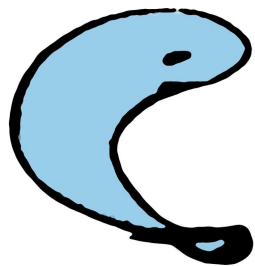


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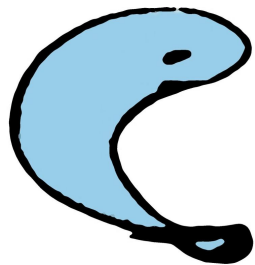
Executive Summary

- Our mission is to provide environmental friendly products with good quality, and service at a reasonable price.
- Our site will offer a variety of choices to the customers
 - Parchina, Moj, Dastanan, Atlas, etc are just some of our Services



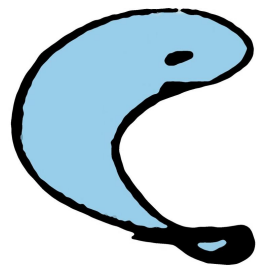
Goals and Strategies

- Short-term goal: Use the quality of our service and advertising to soon become well-known throughout the country.
- Long-term goal: Expand the business to other locations in the world.
- Strategy: Work hard and good marketing to have the best server side services with our site.



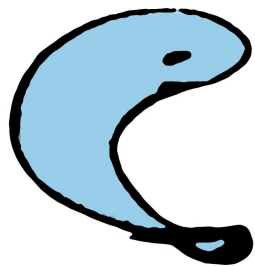
SWOT Analysis

- Strengths: Reasonable prices, wide variety of web-based and cell-phone based products, a lot of at home automations
- Weaknesses: Turn down in the economy, start-up costs, new business, no reputation
- Opportunities: Job opportunities for the many unemployed people, remote work
- Threats: local universities, etc

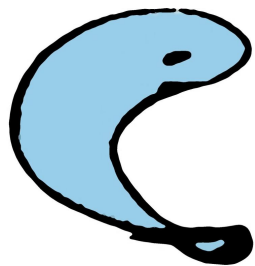
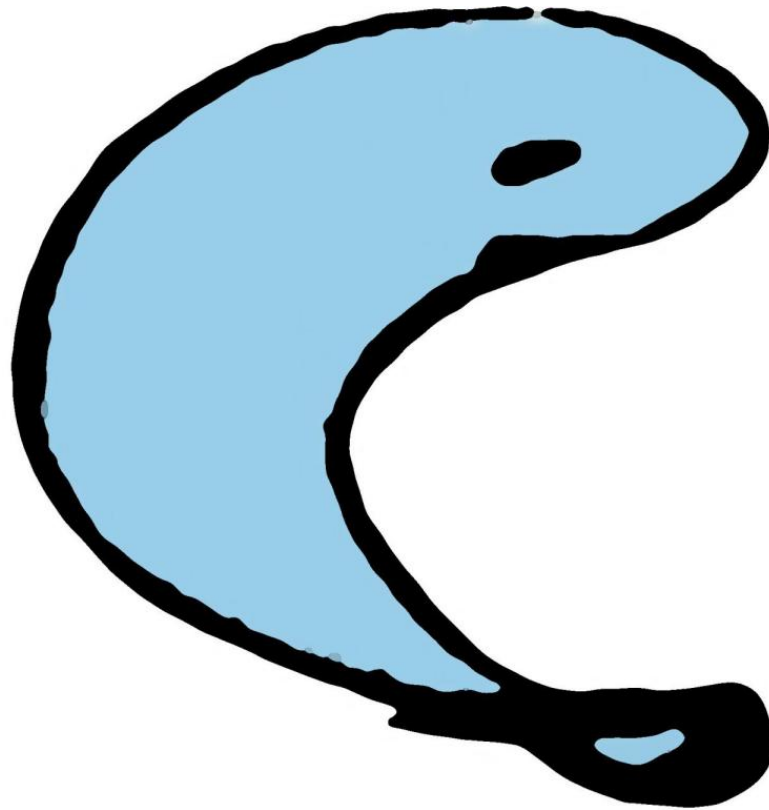


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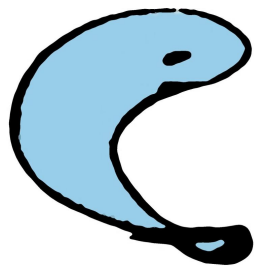


Intellectual Property



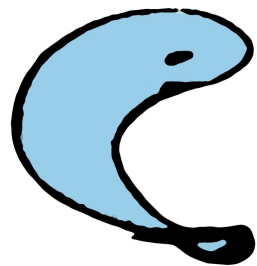
Legal Structure

- Our business will be run as a sole proprietorship.
- All debts and liabilities of this business will be our responsibility.
- We will pay income taxes on the profits made. This will make accounting much simpler.
- With having a sole proprietorship, We can also deduct our business losses to the extent of our total income that We may have from all sources.



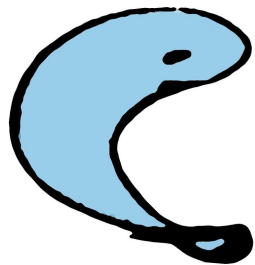
Market Analysis

- Target Market: Our target market will be to anyone who enjoys Rumi poems, animation, stories, cultural products, etc. But we will mainly target people age 12 and older, both male and female, and who are of the working class.
- Competition: Our major competitors would be Disco business management software, Faradars web site, and other hobby sites that are cultural
- Market Trends: Rumi poems, and other fiction stories are the choice for many people across the world.



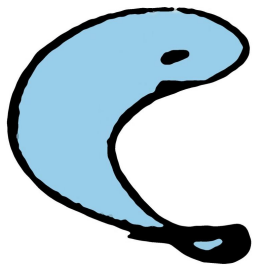
Marketing Strategy

- We will do as much as we can to get our business name known throughout the world. We plan to make flyers to put on cars that have our business name, logo, and address on them.
- We will also have video blogging in multiple languages
- We will have reasonable prices, but they will not be too high or too low.



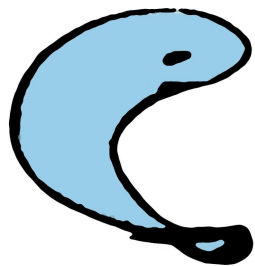
Start-up Costs

- Incorporating 176.72
 - Licenses and Permits 239.88
 - Insurance 700.00
 - Legal 500.00
 - Server host 795.00
 - Hard Drive 900.00
- » 3,311.60



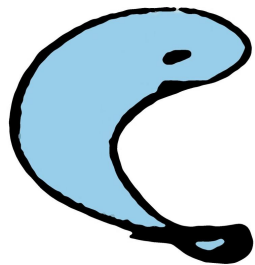
Summary of Financial Needs

- We will apply for financing. We plan on using our graduation money and some of the money we have saved in the bank. We have about \$5,000 in our savings account. If something goes wrong, we have back-up money and more than enough for our start-up costs.
- We hope that after a few years of being open that we have enough money to buy our own building.



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Products

- Balkhi Rumi Animations
- Project Management Softwares
- Cell-phone pased Applications for reading Fictions and Stories



حکایت نحوی و کشتیان ۲:۲۰



نقل داستان اذان مولانا ۵:۱۸



داستان مرد وام دار از مولانا ۲:۵۵



داستان درویش و گم شدن کیسه زر ۲:۴۷



قسمت اول بازگشت به قصه رنجور مولانا ۴:۰۱



دفتر سوم مثنوی داستان بچه فیل ۷:۰۵



نی نامه ۱:۰۱
۲۲۷ بازدید - ۲۰ اردیبهشت ۹۵



نماهنگ زیبای نی نامه ۲۱۹ بازدید - ۲۵ اردیبهشت ۹۵



مرغو جوجه، بچه گربه و لاک پشت و فقط یک کاهو ۰:۵۱



فیلم سه بعدی طبیعت ۱:۵۴
۲۲,۶۱۶ بازدید - ۳ بهمن ۹۴



داستان پیرچنگی مولانا جلال الدین بلخی ۵:۲۳
رومی



داستان مارگیر مولانا ۳۹۴ بازدید - ۱۵ فروردین ۹۵

