

LSU

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Lockers Security Underground

# INTRODUCTION

- -Ignacio Urzay---> financial department
- -Juan Garaizabal---> marketing department
- - Tomás Molina---> Communication department
- -Luis Iribarren---> judicial department
- -Pablo Solaun---> product development

# STATEMENT OF THE NEED

- Need is not solved in our daily life.
- Somewhere you can put things
- Having dinner and not to carry shoppings.
- To put things on the beach.



# BUSINESS IDEA AND DISTRIBUTION CHANNELS

- Establishing underground lockers in strategic points of the city.
- Depending on the place different sizes of lockers, depending on the needs.
- Beaches, city centres, music festivals...



# VALUE PROPOSITION

-Innovation, there's no company like ours.

-Positive aspects---> no competitors so clients will choose our lockers.

-Negative aspects---> any reference to see if it is a good idea.



# MARKET SEGMENTS

- Our potential clients are surfers at the beach and shoppers and workers on city centres.
- We will be opened to all market segments but regular clients will be those.
- Especially adults as they have more money than young people.



# PROMOTION CHANNELS AND ALLIANCES

- Alliance with coca-cola, to put adverts in our lockers
- Coca-cola will not pay us but they will promote us.
- As Coca-Cola is a big company we will win plenty of clients.



# RELATIONSHIP WITH CLIENTS

- Clients are the base of every company so we are going to intend to have a good relationship.
- Everything will be explained in our website.
- We will have a phone number where clients have any doubt.
- We will make discounts to our regular clients.





# INCOME SOURCES

LOCKER PRICES: The prices will vary depending if they had accessories or not.

	DAY	MONTH	½ YEAR	YEAR
SMALL LOCKERS:	3	60	350	600
MEDIUM LOCKERS:	6	120	450	850
BIG LOCKERS:	8	170	600	1000

PAY: CASH / VISA (application)

PUBLICITY: They are going to promote us.

APP: Premium

# FINANCIAL PLAN

1- LOCKERS\* 40.000

2-HANDWORK\*15.000

3-SECURITY \*2.000

4-ACCESSORIES INSIDE LOCKERS\*1000

TOTAL\_ 58.000 each one

Thanks for your attention, and we will be happy to answer all your concerns.

-14.000 per month during the first 8 months.

-In summer 25.000 since the half of may to the end of september. In Sopelana there are 7.000 people per day and there are a lot of surfers.

-Increasement---> with the help of coca-cola we will grow rapidly.

- In the first three years we estimate to obtain 700.000

1---> 210.000

2---> 230.000

3--->270.000

