



BUSINESS PLAN

<https://big-wave.io>

Executive Summary

Recently, we expect the entertainment industry such as online casinos and sports bets will expand more in Asian Countries.

We have acquired potential customers through the our services, sports bet and Japanese, Korea, Chinese and other Asian Countries traditional card game.

After investigating the needs of customers in our services, we had great expectations to make a sufficient profit by establishing an online casino. So, we decided to enter the online casino industry. we chose SoftGaming Software's Turn-Key project because of having good reputation and support in the online casino industry.

From 2021, we started the business at WLC with SoftGaming Software(<https://big-wave.io>), and have been managing customers, operators and risks control.

We did a test play on the WLC project, but we will develop to Self Service. Because they request us to customize it to Asian taste. Most casinos often use the same template and similar designs for European. By advancing to Self Service, we can create an online casino that Asians like.

Big Wave Casino will be a family-based online casino business which will be owned and managed by Mr Komazawa. Up until now, Mr Komazawa has a total of \$400,000 which is prepared for starting up the business on Online.

Products and Services

Big Wave Casino is an online casino business that will be located in, Curacao. we will do everything within the laws of Curacao in the course of running my online casino business. We are in the Online Gambling industry for the purpose of making profits with SoftGaming Software's Turn-Key project.

Vision Statement

Our vision in the gambling industry is to grow and nurture an online casino business which will not only compete favorably with other leading online casino businesses in the Curacao. we want to station my online casino business that handles unique games such as Traditional Card Games of Asian Countries in the whole of Curacao.

Mission Statement

Our mission in the online gambling industry is to grow an online casino business that will be able to fully promote casino and gaming activities not just in Curacao. we are in this business to be able to generate as much profits.

Business Structure

We have my sights on becoming the unique online casino in Curacao, and also to be able to favorably compete with the leading online casino businesses in the world. we will focus on the development of traditional card games in Asian countries. By providing such a card game, we will differentiate ourselves from others.

Market Analysis

Market Trend

A person who has been following the Global Casinos & Online Gambling industry trend would realize that the industry was one of the many that were terribly hit by the recession. However, the industry is currently doing very well, and there is improvement despite the fact that it has not been able to get back to its former self.

Target Market

The following groups are what I have found to make up my target market:

- Working Class Adults / corporate Executives
- Entrepreneurs / Business People
- Celebrities
- College Students
- Asian Countries(Japan ,Korea ,China ,Philippines ,Vietnam ,Taiwan and Malaysia)

Sales and Marketing Strategy

Having our experiences and achievement, we have been able to direct my sales and marketing strategies towards the direction of my business goals. The following is how we have resolved to promote my business to my prospective customers:

- First of all, we have succeeded in retaining customers through a non-paying sports betting and Asian traditional card games.
- we will make sure to advertise my online casino business on various media such as newspapers, magazines, radio and TV station.
- we will do very well to promote my online casino business on the internet. This, we will do through social media sites such as Line, Facebook, Twitter, Instagram, and others. we have already succeeded in acquiring potential customers by performing forecast distribution of soccer on SNS.
- we can develop various card games based on my own experience in system development and website construction, it is possible to provide various games without getting board of customers.

Financial Plan

Source of Start-up Capital

From the feasibility study we carried out, and also from the research we conducted on the market, we have been able to realize how much we will need to start up my online casino business in Curacao. we will require a total start up capital which amounts to \$400,000. This start-up capital will be sourced from the owner's investments and sales of assets. So far, we have been able to realize a total of \$400,000 from the owner and his family.

Sales Forecast

The table below is our sales projection for Big Wave Casino. This sales projection is a result of the available statistical data we were able to obtain in other online casino. It will prove to be an estimated projection of our financial revenues for the first five years after start-up.

2023 to 2027	Revenues (€)	Expenses (€)	Profit/Loss (€)
1Q 2023	20,000	100,000	-80,000
2Q 2023	50,000	25,000	25,000
3Q 2023	100,000	50,000	50,000
4Q 2023	130,000	65,000	65,000
1Q 2024	150,000	100,000	50,000
2Q 2024	180,000	90,000	90,000
3Q 2024	220,000	100,000	100,000
4Q 2024	270,000	125,000	125,000
2025	1,000,000	540,000	460,000
2026	1,500,000	800,000	700,000
2027	2,200,000	1,200,000	1,000,000

Conclusion

we have acquired many potential customers from sports betting sites and SNS based on experience and achievements so far. we have also learned as operator, customer management and risk control in the gambling business. Make this business model a success by introducing this potential customer to a Turn-Key Project and experience of WLC project as operator.