



Business Plan for **Me88.com**
Brictec B.V.

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Me88.com Overview

Background

Me88.com was established with the vision of providing users with a comprehensive and user-friendly online gaming experience. The founders, drawing upon their expertise in the gaming and technology industries, aimed to fill a gap in the market for a platform that combines entertainment, convenience, and robust security.

Unique Features

- **Wide Range of Games:** Me88.com offers a diverse selection of games, including casino games, sports betting, live dealer games, and more. This extensive variety caters to the diverse preferences of users, ensuring there's something for everyone.
- **User-Friendly Interface:** One of Me88.com's standout features is its intuitive and easy-to-navigate interface. Users can quickly find their favourite games, access account settings, and explore promotional offers without encountering any unnecessary complexity.
- **Secure Payment Options:** Recognizing the importance of security in online transactions, Me88.com prioritizes the safety of its users' financial information. The platform integrates secure payment gateways, encryption protocols, and other measures to safeguard transactions and protect user data.
- **Mobile Compatibility:** In an era where mobile devices dominate online access, Me88.com is optimized for seamless performance across various devices, including smartphones and tablets. This mobile compatibility allows users to enjoy their favourite games on the go, without compromising on quality or functionality.
- **Promotional Bonuses and Loyalty Rewards:** To enhance the gaming experience and incentivize user engagement, Me88.com offers a range of promotional bonuses, such as welcome bonuses, deposit matches, and loyalty rewards. These incentives not only attract new users but also encourage existing users to continue enjoying the platform.
- **24/7 Customer Support:** Understanding the importance of responsive customer service, Me88.com provides round-the-clock support to address any queries or concerns users may have. Whether it's technical assistance, account-related issues, or general inquiries, users can rely on prompt and efficient support from the platform's dedicated team.

Organization Structure

Core Teams

We are proud of our inclusive and diverse team of consisting of great people across multiple countries. This global network fosters creativity and innovation in our work and it also allows us to connect with and understand our international audience on a deeper level. The core teams at our organization include:

- Marketing
- Risk & Compliance
- Data Analytic & Business Intelligence
- Payment
- Customer Service
- IT

Key Personnel

Me88.com is driven by a diverse group of leaders dedicated to driving the platform's success:

- **CEO:** Kelvin Choong
- **CFO:** YQ Yong
- **CCO:** Cheryl Tan
- **CTO:** Lawrence Law
- **CO:** BL Khoo

Business Forecast

Three-Year Business Forecast (all figures quoted are in USD)

- **Revenue:** Gross gaming revenue (GGR) is projected to grow steadily over the next three years, from \$14.9 million in year 1 to \$21.5 million in year 3. This represents a compound annual growth rate (CAGR) of approximately 18%.
- **Cost of Sales:** Royalties and other direct expenses are also projected to grow, but at a slower rate than revenue. This means that the gross profit margin is expected to improve over time.
- **Operating Costs:** Marketing costs, payroll costs, and operation costs are all expected to increase as the business grows. However, the rate of growth is projected to slow down in year 3, which suggests that the company is becoming more efficient in its operations.
- **Net Profit:** Net profit is projected to grow significantly over the next three years, from \$7.4 million in year 1 to \$10.9 million in year 3. This represents a CAGR of approximately 47%. The growth in net profit is driven by the increase in gross profit margin and the slowdown in the growth rate of operating costs.

Overall, the business projections suggest that the company is in a good position for future growth. The company is expected to see strong revenue growth, improving profitability, and increasing net income.

	YEAR 1	YEAR 2	YEAR 3
GROSS GAMING REVENUE (GGR)	14,911,043	17,893,252	21,471,903
COST OF SALES			
Royalties	1,455,435	1,673,750	1,924,813
Other direct expenses	740,739	851,850	979,628
GROSS PROFIT	12,714,870	15,367,652	18,567,463
OPERATING COSTS			
Marketing Cost & Expenses	3,743,717	4,492,461	5,390,953
Payroll Cost	1,091,609	1,309,930	1,571,917
Operation Cost	461,500	553,800	664,560
NET PROFIT	7,418,043	9,011,461	10,940,033

Strategy - Opportunities & Weaknesses

The online gaming industry is on an unprecedented growth streak, with a rapidly growing market and increasing acceptance worldwide. This presents exciting opportunities for Me88.com to capitalize on, like expanding into new markets and leveraging technological advancements. However, we also need to address some key challenges, such as competition from established players and navigating a complex regulatory landscape.

Thriving Market:

- **Explosive Growth:** The global online gambling market is poised for a boom, fuelled by increasing acceptance and legalization across various regions.
- **Responsible Approach:** By prioritizing responsible gaming practices, the company can build trust and attract a wider player base.

Innovation is Key:

- **Tech Savvy:** Investing in cutting-edge mobile technology and innovative features will entice new customers.
- **Strategic Expansion:** Partnerships and targeted marketing can propel the company into new markets.

Capitalizing on Trends:

- **Betting Bonanza:** The surging popularity of online sports betting and casinos presents a tremendous opportunity.
- **Social Savvy:** Leveraging social media and influencer marketing can significantly expand the company's reach.

Key Challenges to Address:

- **Vendor Reliance:** Dependence on third-party software providers for core technology can introduce vulnerabilities.
- **Competitive Landscape:** Established players in the online gambling industry pose a significant challenge.
- **Regulatory Hurdles:** Navigating the complexities of licensing and regulations requires careful planning.
- **Acquisition Costs:** Securing new customers in a competitive market can be expensive.

Key Software Providers

Me88.com shall continue with its long-term content supply partnerships with best-of-the-breed gaming software providers to offer a curated, top quality offering to its players. Our key software providers include the likes of:

- Evolution Gaming
- Nextspin
- DreamGaming
- Spadegaming
- NetEnt
- Play'n Go
- YGGDrasil

Looking Forward

Me88.com is poised for continued success in the thriving online gaming industry. With a strong foundation built on a user-centric approach, innovation, and a commitment to responsible gaming, we are confident in our ability to capitalize on the exciting opportunities ahead. By addressing key challenges and forging strategic partnerships, we will solidify our position as a leader in this dynamic market.

We are dedicated to delivering an exceptional gaming experience for our players around the world. We are committed to continuous improvement and innovation, and we are excited to see what the future holds for Me88.com.