

# EXECUTIVE SUMMARY



Marketing analytics is a start-up created for 6 six post-graduate student, who want to develop their knowledge about business administration and big data, in a different way. We are specialise in the touristic sector and more specifically we work with little hotels and apartments that offers something different to the client. Our mission is to help our clients with the development of marketing campaigns and go directly to their costumer.

# SERVICE PORTFOLIO

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Our services are based on obtaining and using the data already present in the company, along with those from other sources, so that all the potential information is collected and allow us to give support to the management in the decision-making process.

We have a wide variety of services in order to offer the most appropriate and adjusted solution to each client, grouped into two main branches: Marketing Analytics and AI Services. In both, professionals in business management, marketing and advanced analytics technologies work side by side using the technologies that will change the world of business.

Within the first group, the most typical services of a Marketing agency are included, with the addition of Big Data tools such as Machine Learning or Geographic Information Systems (GIS) to enhance the efficiency of our solutions. In the second group, solutions are aimed at customer experience improvement and cost reduction in customer advising via web or phone. Our proposal gives the possibility to include a chatbot and/or a partially or fully automated call center in your system, subsequently collecting statistics and data derived from the use of these services for its improvement.

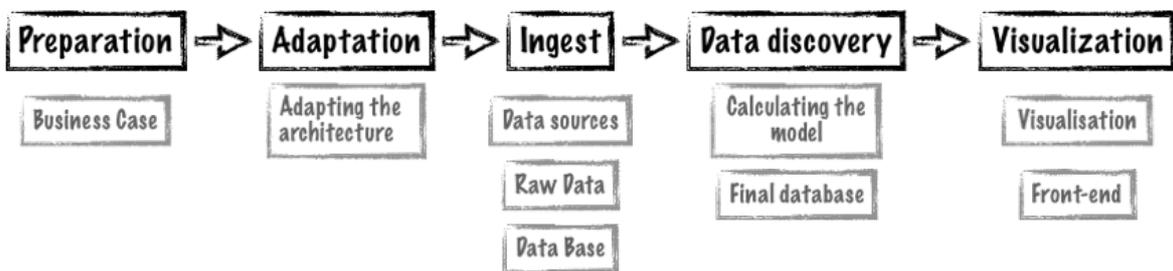
Afterwards a presentation of the results in dashboards or reports is made, along with a personalised recommendation from our marketing experts. These visualisations are available online at any time, place and device, so that decision-making is easier and more convenient for the costumer.

# OPERATIONS



BUSINESS CASE	PROBLEM SOLVING
Company analysis	Competitors
Requirement	Communication channels
Costumer	Costumer experience
Actual marketing channels	
CLIENT GOALS	DATA DRIVEN RESEARCH
Higher market share	Client data base analysis
Brand image	Open data for the case
To reduce marketing expenses	Data base setup
MARKETING PLAN	CUSTOMER SERVICE
New markets	Launch new plans
Communication plan	Apply methodologies
Costumer journey	Long term plan

The process is designed to build up a final marketing plan, based in all the estimations and data analysis. Marketing Analytics has the main purpose to deliver the best costumer experience to our clients. The department structure has been designed for seeking the goal of add value to our client.



# MARKETING

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The main purpose of the implementation of this Marketing Plan is to set the foundation in terms of customer target, current competitors and communication strategies, aligned with the Operations and Finance Plan, in order to succeed within the business of Data Analytics.

The Marketing Plan included in the project will provide the following sections:

### *Customer segmentation*

Through the customer segmentation of Marketing Analytics Co., it will be defined in detail the target chosen for the business. We will focus on the Hotel industry, as it generates a huge amount of data that can be managed through Big Data and Data Analysis tools.

### *Competitors analysis*

In this part, we have developed a market research, in order to identify our main competitors in the Data Analysis industry, taking into account size, customers, pricing of their services and position in the market, to have a better understanding of our potential competitors.

### *SWOT analysis*

In this section, we have implemented a SWOT analysis, identifying our potential strengths, weaknesses, opportunities and threats.

Strengths	Weaknesses	Opportunities	Threats
Knowledge	Low experience	New companies	GDPR
Low operation cost	Limited resources	Digital world	Security
Flexible portfolio	Relations competitors-market	New buyers'	Technology imitation
Differentiation	Engagement	Big Data	Competitors
Languages		Small hotels trend	

# FINANCES

The initial investment for our company will be composed by 26.224€ of non-current assets (Laptops and software) and 10.000€ of cash that will be placed by potential investors. The Cost of Capital is about 8,59% (sources from Damodaran), it is a bit above the average in Spain.

Levered Beta	1,17		Methods of valuation
Risk free Rate	1,13 %	Net Present value	43.583,17 €
E Market Risk Premium	7,27 %	IRR	35,67 %
Cost of Capital	8,59 %	IRR modified	-
		Payback	2,58 years

The time that is required to recover the initial investment is 2,58 years, with a IRR of 39,56% and a NPV of 43.583,17€.

	Years						Total
	0	1	2	3	4	5	
<b>Revenues</b>		74000	99000	149000	181.000	214000	717000
Cost of Good Solds		14855,61	19807,48	29711,22	36313,7133	42916,2067	143604,23
<b>Gross Margin</b>	0	59144,39	79192,52	119288,78	144686,287	171083,793	573395,77
Other expenses							0
Salaries		45000	60000	96000	116000	144000	461000
<b>EBITDA</b>	0	14144,39	19192,52	23288,78	28686,2867	27083,7933	112395,77
Amortization		5012,886	5012,886	5012,886	5012,886	5012,886	25064,43
Depreciation		480	480	640	640	640	2880
<b>EBIT</b>	0	8651,504	13699,634	17635,894	23033,4007	21430,9073	84451,34
Interest							0
<b>EBT</b>	0	8651,504	13699,634	17635,894	23033,4007	21430,9073	84451,34
Taxes		1297,7256	2054,9451	4408,9735	5758,35017	5593,09209	19113,0865
<b>Net income</b>	0	7353,7784	11644,6889	13226,9205	17275,0505	15837,8152	65338,2535
<b>Net Income</b>	0	7353,7784	11644,6889	13226,9205	17275,0505	15837,8152	65338,2535
Amortization		5012,886	5012,886	5012,886	5012,886	5012,886	25064,43
Depreciation		480	480	640	640	640	2880
Change in Working Capital							0
CAPEX	1200			800			2000
<b>Free Cash Flow</b>	-1200	12846,6644	17137,5749	18079,8065	22927,9365	21490,7012	91282,6835
<b>Free CF equity</b>	-37464,43	12846,6644	17137,5749	18079,8065	22927,9365	21490,7012	91282,6835

The growth that we have used for the estimations is around 20% each year.