make themselves available for these activities and be approachable by the public and corporate bodies alike.

4.10 Direct Marketing

The use of a high quality brochure and multimedia information pack is seen as essential to providing potential client’s information about the LIV I.T. parent company and its group companies services. These information brochures and promotional media packs will be available at all clients of the LIV I.T. parent company and group. Initially the information packs will be delivered by mail and hand as a means to discuss the new offering by the company.

The use of a bulk mail-out either via post, fax or email is not seen as productive as it does not provide the personal touch and long term relationship that the company is trying to achieve. However, all clients current and prospective will go onto a direct email database (provided they give permission) and promotions offering discounts to existing and prospective clients users will be offered on a regular basis. These could be in the form of a reduction in price per goods or service or through a joint venture strategy between the group of companies.

4.11. Online Marketing

The internet is seen as a critical tool to reach customers. During the opening phase of the LIV I.T. parent company and its expansion special deals will be designed and offered to existing and prospective clients.

These will be repeated on a routine basis if consumers accept these offers.

The website is to be fully functional and will enable clients to request quotations on goods and services. On receiving the quotations the customer will receive a personal confirmation along with information on the actual quote and also on how the LIV group of companies could stem line their business with services.

5. Budgets (Simplified)

Item	Date Completion	Cost	Measure of Success
Website build	NA	\$ 6,000	Number of Hits per month
Paid search engine advertisement to increase exposure	NA	\$ 1,500 PCM	Monthly Call back rate
Colour brochure printed and Multimedia distributed through out region	NA	\$5,000	Monthly Call back rate
Print Advertisement in magazines	NA	\$1,500 PCM	Monthly Call back rate
Newspaper advertisement for local paper	NA	\$400.00 PCM	Monthly Call back rate
Site hosting costs	NA	\$50.00 PCM	NA
TOTAL Per annum (Approximate)		\$83,400 PA	Business Generated Per Annum

Conclusion

In developing of this business and marketing plan we have met our aims of thoroughly planning upon the innovative approach which LIV I.T. wishes to pursue for its expansion and diversification into multi media service provisions.

With the structure and planning being followed we are sure to see the steps carried out as designed with the additional child business being implemented. The decision for this direction came about after careful consideration of current industry standing. With print declining and online media on the rise, the company sought fit to collate all common services in general business material and media requirements under one body to perform in an efficient and cost effective manner for the existing and future prospective clients.

The company has witnessed that there are many companies which often offer multiple services which are often misshandled due to non efficient planning and work flow structure.

In the over all scheme of things, business is all about expansion and value adding to your company entity which in turn is an investment which can reap rewards. In expanding in this manner it opens the possibilities to acquire companies and add volume and value as the development of the system proceeds, yet is also flexible to down size should components of the structure become ineffective.

6. Notes