

m  stra

Keep calm and Travel on



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Explanation of the idea

- Mostra provides convenience for the passenger. It is more useful than a normal suitcase
- Our product is a suitcase that make our travel easier and safer
- It makes your travel less stressfull, less boring and monoton
- There are two Parts:
 - First feature is a part with a notemate, calculator and a pencil case with a light up pen
 - Second feature has left and right compartments
- Left compartment has a freezer (food ,drinks,medicine)
- Right compartment has a place for clothes



Mostra makes your travel happier!

Explanation of the name and logo

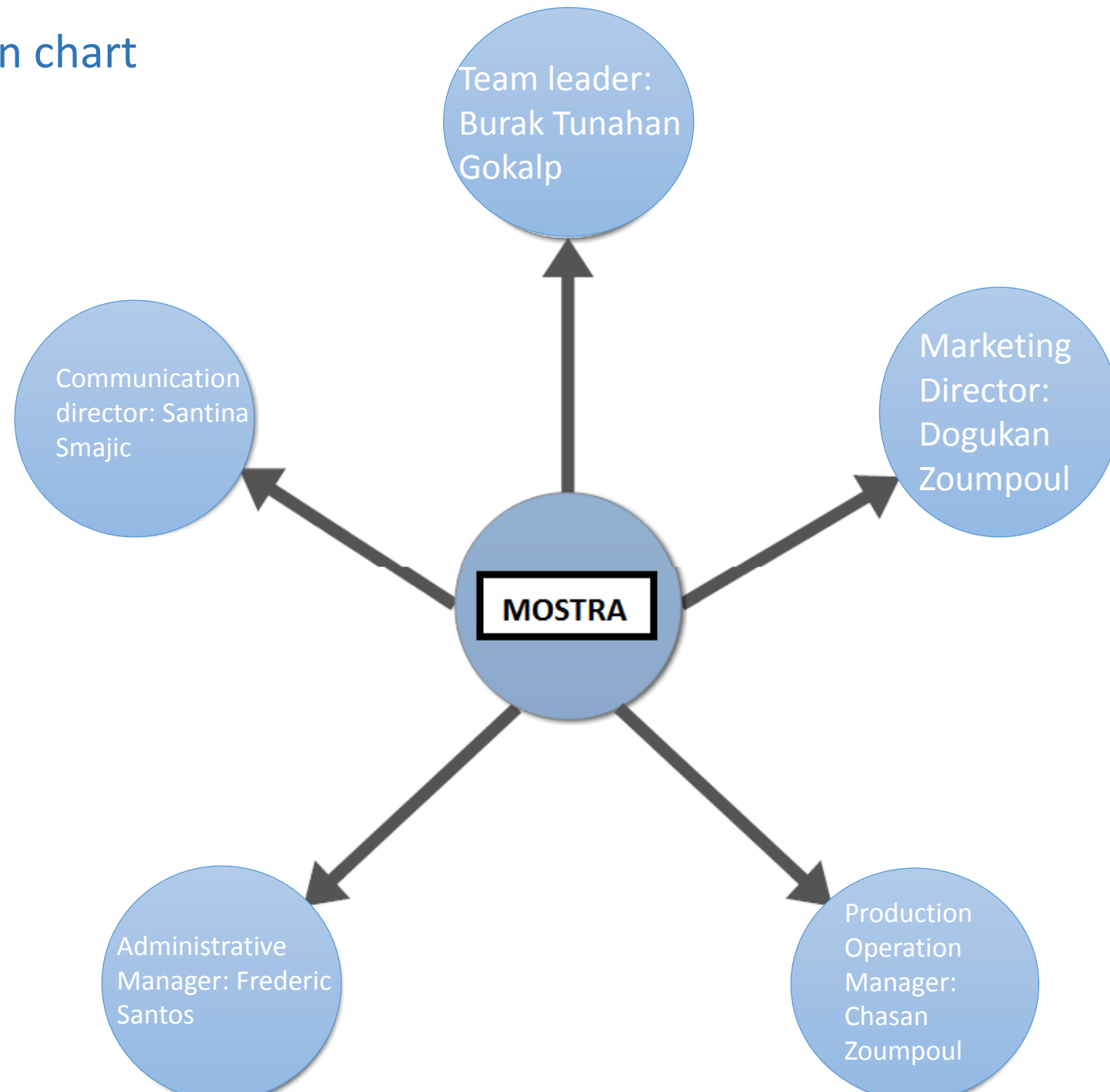
- Name: MOstra => most travel



- Logo: We wanted to use simple design and mild colors , so our logo would not strike our potencial costumers as too aggressive.
- Instead of letter O we decided to use the image of the finger print to create a glimpse of a high-tech equipment that our product contains.



Organization chart



Market research – Charts

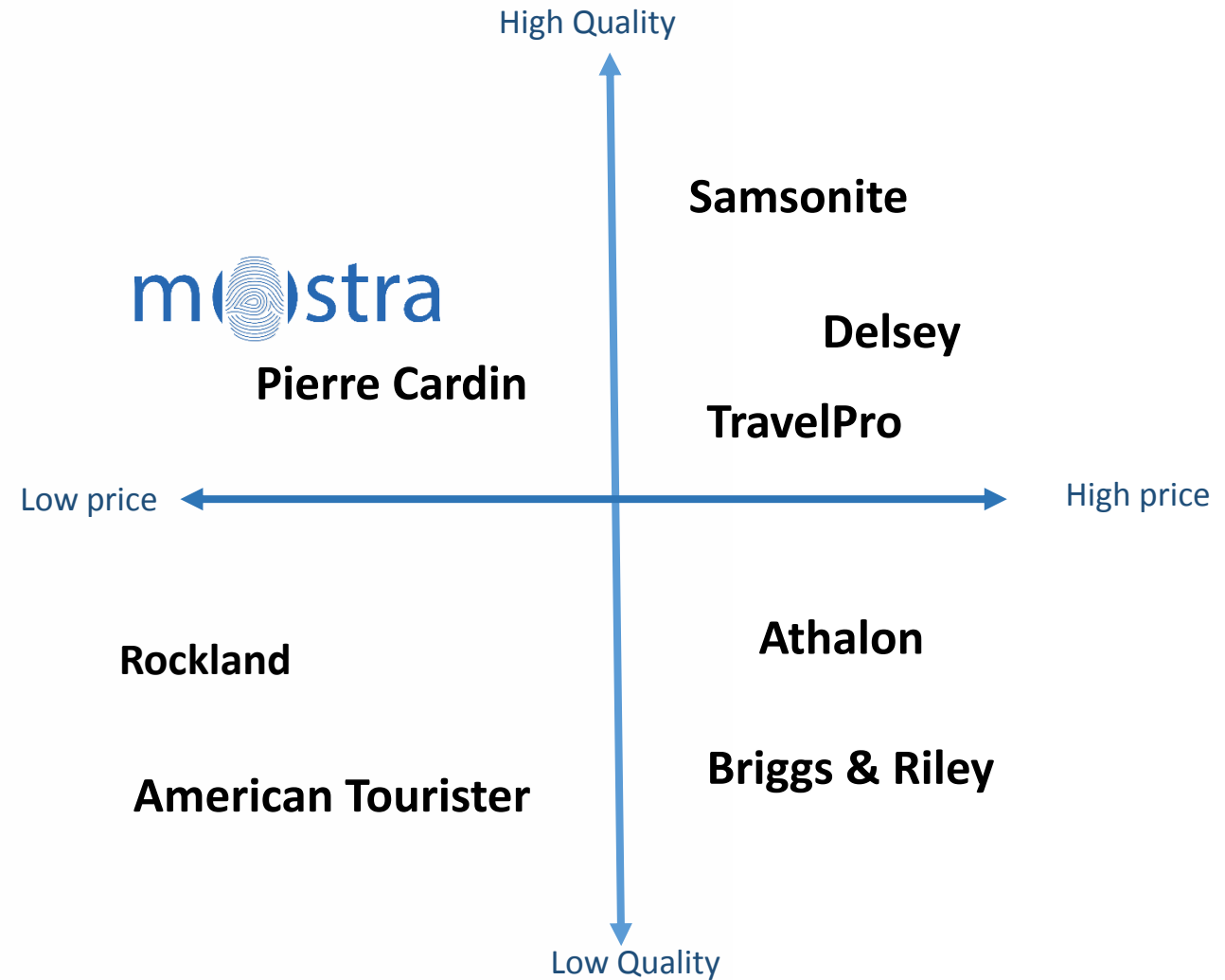
The results are traced from a research based in 3 countries (Portugal,Turkey and Croatia)

1. Do you consider that is necessary to devide the suitcase in diferente compartments, food, drinks and tecnological devices? (90% said Yes and 10% said No).
2. Would you used this bag on the Future (90% said Yes and 10% said No).



Competitors analysis

- Most of our competitors are in the US and pose a bigger threat because of their wide influence on the world and social media.

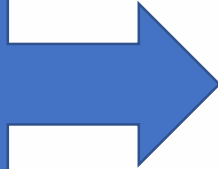


Roles and human resources



Team leader

Burak Tunahan
Gokalp

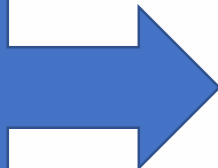


He has qualities, such as compassion and integrity, or team **leadership skills** through formal training and experience. His qualities as an effective team leader may **inspire** the trust and respect of the team and stimulate production within the workplace. He has the **capacity to communicate clearly**. He is also **confident in his abilities**, as well as **confident in the abilities of his team members**.



Communication
Director

Santina Smajic



He is in task of developing a **great working relationship with the members** of media since they will be the one who will bring the company's message to the public. Thus, it is **his responsibility to get in touch with representatives of radio, television and internet**. If there are issues that the company wishes to address, it is also part of his task to set up an interview with members of the press with the representative of our organization, including that of your chief executive officer.





Marketing
Director

Dogukan
Zoumpoul

His task is to **be responsible for the planned and unplanned images of his employer**. Planned images may include print or video advertisements, and printed literature.



Administrative
Manager

Frederic Santos

As an administrative manager he will add value to the organization by challenging the effectiveness of established procedures. It is **an important position for identifying outsourced practices and developing continual improvoment processes for the organization**, that's why he is the most suitable one for this.



Production/
Operation
Manager

Chasan Zoumpoul

He is involved in the **pre-production (planning) stage by working with managers to implement the company's policies and goals; ensuring that health and safety guidelines are followed; supervising and motivating a team of workers; reviewing worker performance; identifying training needs** dealing with people, particularly those who work in his team.



Type of company

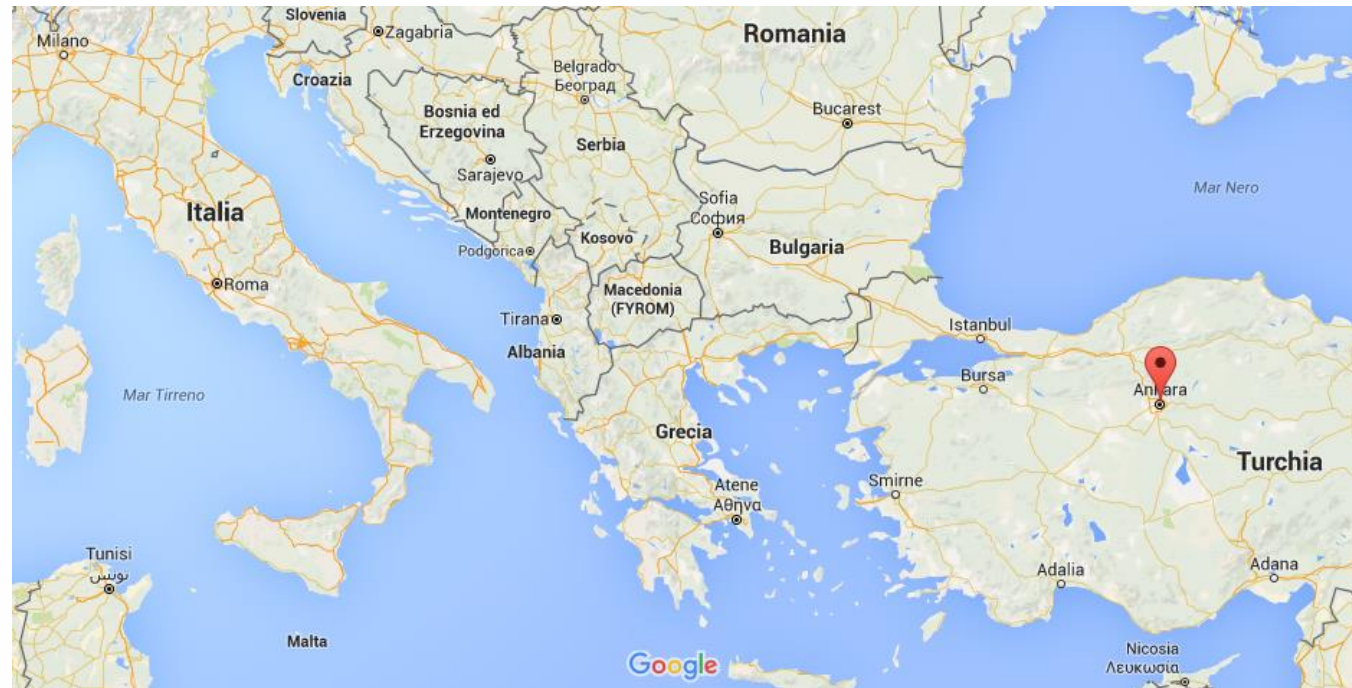
The type of company we preferred is limited company (LC) which is a form of **incorporation that limits the amount of liability undertaken** by the company's shareholders

LTD



Company headquarters

The company is situated in Ankara, Turkey. We decided represents, because the Turkey has border between Asia and Europe. Due to this fact it is a traveling station for the millions travelers from all around the world. Cause the **taxes** are considerably **lower**, and Turkey has inexpensive workers. The production costs would be lower.



Advertising strategy

For the **advertising** of our company, we decided to open a facebook page, twitter and gmail accounts.

We will also **put publicity on the airport** because our target audience are business men, and we will also do some merchandising with T-shirts and some material to put in bag with our Logo.



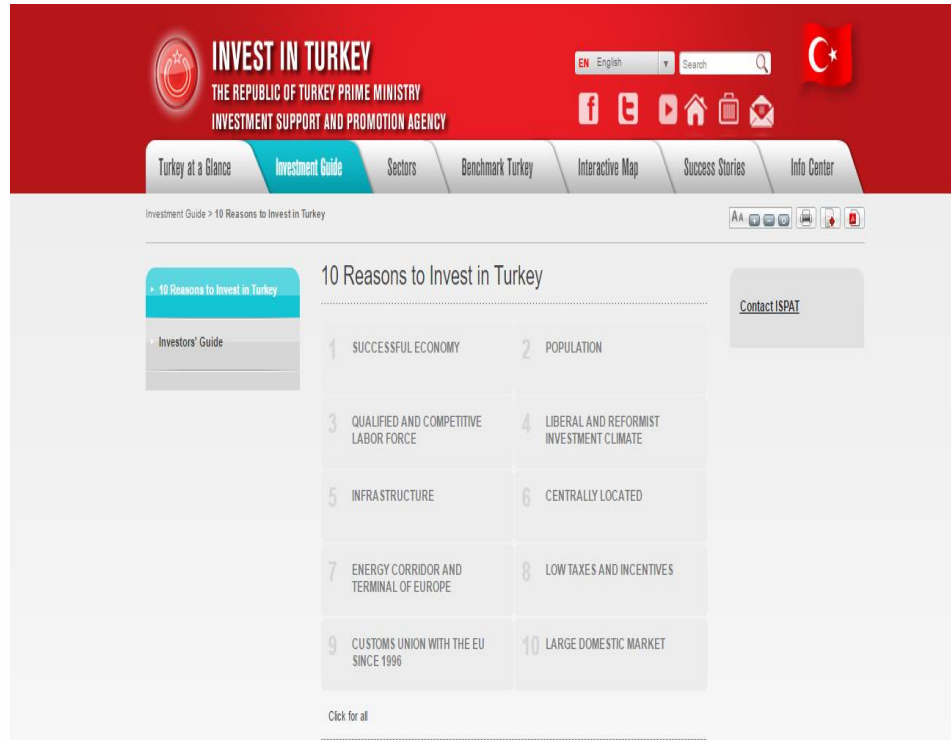
Trade agreements

We have a partnership with a company that makes the bags



Bureaucratic process

Invest.gov.tr



1. Submit the memorandum and articles of association online at MERSIS.
2. Execute and notarize company documents
3. Obtain potential tax identity number
4. Apply for registration at the Trade Registry Office
5. Certify the legal books by a notary public
6. Follow up with the tax office on the Trade Registry Office's company establishment notification.



Market strategies



We want to surprise the costumers with **lower prices** but also with **high quality and technology**.
We will also do a lot of publicity for the costumers do not forget our suitcase.



Three-year budget estimate

	2016	2017	2018
Fuel	€24 000	€24 720	€25 461.6
Electricity	€5 400	€5 562	€5 728.86
Water	€1 800	€1 854	€1 909.62
Travel and Stays	€26 400	€27 192	€28 007,76
Incomes and rents	€24 000	€24 720	€25 461.6
Communication	€2 400	€2 472	€2 546.16
Insurance	€24 000	€24 720	€25 461.6
Basic annual remuneration(Total Employees)	€60 270	€60 270	€60 270
Advertising and marketing	€6 000	€6 180	€6 365
Total	€174270	€178140	€181212.2



Financial requirements

Basic Equipment	PC's, tables, and others equipments	€10.000
Transport Equipment	Vehicle	€25.000
Technological equipment	Machines	€ 50.000
Total		€ 85.000



Cost of Goods Sold and Consumed Materials (per year)

Product	Unit cost	Qty	Total	(Total Margin-Inventory Losses)
Mostra	€ 32	4500	€144 000	4400x32= €140800
Total			€144 000	€140800



Considerations and thanks

With this project we improve our capacities and professional skills we want to thanks all the people who helped us to complete this project, we want to thanks the teachers, Sergio Fernandes, Ze Carlos, Antonio and the professionals Alteo, Tommaso, and all the other teachers, we also want to thanks the ERASMUS+ project.

THANK YOU
FOR YOUR
SUPPORT!

