

NAME OF THE COMPANY
CAIROMAGIC B.V.

Business Plan

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Executive Summary

Products

COMPANY BV gaming company for betting and casino online. Ownership based in Brasil. The founder of the company is a long term expert of betting with many year's experience with different local website.

Customers

The target audience for COMPANY is adults, specifically people loving playing games online.

Future of the Company

The future of the Brazilian and South American betting market will be the online, that's why the decision to start now the work on the online with a Curacao Licence to have the time to create a large number of clients through the marketing online.

The south America is always more digitalized in the payment system, this help the develop of the betting and casino online.

Company Description

Mission Statement

To build and sell high-quality website that will be cherished and handed down from generation to generation.

Management

Mr. Francisco Ferreira will be the main supervisor of the all project

He will be helped by:

- 1) 1 technician expert in betting and quotation
- 2) 3 expert in customer care speaking Portuguese, English and Spanish
- 3) 1 marketing supervisor to keep the contact with the marketing company

The stuff will grow up on the base of the growing number of clients

Operational Plan

The Company will receive the payment only by online transfer (card or bank transfer). All the operation will happen through the company NAME OF THE GATEWAY OF PAYMENT COMPANY

Marketing Plan

Industry

The betting industry in Brasil is for the most a street betting offline industry but the things are changing. For the most the people now want to play at home, from the phone with an app. This bring to the necessity of having an online betting licence. We want also to expand our network through all the south America involving also Spanish language countries.

Detailed Description of Customers

Our Customers are people +18, working and passionate of super new technologies of betting and casino online. People with experience in very complicated betting system with the need of a fast and futuristic technology.

Company Advantages

Our Company has the following advantages compared to competitors:

- Basic, practical designs and structure.
- Easy-to-click modules
- Quick and fast registration
- High-quality, interactive website.
- Face-to-face interaction with customers through customer care

Activity

Our company will hire a professional marketing company that will direct our investment in the online marketing. We will discuss with them step by step every move on a daily basis through our marketing responsible person.

Regulations

This is the list of explicitly forbidden territories: Australia, USA, France, The Netherlands, The Dutch Caribbean Island: Curacao, Aruba, Bonaire, St. Martin, St. Eustatius

Marketing & Sales

Growth Strategy

To grow of the company, Cairomagic BV, will do the following:

- Sell products in Brasil to aquire more users that is possible
- As business grows, advertise in target markets and try to expand in the market of the south America connecting users from others countries.

Communicate with the Customer

Cairomagic BV will communicate with its customers by:

- Providing an email newsletter with company news, product information, new games
- Using targeted Google and Facebook advertisements.
- Utilizing social media such as Twitter, YouTube, Facebook, and other social media
- Providing contact information on the company website.

How to Sell

We have seller on the territory of all around Brasil. Sellers are opening selling points in bars or activities where it will be a computer dedicated to our activities where people will register them self and play on our computer.

The Computer will be more a Marketing Corner to help and convince people to install our app and play from the phone.