

Moscow Department of Education  
The state budget educational institution  
Secondary vocational education of the city  
of Moscow  
Business Technologies

# Software Ways

**We care about your business!**

- ◉ Field of the business: **informational technologies**
- ◉ Made by a student of the 1st course specialty «», group \_\_\_\_\_  
Name Surname

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# Aim of the market:

Providing to the clients and businesses with desired software.



Type of business

Small business.

# SWOT analysis

## Strength – сильные стороны

- 1)Software price is below others.
- 2)Modern programming software
- 3)D demanded route.
- 4)Opportunity to work and establish relationships with different companies

## Opportunities – возможности в будущем

- 1)Becoming a large firm.
- 2)Becoming a corporation.

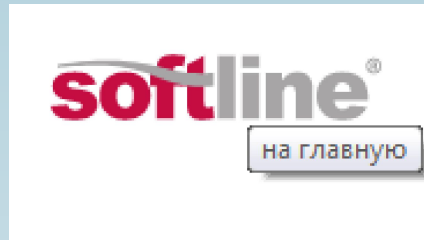
## Weaknesses – слабые стороны

- 1)New company.
- 2) little experience on the market.

## Threats -- угрозы

- 1)Our competitors.
- 2)Economy collapse.

# Our potential competitors



Store  
Softline



Softkey



Logision

# Our goods/services

- ⦿ Programming software price is below others.
- ⦿ Popular programs.
- ⦿ We give you opportunity to get necessary programs easier
- ⦿ You can work in our company making your own software.

# Our customers

People of all  
ages and  
businesses  
of all kinds  
who needs  
to get  
necessary  
software



# Business model

A photograph of three business professionals in a meeting. A man in a dark suit is seen from the back, facing a woman with blonde hair in a black blazer and a man in a dark suit and tie. They are seated around a dark table with papers, a pen, and a glass. The background is a large window with a city view.

Flattened hierarchy,  
small business (director,  
accountant,  
employees (<50),  
securities

# Intellectual property

ООО «Софтвэр вэйз»





# Necessary investments

A close-up photograph of a hand holding a thick stack of Russian ruble banknotes. The banknotes are fanned out, showing various denominations including 500 and 1000 rubles. The background is a solid blue color.

- 1) New programs buying (in future) – 450000 rur (one car), 15 computers.
- 2) Rent of office (50000 per month).
- 3) Salary (accountant (40000 rur, programmers).
- 4) Website (10000 rur)
- 5) Security (30000 rur).
- 8) WIFI - 6000 rur

# Project economy

- ◎ Program price is 6000 rur.
- ◎ Profit per month
- ◎ Profit per year



# Recommendations and contacts

- ◎ Name Surname – CEO.
- ◎ E-Mail :

***Welcome to our company!!!***