

# S O C I E T Y

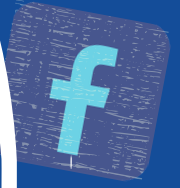
business / technology / ideas

January 2022  
Volume

# 1

limited storage?

## GRAB-a-BYTE



BUSINESS ISSUE

# THE NEXT

# BIG THING

Grab-a-Byte: Cloud Storage Mobile App

business plan

Volume 1 Number 1



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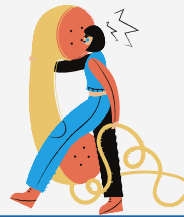
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# EXECUTIVE SUMMARY

Grab-a-Byte is an application whose main objective is to increase and extend one's phone storage through a mobile application. It is more than being a file storage application but it is an extension of one's phone storage using cloud servers. Furthermore, Grab-a-Byte users can access their phones' files, photos, and videos while syncing it in real-time to their local albums. No need to download apps locally, and no need to be concerned about running out of internal storage. Upgrading to a premium account will help you gain access to additional features. Lastly, Grab-a-Byte offers a variety of budget-friendly services depending on your giga-BYTE needs.

Grab-a-Byte aims to help students, employees and individuals who need a substantial amount of storage for their specific needs. Specifically, we aim to provide our services to students who need extra storage for their online classes amidst this pandemic and even in face-to-face set-up in the future.

With improved quality of service and system in 3 years' time, Grab-a-Byte's operations are expected to be bigger as we are forecasting 20-30% increase in the sales revenue annually in the future. There will be a change in the market size but the marketing will still focus on the existing users and also the new users who will contribute to the continuous growth of the company.

Grab-a-Byte has a huge potential in the innovative industry. The company is expected to begin with a small number of users and when these users are satisfied with the service, they are more likely to subscribe and pay for services with more storage. Since its introduction in the market, the application is projected to reach a larger number of people and generate more revenue on a monthly basis. In the future, it is expected to have a workforce expansion together with the increase in production and distribution.





We have seen companies such as Google solve this problem by introducing Google Drive, a cloud storage where you can store your files, images, documents, videos. It was a good solution then but application sizes become bigger as years go by and people needed a way for these applications to be stored in the cloud too. This is where our application comes in, we provide the enhanced cloud storage solution where you can access your applications through the extended storage. There will be a need for this product as technology evolves, applications grow in sizes as it constantly updates for improvements and also we have seen the need for bigger storages in smartphones since its existence. The future of this business aligns with smartphones' long term evolution as long as storage is in need.

The idea of grab-a-byte revolves around the main objective of extending one's phone storage through a mobile application. People will be able to access their photos, videos and even applications without worrying over running out of internal storage. The inspiration of this business idea is rooted from people struggling with insufficient internal storage in the digital age where phones are already a necessity. As most people experience and including us personally, it is a struggle when you have to manage your files by reducing items from your storage in order to fit in new ones because there's no option to upgrade its storage.

**G**rab-a-Byte" is a file storage application introduced in October 2021 that offers to extend one's phone storage with a cloud-based server. Most people nowadays tend to change their phones frequently due to insufficient internal storage. With "Grab-a-Byte", people can upload their photos and videos on cloud and syncing it real-time when needed. Another reason we run out of phone storage is the necessity to download particular applications for increased efficiency and convenience because of their user interface and features developed specifically for phones. What makes our product different from other file storage applications available in the market is that it can be used as an extension of one's internal storage, eliminating the process of downloading applications locally.



"Grab-a-Byte" comes with a free plan that offers 5 GB of storage for people who would like to try first the convenience the app has to offer. Budget-friendly options ranging from 49 pesos to 4,799 pesos are also available, as well as premium features and discounts for those who choose to pre-pay for a yearly membership. We aim to be as inexpensive as possible without jeopardizing the quality of service. Our target market are people who frequently experience problems with their phone's internal storage and we strive to provide them with great service that other competitors cannot surpass. In "Grab-a-Byte", we aspire to improve the services we provide on a regular basis, keeping in mind the major concerns of our target market. We seek to deliver continuous improvement in our business and address issues in the most efficient way possible.

# INDUSTRY



# ANALYSIS


Our business will cover the whole technological sector. There are many companies that already operate in this sector and one of them and the most common is Google. The demand for mobile apps determines the development patterns. One of the outcomes of the COVID-19 pandemic in 2020 was a sharp increase in demand for specific types of mobile apps. The number of downloads for Zoom, Google's Meet, and Microsoft's Teams skyrocketed, and Zoom's market capitalization eventually topped that of Boing. Mobile apps that helped individuals adapt and cope with the condition became incredibly popular, and companies had to invest considerably in the development of these apps to enhance their capacity and add new features in order to satisfy the rapidly rising demand.

Business with a long-term view is important because it will enable the business to grow and survive, and establish leading business prospects.

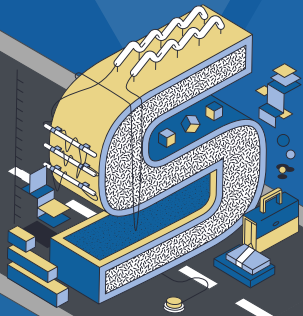
These changes can make or break the business but it depends on how we will deal with them. As the number of mobile app downloads increases, the more that our product is needed as storage capacity decreases. The need for multiple applications for our phones has become the norm as we are fully transitioning to the digital age and will be more relevant in the future years. Changes are constant in business but the adaptation of the companies differ. The company will set out plans for each risk, issues, and vulnerabilities among the most important changes that can affect our business.




# STRENGTHS



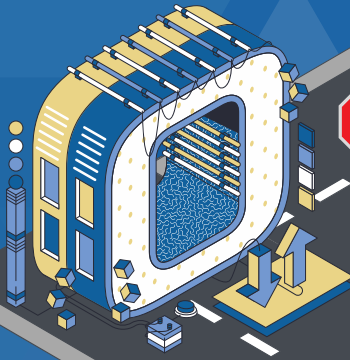
- Technology Edge (App Storage and Cloud File Storage)
- Cheaper Subscriptions




# WEAKNESSES



- Security, and Infrastructure like with the big companies (Google, Mega, Dropbox)
- New to the competition and low user base




# OPPORTUNITIES



- Optimize the App's technology to compete with the current market
- Provide a more secure infrastructure & Early and Fast User Acceptability



# THREATS



- Low budget could cause slow down with the business progress
- If the big companies OUTCOMPETES BY implementing the same technology

SWOT ANALYSIS





# Limited storage? Grab-a-Byte!

Having the greatest product in the world would be useless if you cannot sell it. This section focuses on your potential customers and allows you to see whether your products can satisfy their needs.

The benefits that the customer could get are the reasons why they buy the product or services a company is offering. It's important to remember that customers buy products and services because they want to solve a problem or meet their needs. Consciously or unconsciously, customers will always be asking the question, "What's in it for me?". Our product and services offer a solution to our customers and are made to satisfy their specific needs.

On the other hand, Grab-a-Byte not only focuses on storing your personal data but also in a client's personal privacy that is automatically backed up the data, safe from ransomware, and almost certainly more secure from theft. Thus, Grab-a-Byte is a reliable app that will give you assurance. Lastly, most people nowadays tend to change their phones frequently due to insufficient internal storage. So, with "Grab-a-Byte", people can upload their photos and videos on cloud and sync it real-time when needed. It can be used as an extension of one's internal storage, eliminating the process of downloading applications locally. Thus, its functionality is really an edge we can offer to the customers.



65% out of  
100% used



Accordingly, the three important features that make our product or service worth having are: budget-friendly, reliability and the functionality of Grab-a-byte. In addition, "Grab-a-Byte" is a budget-friendly app that comes with a free plan that offers 5 GB of storage for people who would like to try the free trial of the app to try first the convenience the app has to offer. The price options ranging from 49 pesos to 4,799 pesos are also available, thus customers can choose to have the cheapest to the expensive kind of accounts.

Moreover, every product has its pitfalls and segments to improve. Hence, "Grab-a-Byte" offers quality services and it can be improved in enhancing its information security, the features of the app that customers would like more rather than its user-friendly app and its risk management. To ensure secure online space for our customers, risk should be assessed and mitigated in all ways.

On the other hand, in a business market competitors really exist and Google Drive, OneDrive and Dropbox also offer the same services as ours. Nowadays, people are familiar with Cloud-based storage since Google Drive pioneered its way along with their big name or company's integrity. Google Drive's cloud storage was accepted all over the world with over a billion users led by the United States. OneDrive is Microsoft's attempt at cloud file storage. Dropbox is a cloud storage service that can save files online and sync them to one's devices. Our product enhanced on top of its technology and made it even cheaper for everyone to afford. We have everything Google Drive, OneDrive and Dropbox has, added more and even affordable. And lastly, Grab-a-Byte is more than being a file storage application but it is an extension of one's phone storage using cloud servers.

Our services are fully automated, and our profits are calculated on a volume basis. Our main goal throughout the marketing campaign is to attract a huge number of customers, particularly students, employees, and people who need a large quantity of storage for their mobile device. Our marketing effort will be predominantly focused on digital platforms due to the large number of mobile users connected to the internet around the world. The business's promotions strategy to reach the target market includes:



## THE METHOD

- **Pay-Per Click Advertising** - The business will use highly-focused, specific keywords to draw traffic to its website through text pay-per-click advertising on Google Adwords and banner ads on other appropriate websites. Advertisements will be targeted at potential clients, who will find our content-rich site to be a valid resource and applicable to their interests, rather than an interruption or distraction.
- **Email Marketing** - The business will publish a monthly email newsletter to present exciting new offers or products and sent once a week to customers who have opted-in to keep them informed of the latest information on the Grab-A-Byte services.
- **Search Engine Optimization** - The business's website will be developed in such a way that as much traffic as feasible will come from search engines. The website designer will employ search engine optimization knowledge to focus the website's content toward this objective and initiate a link exchange campaign to raise up the search engine rankings, particularly Google. An professional SEO agency will be hired on a monthly basis to perform ongoing search engine optimization of this strategy.

ENT101

**START-UP**

**ESSENTIALS**

Fundamentals of Inno-driven Entrep

business plan

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