



www.BIZsAPP.com



About Company:

- BPMMAX was founded in Singapore in 2011 BPMMAX is 100 % privately owned company.
- www.Bizsapp.com was formed in response to a need free market place that helps business discover and evaluate preferred business app for their business need and lead generation for Business application
- Head quartered in Singapore.
- A big list of renowned companies in our client portfolio, more than 10000 + IT companies with 600 category .

Mission of Bizsapp.com:

BIZsAPP.COM is committed to providing unparalleled service to our customers. We strive to keep up support millions of software users by providing a comprehensive business dictionary, interactive search tools with comparison tables, user reviews and app evaluation content and resources, to help them find the right apps that fit their business needs.

The screenshot displays the BIZsAPP website interface. At the top, a blue banner features the BIZsAPP logo and the text: "Business Applications over 10000 and 600+ categories with Upto 50% Off" and "We've helped Over 247000 buyers find the right software. Get your Business Need in One Click". Below the banner is a navigation bar with links for HOME, LOGIN, REGISTERED, ABOUT US, and CONTACT US. The main content area is divided into several sections:

- Search Application:** A search bar with "Search Product" and a "Submit" button. Below it are filters for "All Category" (Business Needs, Industries, IT Services, IT Needs) and "All type" dropdowns. A "Free Advice" button is also present.
- Business Needs, Industries, IT Needs, IT Services:** A horizontal navigation bar with tabs for "Business Needs", "Industries", "IT Needs", and "IT Services".
- Business Analysis, Collaboration, Customer Management, Finance and Accounting, Governance, Risk, Compliance, HR and Employee Management, Integration Solutions, Marketing, Operations Management, Project Management and Planning, Sales:** A vertical list of business categories.
- Recently Reviewed:** A section displaying product reviews with star ratings and user comments. Examples include "NET, PHP, Ruby, Java and...", "JIRA", "iX8 Virtual Contact Cent...", "Nimble", and "Blime".
- Recently Visited:** A section displaying product recommendations with star ratings and user comments. Examples include "E2 Shop System Software", "Projectplace", "Acclaim Solariare", and "activeCollab".



Service we provide:

➤ Lead Generation

BIZsAPP.COM has become one of the most influential lead generation companies in the industry, helping thousands of organizations create more sales leads, improve the qualification of their business leads, and boost conversion rates throughout the sales process.

➤ Campaign management

In many cases we dovetail this with our campaigns management and response services to capture data generated by marketing campaigns and deliver an end to end solution for vendors.

➤ Lead generation Project from IT company.

➤ SEO

➤ Google Ad word Management

Keys to Success

- Excellence in fulfilling the promise-completely confidential, reliable, trustworthy expertise and information.
- Developing visibility to generate new business leads.
- Leveraging from a single pool of expertise into multiple revenue generation opportunities: Lead generation, Digital marketing an Google ad word management.
- Consistently developing productive and thought-provoking learning experiences to maintain growth and success with each client.
- Our use of state-of-the-art technology.
- Easy access to services.
- Establishing a seasoned advisory team



Company Ownership

The Bizsapp.com of BPMMAX is a privately owned company owned by Mr. **Vinod Vetal**.

Marketing plan / lead generation plan:

Our proven lead generation process to qualify sales leads

- 1) Increase sales and revenue:** Better lead generation leads to better sales we will show you how to sell more, sell sooner, and sell more often.
- 2) Reduce costs per sale:** Better lead generation and more focused efforts to qualify business leads results in more efficient appointment setting and more productive conversations with prospects. We help you spend less time on unproductive sales leads, and more time closing deals.
- 3) Take one thing off your “to do” list:** By outsourcing your lead generation to us, you can eliminate a challenging management process, get expert guidance in B2B lead generation and appointment setting, and get timely results. And our lead generation services are always able to scale to meet your future business needs.

Marketing Plan

➤ **The Lead-Generation Process**

Lead generation is, based on process, best practices, and continuous testing and improvement. As noted, the company with the best process wins. Smart marketers focus on each step in the process, looking for ways to make it more efficient. The end result pays off in lower costs and higher conversion rates to sales. The following sections describe the steps, in planning order, but not necessarily in order of importance.

- **Inquiry Generation:** Reaching out to prospects and generating an initial response begins the process. To break inquiry generation down, you can look at it, too, as a series of steps:
- **Set campaign objectives.**

Most lead-generation campaigns select from the following objectives:

- ✓ The number of leads expected.
- ✓ The degree of qualification.
- ✓ The time frame during which they will arrive.
- ✓ The cost per lead.
- ✓ Lead-to-sales conversion ratio.
- ✓ Revenue per lead.
- ✓ Campaign ROI or expense-to-revenue ratio.
- ✓ Choose one primary and no more than two secondary objectives, and make them very specific.

➤ **Analyze and select campaign targets.**

The tighter we targeting, the higher your response is likely to be. Current customers, of course, Respond better than cold prospects. In fact, some companies find that much of their lead-generation work involves finding new opportunities in accounts they already have relationships with. So, it's not cold prospecting, but it's still an effort to generate business for new products, new buyer groups, or additional divisions or business units in the account. That said most B-to-B marketer's focus on entirely new accounts for their lead-generation programs.

➤ **Select campaign media.**

For generating leads among new prospects, the best choices are SEM, telemarketing, and direct mail for ongoing Maximizing Lead Generation.

➤ **Develop a message platform.**

The platform is the key benefit that appeals to the target audience. Your response improves if you keep the message simple and focus on a single benefit.

Market Analysis Summary:

Segment Where Leads Come From



Market Segmentation

BIZsAPP.COM will focus on all **IT Vendor markets** within the any town Metro area, the small business segment (businesses with more than 100 employee/owner), and the entrepreneur segment, which includes all domain business operations. Although the company can handle larger organizations, the greatest benefit will come to businesses with under \$10 million in annual sales. 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. Furthermore, this segment has the lowest percentage of variable costs. The small business segment is considered to be the company's cash cow.

Initially the company will focus on the two US/UK regions. However, by the end of the three-year projections, the company expects to be serving the entire any town Metropolitan area.



Marketing strategy:

Bizsapp.com plans to reach their target companies by four methods which have been proven to be effective. They are:

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Sales Strategy

Bizsapp.com will make a significant profit through the delivery of top-of-the-line professional lead generation and digital marketing services. The company will see huge profit within the 3-4 year due to beneficial digital marketing and lead generation advertising and referral networking. 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 lead generation, Providing huge Buyers list through Business Dictionary , consulting.

Build a relationship-oriented business:

Build long-term relationships with clients, not single-visit deals. Become their advisor and partner of choice. Make them understand the value of long-term relationships.



Focus on target markets:

We need to focus our offerings All IT DOMAIN business owners and entrepreneurs who have a passion for their business and have the willingness to work for what they receive. We do not want to compete for the buyers who seek "get rich quick" types of resources. We need to be able to sell to smart, quality-conscious clients.

Competitive Edge:

The most unique benefit that BIZsAPP.COM offers to buyers is **Comprehensive business dictionary , interactive search tools with comparison tables ,user review and app evaluation to help them find the right apps and We Provide Leads to all listed IT vendors according to their business needs , we will manage and monitor the specific progress of each client to ensure appropriate development.**

Pricing : <http://bizzapp.com/price.aspx>

- **High Impact Package** - \$648 for one year of Strategic lead generation, online advertisement and Google ad word management.
- **Promo Package** -- \$408 for one year of Strategic lead generation, online advertisement and Google ad word management.
- **Starter Package** - - \$ 204 for one year of Strategic lead generation, online advertisement and Google ad word management.

Milestones:

Bizzapp.com of 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:

October, 2013 is the date BIZsAPP.COM commenced operations. Listed all IT vendors and started to sell their software and services.

March 1, 2014 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.

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