



www.MALLsDEAL.com.sg

from

BPMMax

www.MALLsDEAL.com.sg

About Company:

- BPMMAX was founded in Singapore in 2011 BPMMAX is 100 % privately owned company.
- The www.MALLsDEAL.com.sg was formed in response to a need for get one place to see all malls deal in one place and evaluate the offer for everyone needs.
- Head quartered in Singapore.
- A big list of renowned Brands in our vendors portfolio, more than 4000 + Merchants.

Mission of Mallsdeal.com.sg:

- www.MALLsDEAL.com.sg is committed to providing unparalleled service to our customers. We are dedicated to building long term relationships with both our vendor and our user.
- We value our customers to make them feel they are important to us.

Services We Provide :

- **Online Virtual Market Place for Singapore's all Retail Brands**
We will provide detail information on each product offering. This will include features and benefits, Pricing Model, Expected Volume and Margin. Parallel you can also include all expected product that are planned and expected time frame for delivery.
- **We will serve market analysis through various social application :**
In this service we will provide detail market information around the market segment, targeted customers and industries that your product and services address.
- www.MALLsDEAL.com.sg is one stop virtual place including 24/7 online presence, Home delivery, One week replacement policy, Secure PayPal Shopping.
- All stores are promoted well according to their category as well as products.

➤ **Brand Awareness :**

We do create brand creation , Brand awareness of all listed products through we increase buyer list, potential list and huge traffic for all services and products.

Keys to Success

- Excellence in fulfilling the promise-completely confidential, reliable, trustworthy expertise and information.
- Different marketing campaign to reach out product at naïve users.
- Online Marketing through various social media to build brand awareness ,lead generation.
- Consistently developing productive and thought-provoking learning experiences to maintain growth and success with each client.
- Good Promised service to customers.

Company Ownership

The Mallsdeal.com.sg is a privately owned limited company owned by Mr. **Vinod Vetal**.

Marketing plan

Web Based Marketing :

We are engaging to web base marketing for next few years to create awareness about company and product information –

- ✓ **Google Ad Words Management**
- ✓ **Online Promos**
- ✓ **SEO Ranking**
- ✓ **Content Management**

Outdoor Advertisements :

We are also engaging into outdoor advertisements providing general awareness to the public at large and direct individuals to the company websites.

www.MALLsDEAL.com.sg

Market Analysis Summary:

Segment Where Leads Come From

SOCIAL MEDIA

Facebook
LinkedIn
Twitter
YouTube
Pinterest, etc.

PROSPECT LISTS

Landing Pages
Newsletters
Product
Launches
Events

BUYER LISTS

eBooks
Lead Gen
Documents
Training
Courses
Live Programs

Market Segmentation

www.MALLsDEAL.com.sg Focusing on Singapore's SMB i.e. Small Medium Businesses and Renowned Retail Brands of All category Products and services. Small Retail stores will get more customers and brand awareness through our www.MALLsDEAL.com.sg virtual market place, which helps them to keep their market share in competition with Big brand retails. Also Big Brands will get more & more customers through www.MALLsDEAL.com.sg. Our goal is to eventually obtain approximately two-thirds of all our business from the small business segment since this generates the greatest cash flow. The small business segment is considered to be the company's cash cow.

Marketing strategy:

Email Campaigns

Email blasts and newsletters are a great way to spread the word about sales, promotions, and company news. We use email campaigning to spread new offers of our vendors to target audience.

SEO Ranking

Blogs

Like with email campaigns, blogs provide an opportunity to share information about our vendors products and services.

Content Marketing

Content includes Vendors product descriptions, other content on site pages, images, social media channels, videos, blogs, articles and more. The more compelling information that we can provide to our www.MALLsDEAL.com.sg visitors, the more likely they'll buy from us.

Public Relations

Google Ad Words Management

Sales Strategy :

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MALLsDEAL.com.sg will make a significant profit through the delivery of top-of-the-line professional Traffic generation and digital marketing services. The company will see huge profit within the 3-4 year due to beneficial digital marketing and traffic generation advertising and raking. The company expects to double its clientele every six months, for the next 18 months.

Strategy and Implementation Summary

Emphasize results :

We will differentiate ourselves with results. We will establish our business offering as a clear and viable alternative for our target market, from Leading web traffic generation, Providing huge Buyers list through Email Campaign.

Build a relationship-oriented business:

Build long-term relationships with clients, not single-visit deals. Providing after sales services. Make them understand the value of long-term relationships.

Focus on target markets:

We need to focus on Small Medium Retail stores to Promote their products and services to huge targeted audience in Singapore. Which will help them to increase sales revenue and gain brand awareness in comparison to big retailers.

Competitive Edge :

The company was formed in response to a need for get one place to see all malls deal in one place and evaluate the offer for everyone needs. www.MALLsDEAL.com.sg makes this possible by offering an easy to use, large database of all category with more detail on each category . www.MALLsDEAL.com.sg is a company dedicated to serving the needs and best interests of our customers & helps them to get there Need.

Pricing :

Starter Pack	Promo Pack	High Impact Pack	Unlimited Pack
27 SGD PM	45 SGD PM	70 SGD PM	134 SGD PM
1 Product Listed	3 Product Listed	8 Product Listed	Unlimited Product Listed
4 Categories Available	8 Categories Available	10 Categories Available	Unlimited Categories Available
limited stock quantity	limited stock quantity	Unlimited stock quantity	Unlimited stock quantity
limited Offer end date	Unlimited Offer end date	Unlimited Offer end date	Unlimited Offer end date
payment Cash on collection	payment Cash on collection	payment Cash on collection	payment Cash on collection
No online Payment	No online Payment	online Payment	online Payment
1 Shop Location	2 Shop Location	5 Shop Location	Unlimited Shop Location
1 GB File Storage	2 GB File Storage	5 GB File Storage	Unlimited GB File Storage
Unlimited Bandwidth	Unlimited Bandwidth	Unlimited Bandwidth	Unlimited Bandwidth

Milestones:

BPMMAX Company has a big year coming. In order to achieve the sales and marketing goals that have been outline in this business plan, the company has deadlines to meet and ideas to implement. Diane Scott is accountable for all items. Some of these are outlined below:

March 1, 2013 is the date www.MALLsDEAL.com.sg commenced operations. Listed all Retail vendors and started to sell their Products and services.

March 1, 2012 is the date was specified to begin the Lead Generation Program which includes digital marketing, direct mail, email marketing, advertising and phone sales calls.

Management Summary:

The initial management team was depend on the founder and 6 other employees , Now today we 6 employees + additional consulting, sales, and marketing help.

Financial Plan

Our financial plan is based on conservative estimates and assumptions. We will need initial investment to make the financials work, but the owner is prepared to contribute that funding.

We can minimize risk factors by:

- Obtaining initial capitalization of the company to sustain operations through year one.
- Developing a strong customer base through aggressive marketing
- Creating strong community ties and involvement
- Eliminating collection costs, by establishing cash/credit/debit card only facilities

Financial Overview:

Start-up Investment Details:

Start-up Expenses	Total Amount Spent
Software Development	\$30,000
Computer and server	\$7000
Travel	\$3000
Total Start-up Expenses	\$ 43,000
Total Invested Amount	\$43000

Website : www.MALLsDEAL.com.sg

The screenshot displays the MALLsDEAL.com.sg website interface. At the top, there is a navigation bar with the MALLsDEAL logo and links for CART, LOGIN, POST ADS, SHOPS, CONTACT US, and ABOUT US. Below this is a category menu with options: TODAY DEALS, CHILDREN, MEN, WOMEN, ELECTRONICS, HOME & LIVING, WELLNESS, FOOD, TRAVEL, and ACTIVITY & LEARNING. A secondary menu below shows filters for All, Children, Men, Women, Electronics, Home & Living, Wellness, Food, Travel, Activity & Learning, and Services.

On the left side, there is a search and filter panel. It includes a search bar with 'Search Product' and a 'Go' button. Below the search bar is a 'Location' dropdown menu set to 'Singapore'. A 'Mall list' section shows 'Other,Anchorpoint' with a download icon. There are two sliders: 'Offer Range' from 0% to 100% and 'Price Range' from 0 \$ to 5,000 \$.

The main content area features a grid of 12 product listings, each with a discount tag, an image, a description, and pricing information:

- Item 1:** 85.00 Discount. Image of a woman. Description: ANDROID 7" 3D WIFI TABLET PC(50 SETS PER. Price: ~~499.00~~ **78.00** Audiohouse.
- Item 2:** 59.00 Discount. Image of a white electric oven. Description: BRANDED ELECTRIC OVEN. Price: ~~169.00~~ **69.00** Harway Norman.
- Item 3:** 50.00 Discount. Image of a backpack. Description: TSB752AP 16" Ascend Backpack + AMU89AP. Price: ~~80.00~~ **40.00** Challenger.
- Item 4:** 96.00 Discount. Image of a group of people. Description: Online General Spanish Course. Price: ~~757.00~~ **28.00** Cambridge Institute.
- Item 5:** 95.00 Discount. Image of a woman's back. Description: For Tripolar RF Intense Frequency With Free. Price: ~~288.00~~ **11.90** Ancient Qi.
- Item 6:** 94.00 Discount. Image of a woman's face. Description: Off Box (10 Vials) Of Beautee Ampoules. Price: ~~450.00~~ **26.80** Beautee Ampoules.
- Item 7:** 94.00 Discount. Image of a woman's face. Description: Facial Treatment. Price: ~~320.00~~ **18.00** APPLE SKIN CARE.
- Item 8:** 93.00 Discount. Image of a man's back. Description: Detox Back TREATMENT. Price: ~~260.00~~ **18.00** Beauty Host.
- Item 9:** 93.00 Discount. Image of hands. Description: (Not fully visible). Price: ~~93.00~~ **93.00**.
- Item 10:** 92.00 Discount. Image of a woman's face. Description: Charlotte Beaute. Price: ~~92.00~~ **92.00**.
- Item 11:** 92.00 Discount. Image of a woman's face. Description: (Not fully visible). Price: ~~92.00~~ **92.00**.
- Item 12:** 90.00 Discount. Image of a woman's face. Description: (Not fully visible). Price: ~~90.00~~ **90.00**.

At the bottom left of the page, there is a section titled 'DEAL ON YOUR MOBILE' with the text 'Support all major mobile web browser' and icons for Chrome, Firefox, Internet Explorer, Safari, Android, iOS, and Windows.

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