

2022 **BUSINESS PLAN**



**Morrison Clark
International**



**Morrison Clark
International**

Legal Page

Confidentiality Agreement

The undersigned reader acknowledges that the information provided by _____ in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of _____.

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of it by the reader may cause serious harm or damage to _____.

Upon request, this document is to be immediately returned to _____.

_____ Signature

_____ Name (typed or printed)

_____ Date

CAGR	Cumulative Annual Growth Rate
ROCI	Return On Capital Invested
ROI	Return On Investment
SEO	Search Engine Optimization

EXECUTIVE SUMMARY

This business plan is prepared for creating a roadmap for prospective commencement of the Morrison Clark International (referred hereinafter to as” the “Company” or “we”) and to serve as a strategic document for achieving both short term and long-term goals of the company while also serving as a principal document for the stakeholders and for various internal control.

The production of drinking water from humidity in the air (AWG) is one of the most important and innovative water extraction solutions available today, used to tackle the growing problem of depleting levels of drinking water in the world. Within a decade from now, it is believed that 50% of the world's population will live in areas without access to clean, fresh, and safe drinking water.

“Atmospheric water generation uses technology to produce potable water from surrounding air. This provides the potential to expand water availability during shortages, contamination events, and other issues that can interrupt drinking water services. Natural disasters, such as hurricanes, and public water infrastructure failures, such as pipe corrosion resulting in contamination issues, have increased the interest in AWG technology as both emergency and long-term supply solutions.”

Morrison Clark International is a start-up company whose area of business involves in the Atmospheric water generation. Morrison Clark is helping to solve the global water crisis by providing economical, scalable and environmentally sustainable solutions through innovative technology. Across the world, fresh water is unevenly distributed. Many regions are desperately under-served.

Morrison Clark International **Water-as-a-Service** solutions are:

- ❖ Versatile
- ❖ Scalable & Cost-effective
- ❖ Environmentally & Socially Sustainable

❖ Applying Proprietary Technology

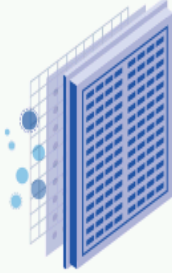
Air-to-Water (AW) – Harvests fresh water from airborne humidity.

Water-to-Water (WW) – Transforms contaminated water (saltwater, sewage, polluted) into safe, clean water.

Because of the operating efficiency of our technologies, we can provide customers with clean water at a cost competitive with – or better than – traditional alternatives. The compact and scalable systems for both AW and WW enable decentralized deployment, in which water is distributed directly to the consumption site with no expensive piping or truck



Step 1.
Air From The
Atmosphere



Step 2.
3 Layer Air Filter



Step 3.
Condenser



Step 4.
Water tank for water
storage



Step 5.
Water Filter



Step 6.
Clean Drinking Water

transport.

The science of making water from air

The most abundant source of fresh water is the Earth's atmosphere. When atmospheric humidity condenses, it falls as rain. Morrison Clark International replicates this natural process of condensation by simulating the dew point, which allows it to make water continuously, even in low humidity conditions. Our unique technology uses optimized dehumidification techniques to extract and condense moisture in the air to produce healthy, purified drinking water.

We are also in business to make profits at the same to give our customers value for their money; we want to give people and businesses who patronize our Atmospheric water generation company the opportunity to be part of the success story of Morrison Clark.

Cassava Flour Market Size and Forecast

According to the report published by Zion Market Research, global demand for atmospheric water generator market was valued at approximately USD 2.27 Billion in 2019, and is expected to generate revenue of around USD 11.49 Billion by end of 2026, growing at a CAGR of around 28.9% between 2020 and 2026.

<https://www.zionmarketresearch.com/report/atmospheric-water-generator-market#:~:text=According%20to%20the%20report%20published%20by%20Zion%20Market,CAGR%20of%20around%2028.9%25%20between%202020%20and%202026.>

The production of atmospheric water refers to the technique of water from the atmosphere of different purity grades. Atmospheric water generation has been primarily driven owing to increasing demand fresh water. Frequent changes in global climate have resulted in increased temperatures worldwide averagely, leading to a decline in quantity of fresh water available to humans for residential, commercial and industrial purposes. The decrease in

Global Atmospheric Water Generator Market [2020 - 2026]



www.zionmarketresearch.com

CAGR 28.9%
(2020-2026)

“ Global demand for atmospheric water generator market was valued at approximately USD 2.27 Billion in 2019, and is expected to generate revenue of around USD 11.49 Billion by end of 2026, growing at a CAGR of around 28.9% between 2020 and 2026.

BUSINESS OVERVIEW

freshwater levels and degradation of water supplies, along with the rapid growth of infrastructure, are projected to fuel demand for freshwater, which will in turn fuel the demand for atmospheric generator water over the forecast period.

Business Name and Location

The name of the business is MORRISON CLARK INTERNATIONAL and it is operated through its head office located in Portugal. The company's email address and website are [_info@solarpanels4u.com](mailto:info@solarpanels4u.com) and www.freewater4u.eu respectively.

Purpose of the Plan

The Purpose of this document is to secure Government and Private Funds to build a manufacturing plant in Portugal and to provide potential stakeholders with the information necessary to evaluate the merits of the value proposition and the growth strategy of MORRISON CLARK INTERNATIONAL. Additionally, it will serve as a guide for the management by establishing goals against which performance can be measured. The funds will be used for acquiring comprehensive assets, labor, resources, equipment, etc. Part of the funds will also be used to cover administration costs and others, which will produce future benefits for the company. This fund will be utilized as the working capital to maintain operation for the first year.

Our Vision

“To provide access for every man, woman and child around the world to fresh, clean and safe drinking water.”

Our Mission

“Our mission statement is using state-of-the-art technology, we will provide humanity with a renewable source of high-quality drinking water, extracted from the air, making it available anywhere, on demand and at a reasonable cost..”

OUR ADVANTAGES



Premium drinking water quality

Food Grade heat exchange, air filtration, water purification and mineralization in all our products/



Unique and innovative technology

Our revolutionary patented system extracts water out of the humidity in the air, an unlimited source of water.



Environmentally friendly independent water solution

Our products are easy to install, completely independent of any water piping. Using our products reduce the need for plastic water bottles and gallon solutions.



A multi-disciplinary team

Our team of chemists, biologists, physicists and engineers have combined their broad ranging expertise to power MORRISON CLARK INTERNATIONAL unique technology and make premium drinking water accessible to the world.



The highest standards of quality

Our in-house lab is equipped with the latest technology and cutting-edge equipment.



Energy efficient & Cost effective

Our products will produce 1 liter of water using as little as 0.3 KWH, in a wide climate condition. Operating temperature of 15-40°C and ≥25%RH.



Complies with international water purification standards

MORRISON CLARK INTERNATIONAL will comply with international standards.



Customer support

Close after-sale support to ensure customer satisfaction.



Visionary ownership

Enable the company to support exponential growth across the world.

Our Company Values

Our work is guided by key values:

- ∞ **Customer Service** – We provide exceptional service to our clients, going beyond ‘normal’ expectations. We respect our clients and the business they provide and offer them a service that secures value for their money and peace of mind. This is what makes us different.

- ∞ **Commitment to Quality** – We take pride in our work, performing to the best of our ability and to the highest possible standard.
- ∞ **Integrity** – We give a fair and transparent price for our services, and all decisions are taken to ensure that the outcome is beneficial for our clients and the company.
- ∞ **Teamwork** – Our values are not achieved on our own. We understand the importance of working with all our partners, whether employees, suppliers, contractors or customers. We establish good working relationships and value the input of all stakeholders in any aspect of our business.
- ∞ **Reliability** – We understand and appreciate the importance of our client's time. As such we keep our promises in terms of our service commitments, timings and objectives, and communicate progress at every step of the way to keep our clients informed.
- ∞ **Investment in People** – Our people are our asset and without them our mission and vision is not achievable. We aim to invest in our people by developing them and helping them to achieve their goals.
- ∞ **Accountability:** We will be responsible for our action and understand our employee's impact on others

Legal Status

MORRISON CLARK INTERNATIONAL will be registered as a Limited Liability Company.

Objectives

- ❖ To make a business plan and implement it effectively
- ❖ Obtain necessary funding.
- ❖ Increase customer awareness / brand awareness and expand to other cities
- ❖ To offer high quality and related products onto the market at a competitively lower price.
- ❖ Creation of employment for the youths within the business environment.
- ❖ Breeding customer satisfaction at all levels of our product(s) demand.
- ❖ Establishing excellent relationship with our clients.

- ❖ To become the customers' most preferred choice by attaining excellence in quality and timely completed value added projects.
- ❖ To identify and mitigate all the environmental impacts arising from our activities, and comply with applicable environmental norms.
- ❖ **To develop and maintain a competent staff:** Developing and maintaining a highly professional and capable team capable of servicing the multiple needs of customers and followers is an objective of business. Attracting professionals with a passion for healthcare, customer service, and innovation will place the company on the path that leads the industry to long-term success and viability.
- ✳ **To develop a template for expansion:** Long-term plans do, however, call for development. With that being said, we will look to create a strategic model that can be layered over in other locations throughout the World and that yields the same type of financial and brand success.

The Management

Management is the core of any organization. It is not just personal and individual's resumes but vision, and commitment that leads to success. MORRISON CLARK INTERNATIONAL will be directed by Nicholas P Clark and Ged Sloan also Ellis Barfield They envisioned and created the business based on their passion for the Atmospheric Water Generator industry and their desired need to have more control over their future. Their goal as business owners is to continue to stimulate the economy by providing well-needed services and creating an environment that not only expects hard work and dedication from staff but also believes and practices work-life balance.

Business Structure

Our management has a diverse and quality experience in their domains, which shall be leveraged for our Company's development and operational success. All of our employees

Product and Service

have experience and have worked in well versed with the local industry, its dynamics and expertise involved in successfully and ensuring its financial and operational sustainability.

MORRISON CLARK INTERNATIONAL is exactly like nature's way of producing water from the moisture in the air. MORRISON CLARK INTERNATIONAL uses a one-of-a-kind, reliable and adaptable technology which creates water from the humidity in the air, giving you fresh, bacteria-free, pure drinking water. Moreover, this water is completely untouched by contaminants in the ground or any other surfaces, unlike piped water.

MARKET ANALYSIS

Global Market Outlook

The global atmospheric water generator market size was valued at USD 1,940.8 million in 2019 and is projected to reach USD 6,214.9 million by 2027, exhibiting a CAGR of 18.1% during the forecast period.



Atmospheric water

Atmospheric Water Harvesting (AWH)



Fresh water

High surface area



Porous structure



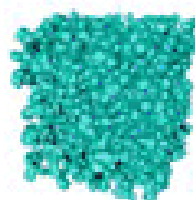
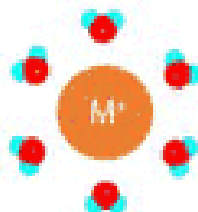
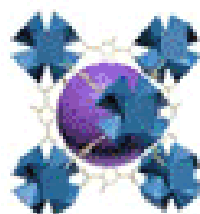
Water affinity



Fast vapor diffusion



Molecular diffusion



Moisture harvester

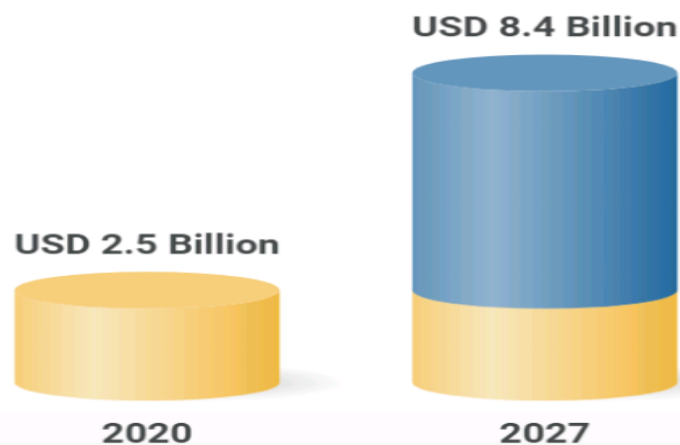
<https://www.fortunebusinessinsights.com/atmospheric-water-generator-market-103321>

Global Atmospheric Water Generator (AWG) Market to Reach \$8.4 Billion by 2027

Amid the COVID-19 crisis, the global market for Atmospheric Water Generator (AWG) estimated at US\$2.5 Billion in the year 2020, is projected to reach a revised size of US\$8.4 Billion by 2027, growing at a CAGR of 19.3% over the period 2020-2027. Cooling Condensation, one of the segments analyzed in the report, is projected to record 19.4% CAGR and reach US\$8.3 Billion by the end of the analysis period. After an early analysis of the business implications of the pandemic and its induced economic crisis, growth in the Wet Desiccation segment is readjusted to a revised 15.3% CAGR for the next 7-year period.

Global Market for Atmospheric Water Generator (AWG)

Market forecast to grow at CAGR of 19.3%





**\$1,940.8
Million**
2019

**\$6,214.9
Million**
2027

CAGR 18.1%
2020 to 2027

MARKET SEGMENTATION



By Application

Industrial 74.5%

Commercial | Household



By Product

Cooling Condensation

Desiccant Based

NORTH AMERICA

\$191.6 **\$217.8**

Billion **Billion**

2018

2019



EUROPE

ASIA PACIFIC

LATIN AMERICA

MIDDLE EAST & AFRICA

MARKET TRENDS & DRIVERS

Government
Support in
Terms of
Regulations

Implementation
of Smart
Technologies

Low Level of
Freshwater
Levels

Increasing
Industrialization

MARKET PLAYERS



INDUSTRY DEVELOPMENTS

DECEMBER 2019

The Big 5' hosted in the Middle East assigned GENAQ Technologies S.L. the contract for providing water via the S50 generator. This air to water generator was also promoted by GENAQ Technologies at the event.

FEBRUARY 2019

A new atmospheric water generator with both static and mobile versions was launched by Bharat Electronics Limited with capacities ranging between 30,100,500, and 1000 liters annually.



Fig.1 Atmospheric Water Generator (AWG) Market Outlook

Market Outlook

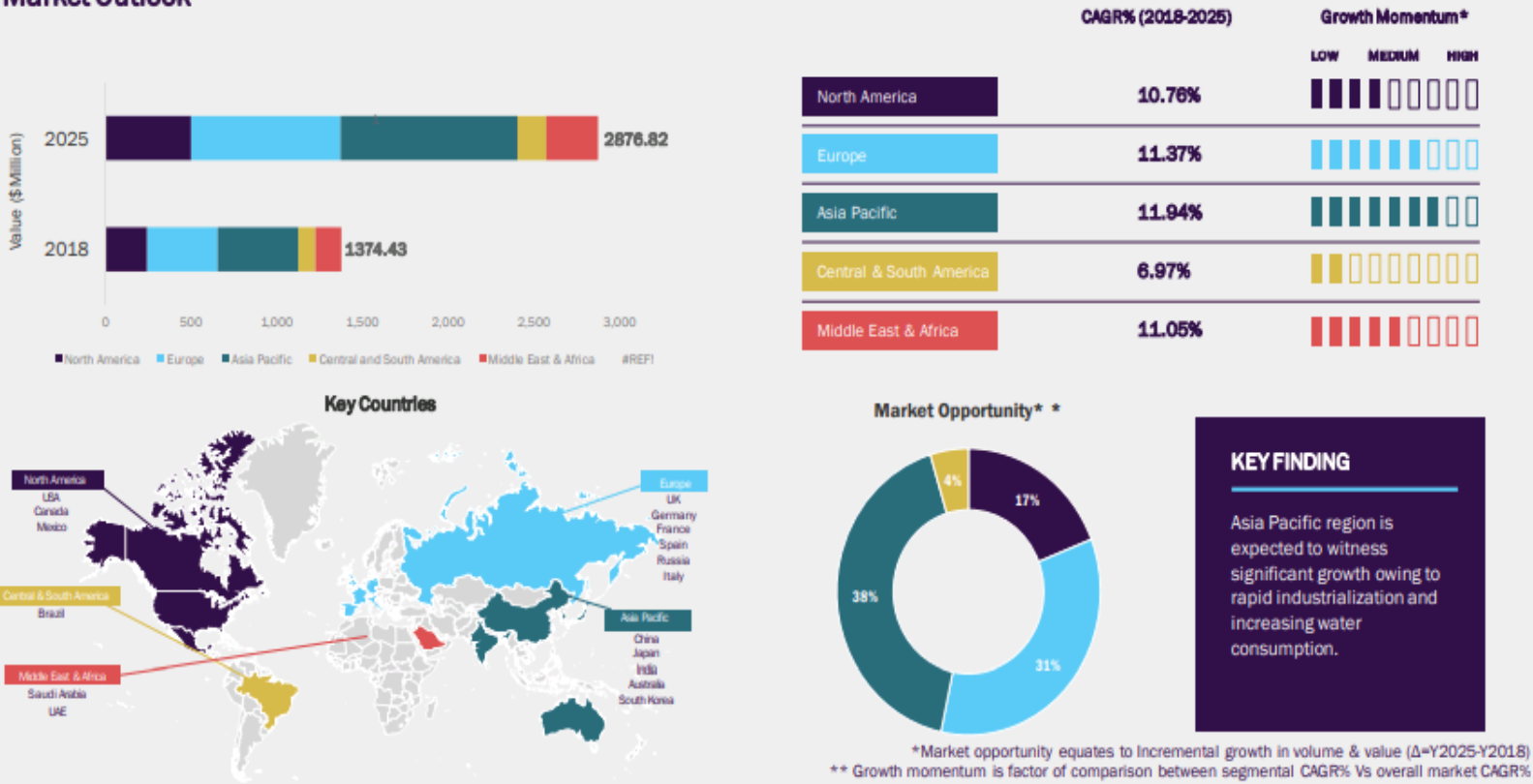
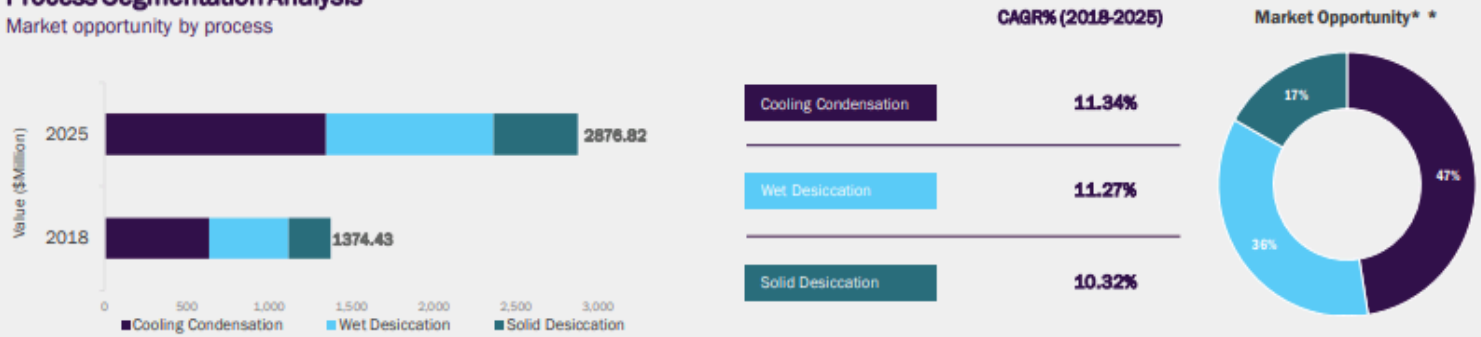


Fig.2 Atmospheric Water Generator (AWG) Market Segmental Outlook

Process Segmentation Analysis

Market opportunity by process



End-user Segmentation Analysis

Market opportunity by end-user



*Market opportunity equates to Incremental growth in volume & value (Δ=Y2025-Y2017)

Fig.3 Atmospheric Water Generator (AWG) Market Segmental Outlook

Power Source Segmentation Analysis

Market opportunity by power source

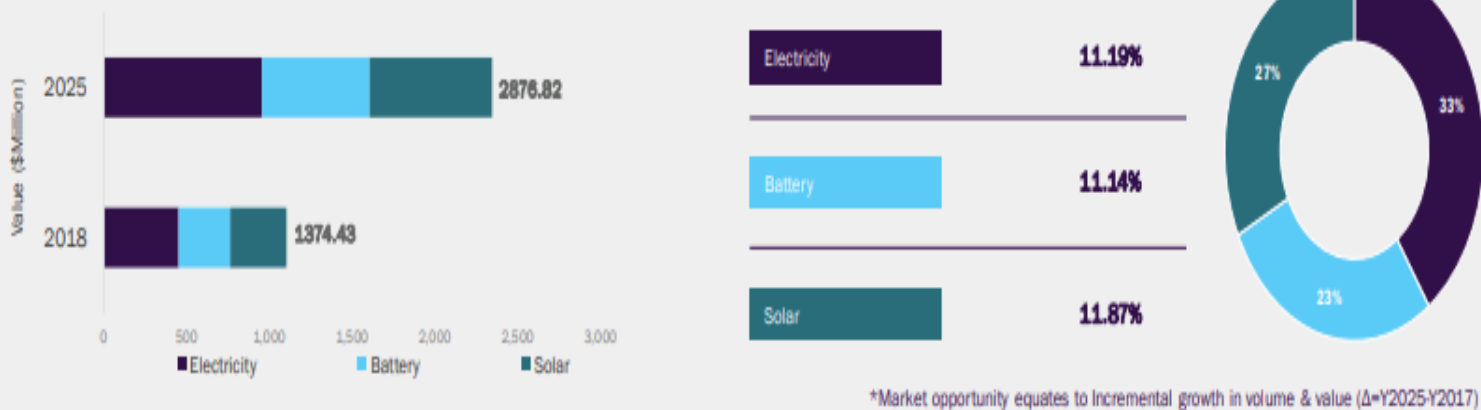
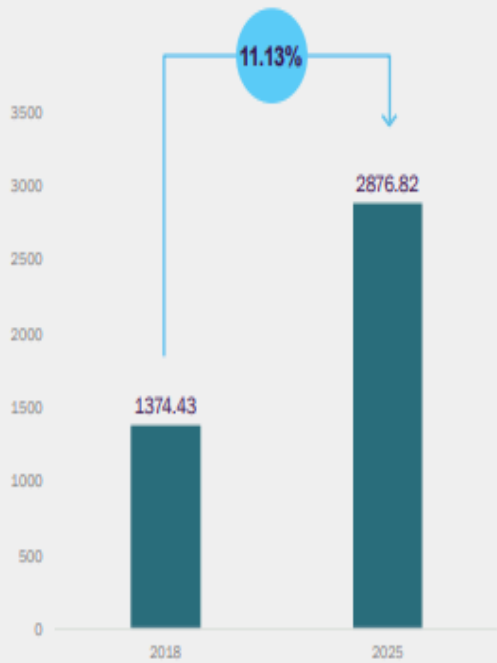


Fig.4 Atmospheric Water Generator (AWG) Market Competitive Outlook

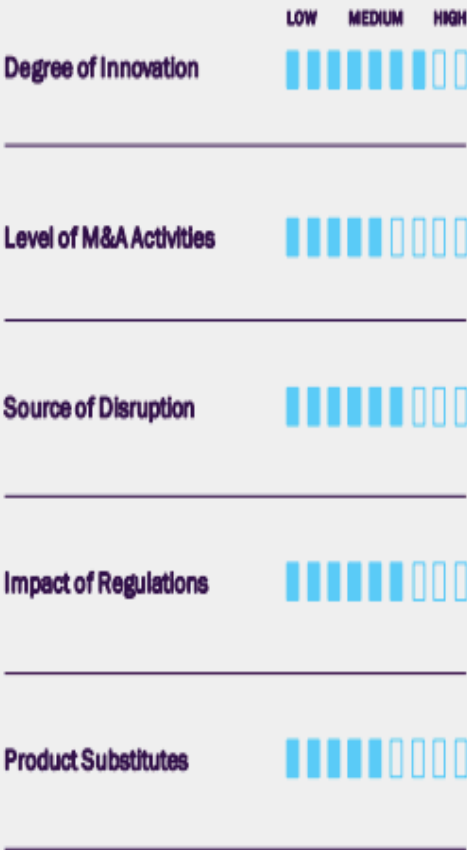
Market Facts

Market Size



Market Characteristics

Market Attributes



Vendor Preview

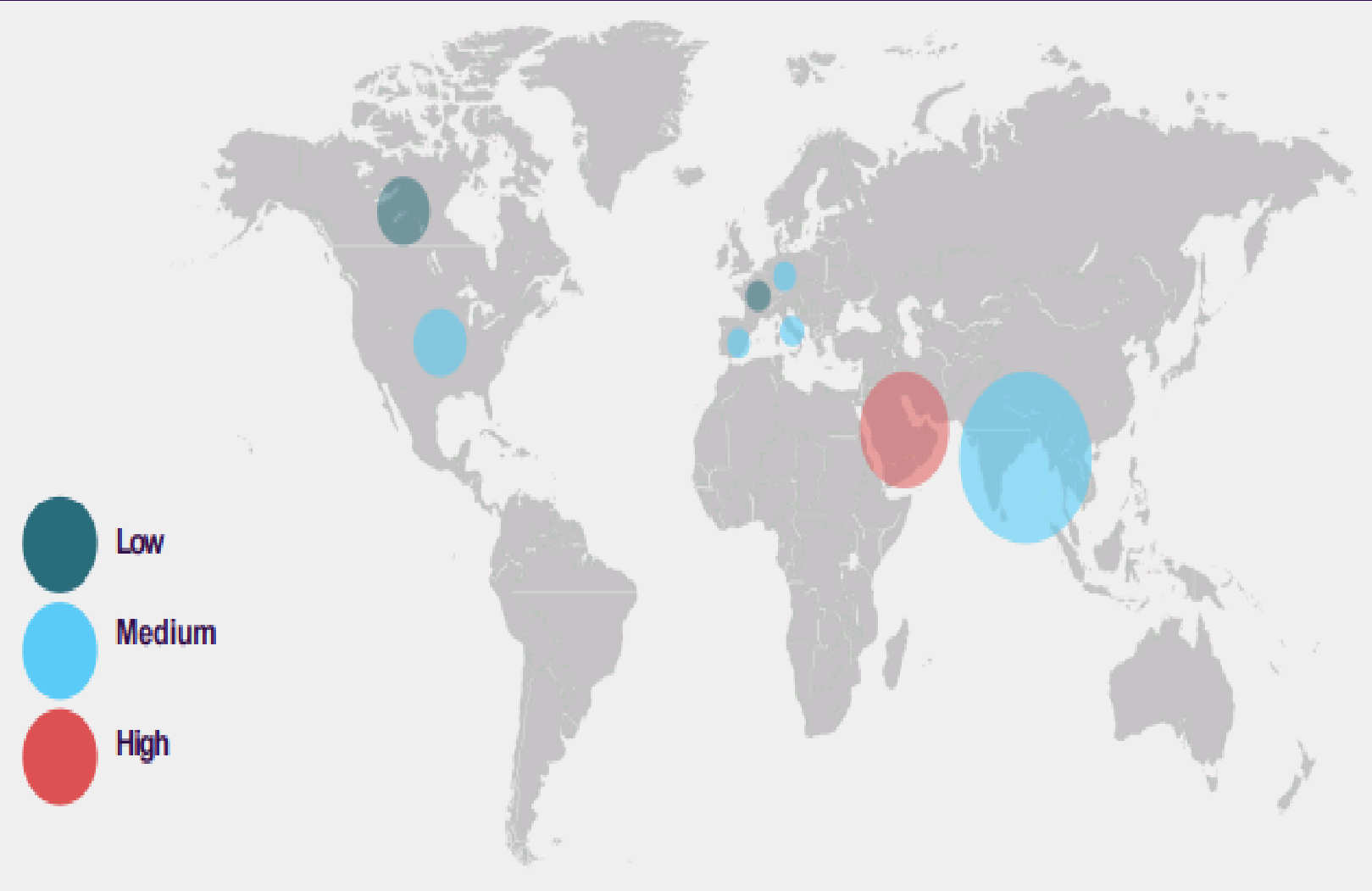
Market Participants



Atmospheric Water Generator (AWG) Market Variables, Trends & Scope

The atmospheric water generator (AWG) market has high growth prospect in the water-stressed countries. Market penetration would be highly feasible in these regions. These regions are categorized into three levels of penetration & growth prospect including high, medium, and low. The high category includes the UAE and Saudi Arabia. The medium category includes Mexico, Italy, Spain, India, Japan, China, and Germany. Low category includes the U.S., France, and Portugal. In 2018, the countries in the high category were more than 70% stressed, medium category countries were 25% to 70% stressed, and low

Fig.5 Penetration & Growth Prospect Mapping



category countries were 10% to 25% stressed. Hence, the demand for atmospheric water generators is expected to increase during the forecasted period.

Fig.6 Atmospheric Water Generator (AWG) Market Dynamics

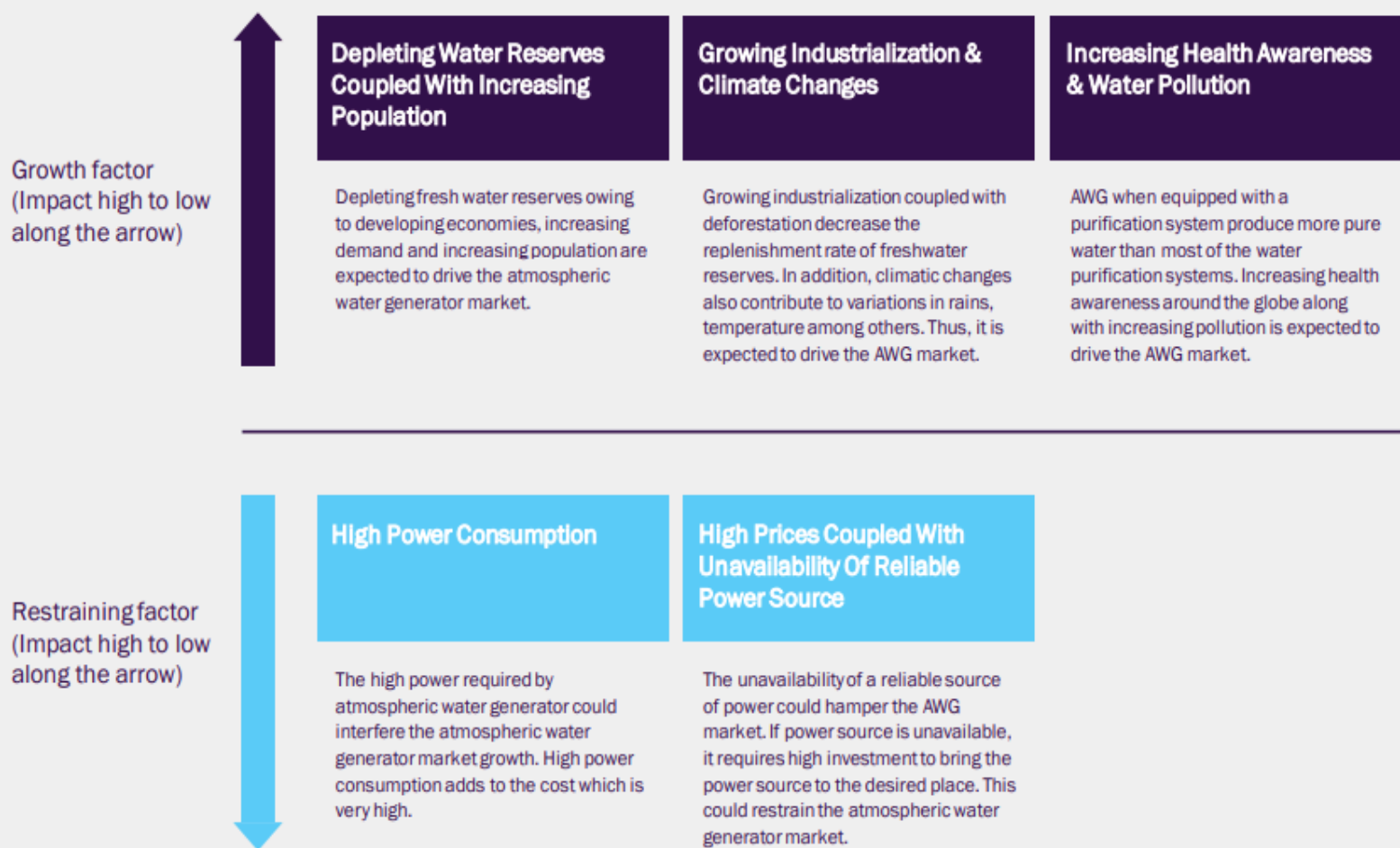
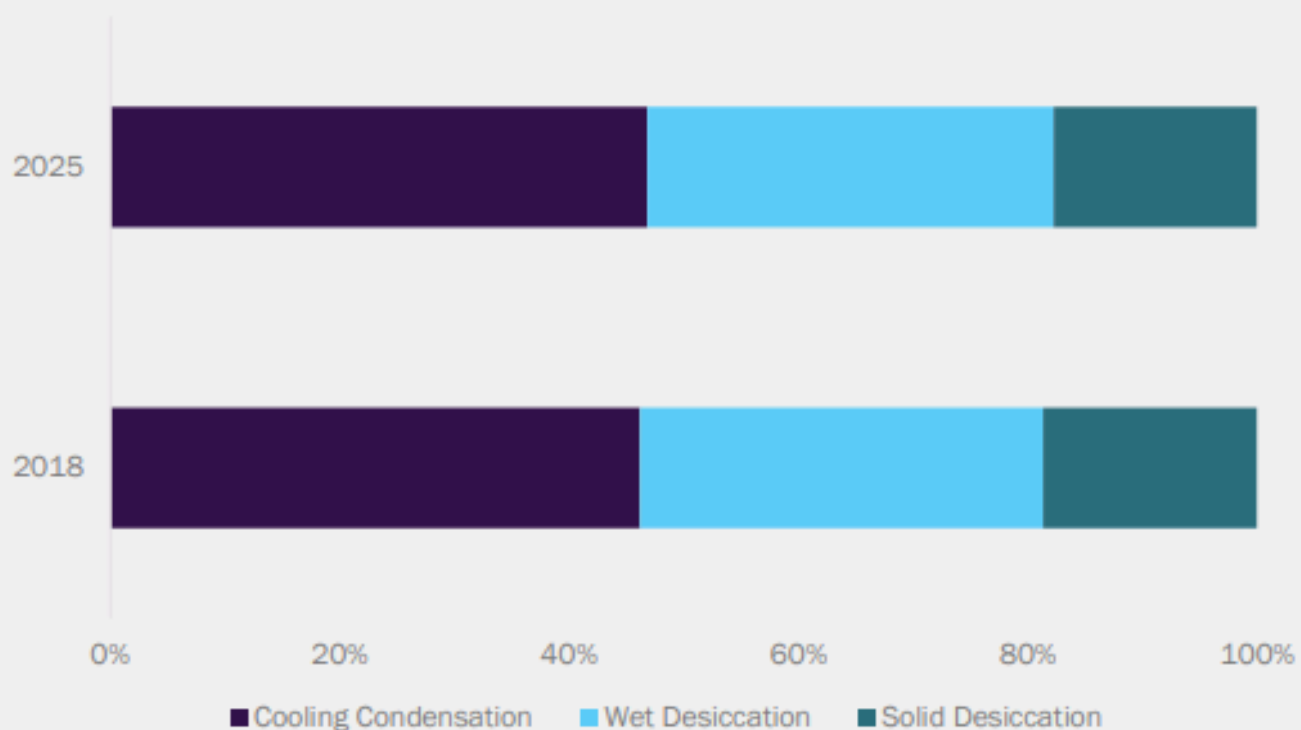


Fig.9 Process Movement Analysis & Market Share, 2018 & 2025



Marketing Strategy and Positioning

Marketing Strategy & Marketing Mix

In the modern world, there are many golden opportunities for businesses to grow and expand their operations. But there are many challenges in contemporary business environment. In this regard, promoting and upholding the product is necessary. That is why companies and organizations tend to introduce the best marketing strategies. The marketing strategy holds the consumers and develops them into their regular customers. The industry is highly homogeneous with many companies offering the same products and services. The success of a company can be measured by the percentage of customers it will attract on daily basis. The industry continues to see growth across the countries and the regions, as well. Therefore, an elegant marketing strategy is required to sustain and grow in the market. The primary and secondary marketing strategies will be used to gain the attention of consumers and customers.

As discussed above, there is a massive potential of business in Portugal with regards to the advanced technology. All that is required is a consistent and well-developed market strategy to attract the customers. The market strategy should contain goals of generating revenue and to increase consumers by providing them quality services. The primary marketing strategies may include:

- Use our relationship within the industry and community

- Create brand awareness to the local market and customer

- Develop a unique website for 24/7 services and to create brand awareness and promote our services

- Use social media platforms

- Free coupons service to potential customers

Get all our contact customers to use our services

To make our strategy more effective, four Ps of the marketing strategy will be utilized. The four Ps are (Product, Price, Place, and Promotion). Let us discuss how this marketing strategy will be applied.



Product

The company offers high quality atmospheric water generator obtains drinking water through the condensation of water vapour contained in the atmospheric air. It uses the thermodynamic cycle with mechanical refrigeration technology with an advanced electronic control. Technological improvements have been developed to increase efficiency and, thereby, reduce energy consumption and maximize water generation.

Price

Though our price will be competitive, we will guarantee our consumers excellent and quality service. Also, the profit of the company will be ensured by pricing strategy. We provide

delivery of quality services to our consumers, and we will set the price according to the market rate after analysing the cost and budget.

Place

To set out, we have thoroughly researched the industry, and a suitable place for the business set up so that the chances of growth and market penetration are high. For that matter the most appropriate place for doing business in Portugal. The opportunity to grow business in such areas where targeted population is substantial in numbers is a bonus. The selected place is also a developed market, and this will also act as an advantage as customers can also come randomly.

Promotion

Another mechanism for a marketing strategy is the promotion of the products. The primary and secondary marketing strategies will be used to gain the attention of consumers. MORRISON CLARK INTERNATIONAL will focus more heavily on its primary marketing strategy of promoting the brand by using social media, specifically Twitter, Facebook, and Pinterest, etc. We can support the company by using our relationship with the industry.

Marketing Plan

Our Go-To-Market Plan (GTM) strategy starts with finalizing how MORRISON CLARK INTERNATIONAL image will be conveyed and remain consistent at every marketing stage so that people can remember and identify themselves with our brand.

The overall strategy for MORRISON CLARK INTERNATIONAL is to offer drinking water through the condensation of water vapor contained in the atmospheric air. Utilizing a strategic fundraising campaign, MORRISON CLARK INTERNATIONAL will get all the materials needed to build her brand and expand her services, ensuring she reaches a larger audience. MORRISON CLARK INTERNATIONAL is seeking strategic investment sources to acquire the required equipment to establish its operations as well as the working capital to create a network of customers on the onset and to advertise and expand on services that the current budget does not allow. MORRISON CLARK INTERNATIONAL has identified a series of phases in the initial go-to-market campaign of the company's lifecycle.

Target Region

Initially our targeted will be Portugal, and on a later stage of our operations, we will be expanding the business to other vertical markets in the future, as well as individuals. Further, our customer's persona as a whole is defined as below

Customer segments	Target Customer
Target Demographics	Region: Portugal, Spain & Australia/UK
Behavioral	providing high quality drinking water through the condensation of water vapor contained in the atmospheric air
Physiographic	Atmospheric Water Generator Market

Awareness or Pre-Launch Phase

Getting our self-notice is the first and this means promotions, brand awareness and visibility. Before beginning, efforts would be made to ensure the awareness resonate with people through its value and purpose. Steps and Strategies, we would be following during the awareness stage are described briefly below:

Steps/Strategies	Details	Channel	Expected Results
Conduct market research to understand our customers	Influential blogs and conducted polls surveys to understand the customers and the central pain point they experience	Blogs Market reports	Identified trends Market competitors Customers' requirements
Outreach initiatives	Using social media hype can help us to reach thousands of customers	Social media Influencers	More visitors to our social media page Visits to our websites Sign-ups to our Newsletter More hype around our brand

Promotion on social media and expanding our digital presence	Posting early-on pinning of our founders presenting a quick-trailer and its value proposition	Facebook YouTube LinkedIn	Social media follows and likes Subscribers to our channel Understanding customers demographic
Traditional Advertising	To increase our local presence	Print media Flyers Brochures Sponsored events	

Marketing Plan

We will implement the following marketing plan:

Business Website

A business website serves as the most important tool for marketing. It will bring our clients in contact with us and serve as the advertising board for our offerings. Very cost-effective, it will reach millions of clients nationally and internationally. Its content will reflect our business image in the market. Our marketing strategy will lead the contents displayed here.

Google Marketing

In the regions, Google leads the search landscape. Over 95% of web searches run through Google. For our online retail shop to be searchable, we will use Google services. Google is the best place to start business. So, we will gain the entire Google network access to set up over event space.

This means visibility of our event space on:

- ∞ Google search
- ∞ Google Map

∞ YouTube

Our online presence needs to be more than a simple Google profile and a pin on Maps. It also needs to be active. We will be able to use Google analytics, Adwords and webmaster tools to increase our online performance. We will update our trading hours, location, contact detail and web address on Google.

SEO (Search Engine Optimization)

The SEO strategy is two-fold: links and content. Specific to links, our campaigns will be focused on outreach that attracts 10+ links from high quality sites every month, sites with a domain authority higher than 30. Specific to content, we will regularly provide updated content to the website. This will show Google that we are providing valuable, readable content and as a result brand us as an authority and reward us with higher rankings.

Social Media Channels

Which social media shall be the most heavily used for marketing is a million dollar question. It depends on our target market. No matter which channel our marketing department decides to go, we have to be patient with it and stick to it as it takes some time to attain desired results. We came to know that this marketing strategy would work the best when integrated with various other marketing tactics.



Facebook

Facebook is the most viral social media platform that provides the much-targeted audience to business. It provides a perfect opportunity to share and market services and build the customer base. Facebook offers a place for all formats: texts, videos, and images, meaning that the possibilities are infinite. In fact, Facebook is currently the social network with the greatest diversity of actions. We will create a Facebook page for the business. Through this, we will provide the link to our website. We will also post contents related to our unique services features and benefits to our clients.



Instagram

Instagram leverages businesses by providing a visual touch to them. The viral use of Instagram is for uploading pictures to engage with your friends, family, and customers.

Instagram is the perfect platform for capturing everyday moments. Businesses have got behind this trend, as have the influencers who have intentionally become the best advocates of businesses.

What's more, it is a platform, which is much utilized by businesses who want the users themselves to create content, generating confidence among other users. We will use relevant hash-tag strategies to optimize our content to help our customers find us easily. Through hashtags, we will guide our customers to reach us by providing directions like **#Morrison Clark International**. We will upload hash-tag contents related to our business, our event space, and benefits to our clients.



YouTube

YouTube has always been a source of entertaining content, but it's also staking its claim as an essential tool for marketers. In fact, nearly half of all marketers (48%) plan to add YouTube to their marketing strategy over the next 12 months.



Not only is our audience on YouTube, but as the Internet's second largest search engine, YouTube can help improve our SEO and overall brand presence. YouTube allows us to present unique content that's easy for viewers to consume and share.

Fliers, Leaflets

It is again a low cost, famous and efficient way. It will aid in spreading word about our offerings at fast pace. We shall also consider door drops in the areas where concentration of our targeted consumers is high. We will get them printed in a very elegant manner. Only relevant information with detailed contact addresses and phone numbers shall be provided.

Word of Mouth

We will consider this as most successful marketing tool for our business because the recommendation from satisfied customers can easily attract new customers. It is also considered as a form of referral marketing but is not initiated and directed by a business. In this case, there is no incentive or reward offered to speak about our business. Word of mouth endorsements cut through the noise quickly and effectively. When consumers conduct more research, seek more opinions, and deliberate longer than they otherwise would, word-of-mouth endorsements become increasingly important to the final decision.

Message Synergy

To enhance our brand online and in the community, the effort to marry a positive message across our channels; radio, web, social, and internal, and work together with a cohesive messaging campaign. The goal of any message is to be thought of first through creating likeability and make it convenient for people to contact you. Every member of our team is an integrated component of our company's foundation and values, without which success eludes us. Our team needs to believe and function through the community that we want to advocate not for the crime people have been charged with, but advocate for the person.

Direct Mailing Program

When targeting clients, we believe this strategy gives us absolute control over the presentation of our marketing message. It provides us an opportunity to close the deal right then. It is not only cost-efficient but can achieve quite a level of personalization and customization as well. When clients open it for a minute or so, it will receive their undivided attention.

Customer Discovery, Acquisition & Retention Plan

We believe that markets keep evolving continuously. This makes us believe that there is a dire need to keep on learning the market dynamics and customer behavior, which are bound to keep changing. We believe that to achieve our mission, we need to keep our understanding of our customers most up to date and keep on discovering more potential customers in the versatile market.

- ∞ A strong customer relations and feedback system will be kept in action 24/7 to be able to address every minor and major issue or concern raised by a customer.

SWOT Analysis

- ∞ Customer experience and satisfaction will be our top priority even if it costs us time, money & effort.
- ∞ We will focus the most on customer experience with us because this is what we are all about.
- ∞ Our formula to retain customers will be twofold:
 - Add value in our services hence giving them valuable experiences

The following analysis highlights the internal strengths and weaknesses of our organization and the opportunities and threats facing the business in our external environment. We must work to improve our areas of weaknesses. Business strengths must be leveraged in order to capitalize on external opportunities as they arise and contingency plans have been formulated in order to deal with threats presented by the environment.

Strengths

- ◆ Large scale of production will enable us to lower operational cost
- ◆ Our strength is our sphere of influence; we provide a wide range of value-added service at modest rates
- ◆ Growing Market
- ◆ We have excellent and stable staff, offering personalized customer service
- ◆ The business has done a study of the market and identified potential customers for their business

- ❖ We are a learning organization and consistently improve services based on customer feedback.
- ❖ The management team is creative and adapts quickly
- ❖ Highly efficient, low-cost manufacturing
- ❖ Bringing an existing product to a new market

Weaknesses

- ❖ The difficulty generating brand equity with a limited marketing budget
- ❖ The lack of funding to source highly specialized technology is a weakness for the business

Opportunities

- ❖ An opportunity could be created based on the environment, such as, Trends in changing that make our product/service more desirable.
- ❖ New geographic shift in the target market, creating new prospects
- ❖ We have the opportunity to earn a high ROE & ROIC because of the market we are going to operate in. If we serve the market right, we may grow to become the market leader
- ❖ New opportunities in expanding operations are available, and market posts a high CAGR.
- ❖ Strategic alliances offering sources for referrals and joint marketing activities to extend your reach
- ❖ The influential marketing campaign, SEO Marketing, and Website traffic.

Threats

- ❖ Covid-19 risk

Web Planning Summary

- ◆ The threat of new entrants or existing ones offering the same services like ours in an already stiff competitive scenario.
- ◆ Financial failure may restrain expansion and hamper operational efficiency
- ◆ The threat attributable to changes in the preferences

Morrison Clark International will launch its new Website, and we believe that a user interface design would generate significantly increase user experience as well as high revenue growth. According to market research, more than 50% of Web sales are lost because visitors can't find the content they're looking for. Another study by usability consultants Creative Good estimated that improving the customer experience increases the number of buyers by 40% and increases overall order size by 10%. We plan to redesign and implement a new website in year 1.

The new site will be designed and coded with internet marketing optimization at the forefront of requirements. The basis for our Website marketing strategy is to utilize search

engine optimization, keyword density, direct navigation, targeted link popularity, and systematic submissions. It is critical to sales growth that the website gains and maintains a high search engine placement. A full website marketing plan will be developed and implemented.

The website is a primary sales channel for us and is critical to the sales goals of the company. We will implement the new site to showcase the service offerings and provide technical information and assistance to help the customer in their service selection. To further show off its expertise, the website will provide a resources area, offering articles, research, service information, and website links of interest to its customers.

The website will mirror the image and branding elements showcased in the retail store and at the same time, keep up with the latest trends in user interface design. The key to the website strategy will be combining a well-designed front-end, an excellent and fast shopping cart experience, and a back-end capable of capturing "hits" and customer data for use in future marketing endeavors.

Website Marketing Strategy

The basis for our website marketing strategy is to utilize search engine optimization, keyword density, direct navigation, targeted link popularity, and systematic submissions. Our Website marketing strategy will adhere to each search engine's no-Spam policies while generating highly-qualified web traffic. We believe a successful marketing system is much more than merely optimizing our website to be search-engine friendly. The system should also provide support for other strategies, such as link popularity, site design and content, the "stickiness" of our site, consistent search engine submissions, and ethical marketing practices.

It is imperative to gain and maintain a high search engine placement. A December 2012 study by DoubleClick revealed that people prefer to use search engines almost 3 to 1 over any other source to find service and services on the Internet. 85% of all searches on the internet start on search engines. Besides, we will implement the following mechanisms to make our website URL and domain name visible and effective:

- ∞ We will place our Web address on every form of literature that goes out of our business, such as letterhead, business cards, envelopes, invoices, payments, etc.
- ∞ We will place our Web address in all print advertising, such as newspaper ads, magazine ads, professional trade magazines, etc.
- ∞ Our internet Web address will be part of our on-hold or answering systems for both the internet 800 numbers and the retail store phone
- ∞ Electronic advertisements such as the Facebook and Twitter page will feature our Web address.
- ∞ We will develop our new website from inception, and modify the existing one as practical, with Web marketing as a critical objective. There are considerable advantages to developing the site with marketing in mind. The position of keyword phrases in the text, the alt tag description, the titles of the pages, the page URL, and Meta Tags in the heading area all have a role to play.
- ∞ We will avoid using frames on our website because many browsers do not support frames, and many search engines do not rank sites with frames very high.
- ∞ Although we need pictures to display our many service, we will try to avoid putting too many graphics on a page, so we don't reduce the page load time to a crawl. If a site does not start to download within 8 seconds, a prospective customer will go to another site, and customers with dial-up links find sites with too many images made the site painfully slow to load pages.

Development Requirements

A full development plan will be generated, as documented in the milestones. Morrison Clark International will expect to incur with development of its new website include:

1) Development Costs

- ❖ User interface design - \$500.

Sustainability plan

- ❖ Site development and testing - \$1,000.

- ❖ Site Implementation - \$2000.

This development will be outsourced.

2) Ongoing Costs

- ❖ Website name registration - \$500 per year.

- ❖ Site Hosting - \$200 or less per month.

- ❖ Site design changes, updates, and maintenance are considered part of Marketing

Environmental/ Resource Impacts

Risks and Constraints

- ◆ High Inflation rates may affect the demand and supply of our services in selected countries
- ◆ Low bargaining powers of the customers
- ◆ Huge capital investment needed to enter international markets
- ◆ Economic of scale due to the high investment

Strategies

It is stated that the market is highly homogeneous. After analysing the market opportunity and threats, it is suggested that the company can increase its Return on Equity (ROE) and Return on capital invested (ROCI) by introducing innovation and improvement in our services.

Financial Plan

It is assumed that the investors fund resources will be sufficient to finance any monthly cash flow shortage. Sales could very well increase at a much sharper rate than assumed in these conservative projections. Sharper sales will result in a greater need for funds in support of

inventory and receivables. An over-draft line of credit with the bank will be an excellent cushion to fall back on. This is considered a very good time to start a new business. The economy is beginning its trek up, and consumer spending is up. A shorter learning curve will be brought to the business by the owner due to his extensive background and in-depth market knowledge. He has a clear understanding of the need to manage costs and forecast future needs so that the business is not "broad-sided" by the unexpected.

The following section contains financial information. The below Tables and charts show annual projections for the first five business years.

Key Assumptions

Growth Rates	
Year 1	10%
Year 2	15%
Year 3	20%
Year 4	30%
Year 5	45%

Others	
Accounts Receivable	5%
Accounts payable	1%
Cost of services	10%

Financial Highlights					
	2022	2023	2024	2025	2026
Financial Highlights					
Revenue	25,000,000	50,000,000	75,000,000	100,000,000	125,000,000

Gross Profit	20,000,000	40,000,000	60,000,000	80,000,000	100,000,000
EBITDA	6,000,000	9,000,000	14,500,000	21,000,000	27,000,000
Net Income	5,000,000	10,950,000	16,500,000	23,000,000	30,000,000
Gross Profit	80%	80%	80%	80%	80%
EBITDA	24%	28%	33%	45%	59%
Net Income	20%	25%	30%	39%	47%

