Executive Summary

(Name of company) is an auction company that uses the Internet to conduct on-line auctions. The Company is to be managed and run by the eCommEd class of (name of your school). The website is supported by and licensed from The Genium Group, Inc.

Company Vision

To make money for school-related groups, public service organizations and businesses within our community, and (name of your company) by organizing, promoting, managing, and implementing on-line auctions at our Company's ScoresUp.com website. Our company's revenues will be derived from an agreed upon portion of each auction's proceeds.

Our company will actively solicit auction sponsors, build and maintain a professional, easy-to-use auction website, promote and generate publicity for each on-line auction event, and manage and implement each on-line auction.

Our primary goals are to raise (amount of money) for (name of your company), raise (amount of money) for organizations affiliated with our school, and generate funds for local charitable organizations and businesses who hire our company to conduct on-line auctions. We intend to do this by positioning our ScoresUp.com website as a popular on-line shopping destination, making it extremely easy-to-use, and promoting our service and each individual auction very aggressively.

1. The Company

   • Name:

   • Location: Name of Institution, City, State

   • Web Address: www.scoresup.com/...

   • Ownership: Website content will be managed by the eCommEd Content Team under the direction of their class instructor, or Business Leader. The website is supported by, and licensed from, The Genium Group, Inc.

   • Type of Business: An Internet-based service for school-affiliated groups, charitable organizations, and businesses located in the (name of your community) area.

2. The Business Opportunity

   • We have identified (quantity) groups and activities affiliated with our high school who regularly conduct fundraising activities. We have identified (quantity) non-profit, public service organizations in our community who regularly conduct fundraising activities. We have identified (quantity) businesses in (name of community) who have products suitable for merchandising via an on-line auction model.
• Currently no other auction website exclusively serves the (name of community) area. By focusing on just this geographic territory, our company can offer a level of personalized, highly targeted auction service that cannot be acquired at e-Bay or many of the other major auction websites.

• Since there are no front-end fees associated with their participation, the effort to successfully enroll school and community organizations and businesses in the program should be extremely cost-effective. A participating organization pays only an agreed upon percentage of the total proceeds generated by the on-line auction event. When combined with minimum bid requirements, this model guarantees that all customers are guaranteed net positive revenues when using this service.

• The population of the (name of community) area is approximately (population figure). According to Global Reach.com, approximately 55% of all US residents use the Internet. Using this information, our company forecasts that we can successfully get (percentage) of (name of community)’s population to participate in one of our on-line auctions.

3. Description of Products and Services
   Our Company's website will include the following content and features:

   • Standardized Profiles of all participating organizations and businesses that utilize our on-line auction service with links to their respective websites.

   • Feature Stories about each participating organization and business designed to make the community more aware of the history, ownership, and business mission of each group and business establishment.

   • Banner Ads for each participating organization that link to the organization's website, where applicable.

   • Upcoming Auction Events when visitors come to the site to participate in the current auction they will see a constantly updated schedule of upcoming auctions to be conducted at the site.

   • Mailing List Visitors to our site will be able to sign-up for the Auction-Reminder list. All members of this list will receive an e-mail notifying them when new Auctions have been started at the site.

   • Site Poll, used to ask site visitors which types of Auction items they would most prefer bidding on.

   • Trivia Challenge link, to help attract repeat traffic. The Trivia Challenge questions will be changed frequently and will be tied to contests in many instances. Winners will receive discount coupons redeemable at the businesses that sponsor auctions at the website.
4. Goals & Objectives

- To persuade (quantity) area organizations to sponsor an on-line auction at our Company's website.

- To get at least (quantity) people to sign up for the site's Mailing List and become regular auction participants.

- To raise (desired amount of total revenues) from the Auctions sponsored at our Company's website during the period, (insert beginning and ending dates).

5. Marketing Plan

- An initial press release explaining our Company's origin and business mission will be distributed to all news media in the community. Members of our class will personally contact each news organization to make sure the release was received and find out when it will be published.

- The website will be designed and filled with content that will help candidate auction sponsors understand the benefits their organizations will realize by participating in the program.

- The class will compile a target list of potential auction sponsors. Each organization on the list will be contacted by phone to get the name of the individual who would be responsible for making the decision to participate.

- A sales letter will be written and mailed to the auction sponsor candidates. The letter will describe the program, and how the organization sponsoring an auction, and the students operating our company will all benefit from it. This letter will also inform candidate sponsors how to find out more information about the program, and how to sign up. The letter will notify the recipient that members of the eCommEd class will be telephoning to set up an appointment.

- Candidate sponsors will receive personal visits from eCommEd students.

- Each time a participating sponsor commits to participating in an on-line auction, another press release will be distributed announcing the arrangement describing the item to be auctioned and how proceeds will be used (if for charitable or fundraising cause).

- Posters publicizing each on-line Auction and the ScoresUp website will be created and distributed to all participating sponsors. They will also be distributed to other types of business establishments and community gathering places that have public bulletin boards (i.e. schools, churches, libraries, supermarkets, etc.)

- Any charitable organization designated to receive monies raised from an auction will be asked to include news of the fundraising event in any mailing, newsletter, or press release they may distribute. The organization will also be asked to include a link to our ScoresUp site at their website.
• Visitors to our company's ScoresUp site will have the opportunity to sign for an Auction notification-newsletter that will highlight the sponsors and items to be sold at upcoming auctions. Whenever these newsletters are distributed, they will include a schedule of all upcoming auctions.

• Each member of the class will call a set number of relatives and friends and ask them to participate in one of the auctions conducted at the site.

• Local media will be called to offer interview opportunity with member of class. Such Interviews could be done live on radio talk shows that discuss community issues, or printed in newspapers.

• (name of company) will negotiate an exchange of links with other community-based websites heavily used by people who live within our target market (i.e. high schools, Chamber of Commerce, local libraries, hospitals, colleges, area businesses and social service organizations that maintain websites, etc.)

• Our ScoresUp site will be registered with major Search engines.

• An online e-mail link will permit users who do not make a winning bid on a particular item to e-mail the vendor of the item for price and availability information.

• All participating auction sponsors will be asked to include the ScoresUp website address in all ads printed or broadcast by local media.

• Our site will be kept dynamic, exciting, and ever-changing.

• (name of company's) Sales & Marketing Team will work together with the Website Operations Team to monitor and analyze site traffic frequently and adjust marketing strategies as needed.

6. Competition

• Evaluate on-line competitors; i.e. Existing auction websites cover much larger geographic areas than our ScoresUp site. As a result, these other sites cannot provide the targeted depth or scope of information for (name of community's) auction sponsors that they will receive from our company. Also, users of our site gain the added satisfaction of knowing their participation is helping local students learn about business while also raising monies for local groups and businesses.

• www.ebay.com

• auctions.shopping.yahoo.com

• Compare similarities and differences between competitors and our ScoresUp.com site.

• Make necessary content and maintenance improvements to our ScoresUp.com site to remain competitive.
7. Website Design

- Professional site developed in a template format to ensure ease of navigation, ease of use and quick download times.

- Focus on (Name of Community) organizations. Provide background information on auction sponsors so that visitors understand why each is involved in this program.

- Data at site will be frequently updated.

- Fully functional Online reservation system.

8. Website Operations

- ScoresUp.com is hosted on a reliable ISP.

- Web Team members will ensure the site is up and accessible, as well as monitor performance, traffic and e-mail communications.

- Management Team members monitor product and service fulfillment process to ensure customer and user satisfaction.

9. Organization

- (name of company) will form four teams (Management & Finance, Website Operations, Sales & Marketing, Creative) to achieve the goals established by the ScoresUp.com Business Plan.

- (name of eComm Educator) will serve as the company's Business Leader and oversee all operations.

10. Revenue Model

- Establish Revenue Sources. (name of company) will generate revenue by via an auction management fee which consists of a percentage of the revenues derived from each auction conducted at the website. This fee will be negotiated and agreed to with each auction sponsor.

Revenues will also be generated via the sale of banner advertisements at the ScoresUp.com website and promotional inserts in the Auction Reminder newsletter e-mailed to all of the site's mailing list members on a periodic basis. Each auction sponsor will receive a banner ad placement, free-of-charge, while that sponsor's auction is live at the site. Sponsors of completed auctions will have the opportunity to maintain a banner ad placement at the site and purchase promotional inserts in the Auction Reminder newsletter after their auctions have been completed.
11. Financial Plan & Budget

- Establish Revenue Goals
  - (name of company) will raise $(amount) by conducting a total of (quantity) online auctions, generating a total of $(amount) in total sales and taking approximately (percentage) of that amount as our Auction management fee.
  - (name of company) will generate a total of $(amount) from the sale of additional banner ad placements and newsletter promotional inserts to auction sponsors and other local advertisers.

- Estimate Operating Costs and Expenses
  - (name of company) will spend a total of $(amount) implementing this Business Plan.

Note: Determine how much money your class will have to spend to fully execute the Business Plan. You may need to spend money on items such as postage, paper, stationery etc, to implement our program.

Here are some ways our class can generate these needed funds.

1. Members of the class can purchase them with their own money and be reimbursed from company revenues before the donation is made to the charitable organization.

2. Class members can ask area businesses, organizations, and individuals to donate the items the class needs to implement its Business Plan as part of the fundraising effort.

3. The class can seek additional business sponsors to make cash contributions to be used for these items. For example, a good candidate for such a sponsorship would be an area bank that manages the accounts of local businesses and organizations who agree to sponsor auctions at our site.

Regardless of which of these three suggested approaches your class ends up using, the dollar values of these expense items should be added to your estimated revenues number.

- Estimated Expected Profit (The total amount to be donated to charity)
  - (name of company) will generate a total profit of $(amount), which will be donated to (name of charity).

12. Risks

- ScoresUp.com may not meet its profit goal
- Revenue forecasts may be inaccurate
• Projected expenses may be underestimated
• Site visitors may not be effectively attracted or retained

Once the class has completed their Business Plan, you may want to offer extra credit to a student who is willing to neatly type a master copy of the student-formed plan. This master should then be handed out to each student at the beginning of Lesson 5. A master copy serves as a reference to students throughout the year and can be used in the future for promotional purposes as well.