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**Business Plan - Executive Summary**

**1. Company Name & Contact Information**

Company name: MasterPiece

Location: (website) https://xujinx.wixsite.com/masterpieces

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**2. Opportunity/Problem**

Custom design is needed everywhere and associated with everyone, no matter in daily office work or the field of business and public welfare. Except for professional designer, people who spark unique ideas can be excellent designers. However, the increasing demand is difficult to meet, because few bridge is accessible to reach the extensive supply.

**3. Solution**

We are aimed at building a bridge, as an intermediary, to connect the demand and supply for custom design. In our website, the most special mode called open tender is that the demand sides can post their requirements, and massive people can get detailed information, so that anyone with talents, creativity and initiative offers wonderful masterpieces. Besides, MasterPieces provide other modes of selecting purchasing, outsourcing and customization

**4. Competition and Competitive Advantage**

MasterPieces enters a new market combining various existing services. Some similar industries are advertising, outsourcing and freelance. In China, these are emerging and developing industries, and it already shows a large potential market and opportunities. Pioneers in America is numerous and relative professional, however, no one like MasterPieces who adopt various operational modes together, so that both demand and supply sides can share more sources and the entry barrier is lower to attract more customer.

Five Main Competitive advantages:

* MasterPieces acts as an intermediary that links demand and supply sides, which extend the range of target audience.
* MasterPieces adopts various operational modes, such as open tender, outsourcing, selective purchasing and customization.
* The special work patter is not traditional outsourcing, but similar to open tender, so both sides have more choices and opportunities.
* MasterPieces aims at campus-related service at the first stage, and plans to enlarge the market step by step with detailed planning preparation.
* MasterPieces is online business with the advantage of low cost, quick update and broad market.

**5. Target Market**

There are three stages to reach the target market.

First, “campus to campus”

MasterPieces starts in the region of campus. The reason is that students have more leisure time compared to the society and they are creative and ambitious. Thus, MasterPieces become a perfect platform for them to realize their capabilities. Meanwhile, students become the potential market for MasterPieces and support source of originality.

Second, “campus to business”

The next stage is to explore market in the field of business, which is the transition stage to the third one. In this stage, MasterPieces try to connect students to the business. More opportunities are provided to students, and companies obtain relatively cheap and dynamic works. It not only explores the market between students and business, but also is the vital strategy for MasterPieces.

Third, “business to business”

Based on the previous two stages, MasterPieces expands market to business to business level. MasterPieces provides considerate and professional services to meet business needs, which means more sources, experience and convenience. At the same time, MasterPieces attaches equal importance to students, because they are the continuous source and potential support for further development.

The key trends affecting our industry is the flourishing economy driving the need of marketing, advertising, designing and inventing. At the same time, people are tired of dull information, but desire for originality and attraction. Also, technology development is overwhelming. MasterPieces seizes all these transitional and developing moments to grow.

**6. Why Us?**

Members of our team have relative experience of website operation and design. We are young, so we are ambitious. To others, it is just one of their business, but for us, that is our career that we make every endeavor to pursue. MasterPieces stands out from the competitors by superior works, innovative modes, professional services.

**7. Forecast**

MasterPieces expects to break even in the first year. We pursue stable growth of 3% in finance at the first three years. The first stage is aimed at expanding market share. Then, next stage, when we have large customer base, MasterPieces goes in to the rapid development stage. At last, in the third stage, MasterPieces can not only provide high-quality works and professional services, but also generate profit quickly.

**8.  Financing Needed**

The start-up cost of this online business is low, which includes first contest program, start-up subsidy program, designer employment and website maintenance fee. The total amount is around $15,000. The low sunk cost is the advantage for us, so three members in management team can fund this amount.