

Stratasys Ltd. 3d printers company business plans example

[Business](#), [Company](#)



Marketing objectives

- The first and most important objective is doubling our market share within the next two financial years. This will require robust advertising campaigns in both the internet and conventional media outlets. We intend to have a steady customer base of at least a hundred thousand clients by the lapse of this period. The company has set aside enough resources to cover this program and will chip in more from the contingency fund should the resources prove inadequate (Enderlein, 1983).

- We intend to increase our profits by 50% within a year and 80% in the next two years. The market share obtained by the aggressive campaigns will play a very big role in ensuring this goal is achieved. However, the increase in price of some components needed for the 3D printers may as well hinder full achievement of this goal. Nevertheless, we intend to make sure that we are able to attain the profit margin for the first year. We shall liaise with other similar companies that offer cheaper component while maintaining the quality (Hernandez, Jimenez & José Martin, 2010). Plans are underway to finalize such agreements and the deal is expected to be struck by three weeks from now. The company shall then unveil our new partners to the shareholders.

- We intend to create easy to use family based printers. This market has fewer competitors since the 3D printing industry has concentrated on major factory and industrial use (Crick & Jones, 1999). The printers will assist in maintaining of everyday home appliances.

- Finally, we plan to reduce our costs of doing business. This is aimed at increasing our net profit margins that are predicted to hit 9% of the gross

sales made by the company. Currently net profits account for 6.5% of gross sales. This will be done by outsourcing cheap labor that will drastically cut our cost of doing business and thereby increases overall profits by a third.

Financials

The company has been able to maintain a positive outlook regarding the debts incurred. Currently, we have been slowly reducing our debt and we intend to completely pay off the last tranche of \$5000 in two months. Our asset base is \$137000, which gives a capability to source for large amounts of cash from our creditors. Nevertheless, our sales are expected to pick rapidly and will ultimately provide most of the required credit lifeline. This therefore dictates that our shareholders will have to bear with us and support the company during this important growth phase

Break even analysis

We base this on our monthly costs of running the business (Hernandez, Jimenez & José Martin, 2010). Currently, the outlook is very promising because we expect our net income to rise by approximately 5% every month. Our sales to other nations have also contributed to this increase and the international market has proven to grow more rapidly than the local one (Lindgreen, Antioco, Palmer & van Heesch, 2009). Below is our monthly break-even analysis.

Using the above model, our targeted year on year net income is expected to rise by at least 40% yearly for the next three years.

Expense forecast

References

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- Hernandez, B., Jimenez, J., & José Martín, M. (2010). Business management software in high-tech firms: the case of the IT services sector. *Journal of Business & Industrial Marketing*, 25(2), 132-146.
- Lindgreen, A., Antico, M., Palmer, R., & van Heesch, T. (2009). High-tech, innovative products: identifying and meeting business customers' value needs. *Journal of Business & Industrial Marketing*, 24(3/4), 182-197.