

BUSINESS PLAN

SPOTTER

Satellite Based Vehicle Monitoring and Fleet Management Solution

STAGE - 1

LEAD GENERATION

- Cold Calling
- Desk Research
- Field Research
- References

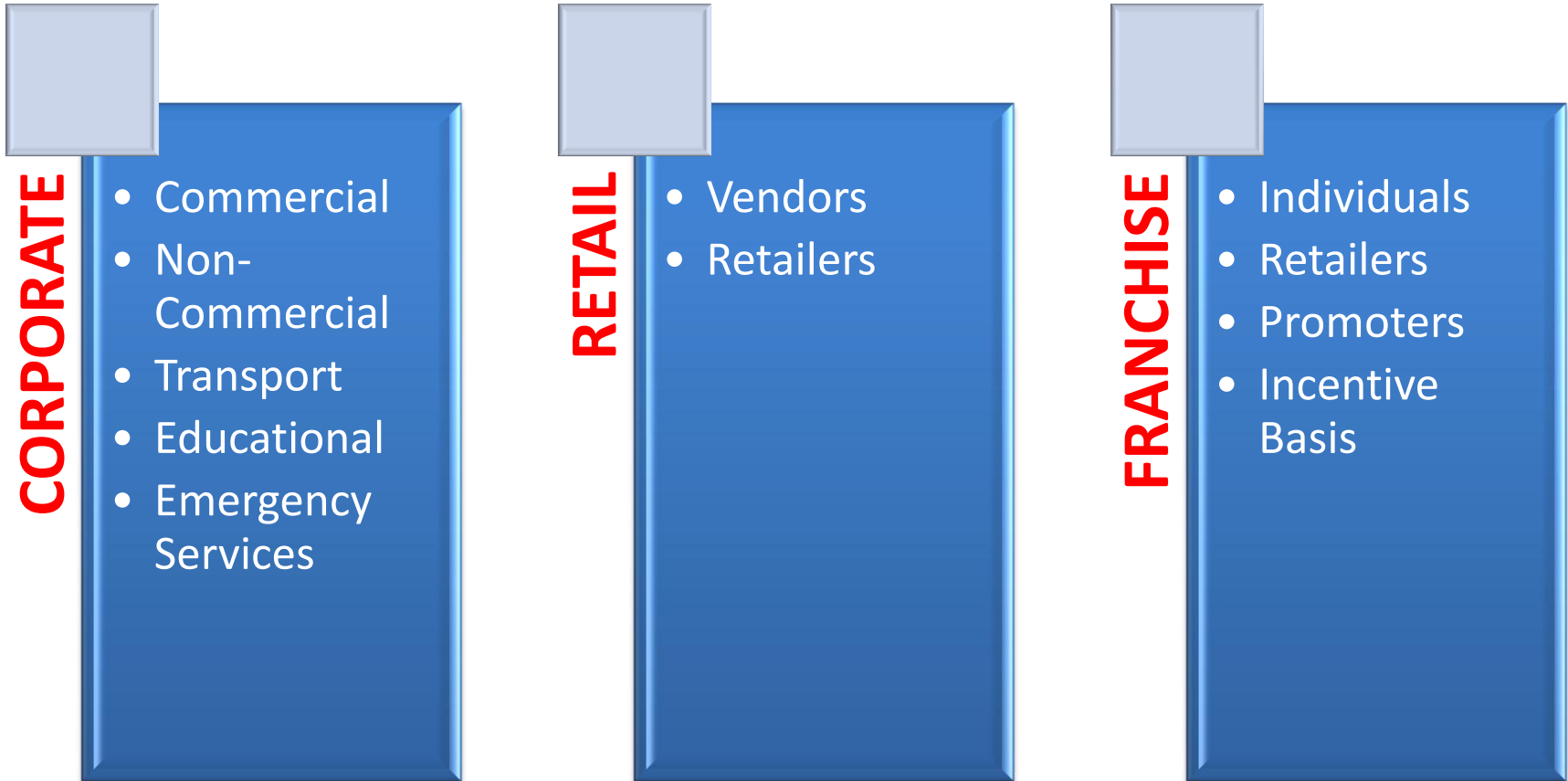
DATA BASE (Self)

- Client Categories
- Franchise Management
- Area Mapping
- Rol Planning
- Reference Building

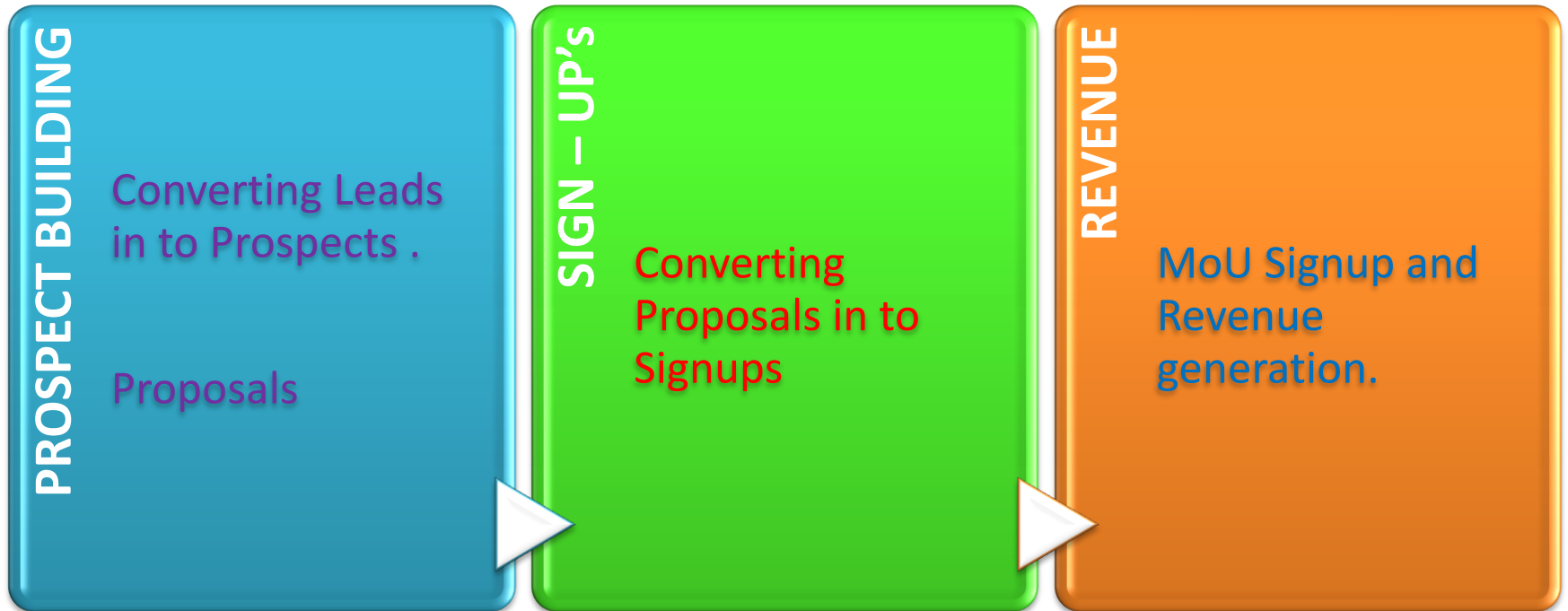
STRATERGY PLANNING

- Improvements
- Developments
- Proposals
- Presentations
- Sign-ups

CLIENT CATEGORISATION



STAGE - 2



EXPANSION



AREA

NEW ZONES

DEAD AREAS

BRANDING

EXIBITIONS

LOCAL
PROMOTIONS

MARKET

PENETRATION

CHAIN
BUILDING