

**GLOBAL SOCIAL VENTURE
COMPETITION**

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**A NEW LIFE PROJECT
ANELI**

Manage Team

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Executive Summary

In today's world, the unemployment has risen up with the economical crises. It's a true fact that finding a job has become very difficult and almost impossible for physically handicapped. In the normal circumstances the employment rate for physically handicapped is very low. (bias and inadequate working conditions) Better results will be taken if more suitable working conditions can be arranged for physically handicapped. It's a duty for everyone of us to help physically handicapped. In the society to enable them to live their normal lives. In today's world in direction of the integration of the physically handicapped community, known to their intensive problems.

Constantly struggling with problems, individuals with disabilities who cannot produce solutions are relevant to them, will feel unhappy. This is a basic human right "to perform the individual's right to itself" means that eliminates the low quality of life. The most important difficulty for physically handicapped is employment problems. Working life of an individual is an indisputable truth for its personal and social life. To encourage physically handicapped to work has countless advantages, to work and earn living is a human right. There's always something to do for everyone. Having had the right education and rehabilitation a physically handicapped person can start working life. Those, who are working, as well as rising up their living standards, they are a good example for the rest of physically handicapped. There are 2 billion physically handicapped around the world. Only 9 million of them in Turkey.

As a result of our observations a new project has been started. The name of the slogan is "No one has a handicap." At the first stage of the project it's planned to employ physically handicapped with congenital or acquired skeletal, nervous system, muscles or joint can not be used in an adequate level and orthopedic disabilities. "A NEW LIFE" (ANELI) Our New Project. A vehicle designed with a special technical equipment to be used very easily by physically handicapped. Such as selling goods without having any problems. As a result, these people will get all the employment benefits. For example, social security payments will be paid by myself, That means including their families will have a guarantee of health and security. As well as working, at the same time they will be adapted to social life which is very important. So, rather than getting help from the government, this time they will be paying tax from their earning and become tax payers. They will also pay %10 of their profits to other charitable organizations to support them.



Description Of The Project

In the project of which prepared to solve the unemployment problem for disabled people; those vehicles which are shown below have been designed. People with severe disabilities who either use a walking stick or a wheelchair, can use these vehicles very easily. Patent rights has been taken for the project and with the help of this system, disabled people who will be using these vehicles will be able to move easily from where they are to the point where they will make the sale.

The vehicles are planned to be placed in to the specific points which have the most circulations of people. In addition to this, this vehicles can be used as walking brands of the firms.

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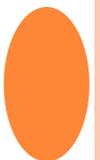
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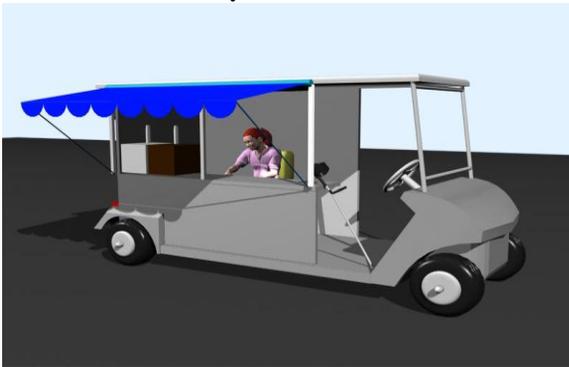
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Target And Market Size

Market target of ANELI project is to supply consumers daily needs. The target of the project is not only supplying the needs of the consumers in the tastest and the best way. The target of the project is not only supplying the needs of the consumers who are in specific locations, in the fastest and the best way but also using the time factor as effective as possible which is very important point of the project. Our target market is food and drink industry. Market rates of these industries are between %27 and %27,5 in Turkey. Locations which are the project will be done, will be the places which have the best circulation of people. For example; if we are to take Istanbul of where our project will be brought into life;

Istanbul comes first as regard the population and also regarding its economy and culture in Turkey, and is 34th in the world. If we take into considiration the population of Istanbul according to municipality boundary, it comes in first in Europe. According to 2010 address based population register system reports, the results show the total population of Istanbul is as 13.255.685. Of which 13.120.596 (%98.98) is urban population, and 135.089 (%1,02) is rural population. 7.030.850 people of this population are aged between 10 and 40. % 42 of total population use public transitions. There are avarage 9.8 million traveler in day. 247.000 of these traveler use sea line. Of which city line ships carry 181.000 people, sea buses 20.000 people and private passenger boats carry 46.000 people.

These vehicles designed to employ physically disabled people, are being planned to be placed those stated locations as our priority.

Target Customers

In today' s competitive environment, importance of customer satisfaction and customer relations are known facts and employees are expected to analyse and understand themselves and the customers and communicate with eachother effectively.

For ANELI Project by itself is a different and new system, physically disabled people who will use the vehicles, will be subjected to a rehabilitation and education at first and by this, they will not be having any problems with understanding the customer and realising themselves. Right at this point, everyone who is to be communicated well, will be our potantial customer.

For we plan to sell daily consumers needs in these vehicles of which will be used by physically disabled people, everybody who uses those locations will be our targeted customers.



COMPETITIVE ADVANTAGES

3. The Market Opportunity

In free market economy, competitive is the basic element contained in focus. Competition also raises the fact that the strength of competitiveness. A business must obtain to competitive advantage in the competition, customers, that is to provide business generated products (good or services) you continue to prefer to be able to face the alternatives on the basis of proportional capability. In this context, there are some basic components that affect the power of competitive businesses. Some of these are the General productivity, market opportunities and take advantage of the ability to offer innovative ideas and innovation is good and the cost of the attacking ground forces. To develop strategies that value to the realization of their business, and you that it is strategic for competitive advantage is sustained on the other hand, despite the competitive business value strategy he is required by competitors.

In general, a leader in global or local market efficiency, in order to reach the level of technological information that must be produced at businesses and is an indicator that indicates to what extent the experience is actually for. This indicates, as the use of information technology and in terms of experience in the current market leader companies will increase further over the level of either approach. On the other hand, in term of innovative ideas to the market value entry, and therefore often created the monopoly of the power business competitive advantage is a means of providing. This is to happen to the market rules have been good and innovative ideas need to be protected by intellectual property rights (innovation). Competitiveness is an important element to increase the strength of cost on the other. Cost advantage, manufactured product (manufactured goods or service) without compromising the quality of further increasing the costs to a minimum is download, even quality.

Why is this such a great idea?

According to the information that we have created the above ideas is important in many respects. Firstly, considering social life within the frame work of the social responsibility of the social sectors, new business fields and entering forced socialization opportunities is a positive sense, because due to the outward_pointing. In the case of the project at the same time as the macro economic opportunity to contribute to the production sectors. On the other hand, is a new product in the marketplace to the forefront as a substitute, in the absence of such a significant advantage in the market near the entrance. Due to the diversification of a product that is already being used in different areas of more intense Research and Development costs are not included and a completely new product on the market in the process of production and business of the project to be included, as well as improving the ability to provide success and provide a competitive advantage.

ENTRY SETS

As written in the Article 49 of statute law 2709 of the constitution of the Republic of Turkey, everybody has right to work and it is a duty to everybody. Government takes necessary precautions to improve employees life standarts, by protecting employed and unemployed people to better working conditions, support working and creating an economically suitable environment in order to prevent unemployment.

Therefore, there has been serious works for physically disabled people done by the government. Almost every Project regarding employment of disabled has been supported by the Government. Having said that, there are no entry sets for ANELI Project to be brought into life as regards to Government policies and statute laws.

For reintegrating disabled people, by enabling them to be in the target market, as with this Project we set an example to our competitors in same market there are no legal sets for the Project and we believe we will succesfully take our place in the food and drink industry which have % 27-% 27,5 market rate.

Forecasted Social Impact and The Reason of ANELI Project

There are 2 billion people around the world with different handicups. And just 9 million of them lives in Turkey. And this almost takes up % 12,29 part of the total population. According to TUIK 2002 reports, if we look at disabled peoples rate of labor force participation.

Labor Force Participation	: %21,71
Unemployment Rate	: %15,46
Population Rate Excluded In Laber Force	: %78,29

%1.25 of these people are with walking disabilities, %0,60 of these visuually handicapped, %0,37 of these hearing impaired and %0,48 of these mentally disabled.

As ANELI Project only designed for physically disabled people, while %75 of the employees will be disabled, and the remaining %25 will be with no disabilities who will be employed to help disabled ones.



Where Is The Company Now?

Design of the vehicles which are necessary for A New Life Project have been completed. But as these vehicles are imported from abroad, they will be modified in order for them to be used by disabled people in Turkey with AKPA. Patent rights and utility model patents of these vehicles has been applied, approved and taken in Turkey and also applied in 148 other countries for PCT. There is no prototype yet for the vehicle. The locations where the vehicles to be placed has been decided. As starters, there are 5 points which are planned as Kadıköy, Beşiktaş, Taksim, Eminönü and Bağdat street in Istanbul.

VISION-MISSION

Entrepreneurship is a team work. In order to get what you set for, you build a great team and trust your team and get going. There will be surely some temporary failures. But the important thing is managing these failures correctly and make this a part of an education stage. By doing this you can have a strong concentration and succeed.

As Physically disabled people who will be working for ANELI Project will be subjected to a rehabilitation and education stage, they will be able to have adaptation with the team in very short time. Hence the ANELI Project will forge ahead and succeed.

The Project is planned to be implemented all around the world. The first implementation will be done in Istanbul Turkey and then it is planned to be spreaded into other cities. Within this Project we have planned to get all who have severe physical disabilities. Working times have been planned to be in shifts in order to employ as many disabled people as possible.

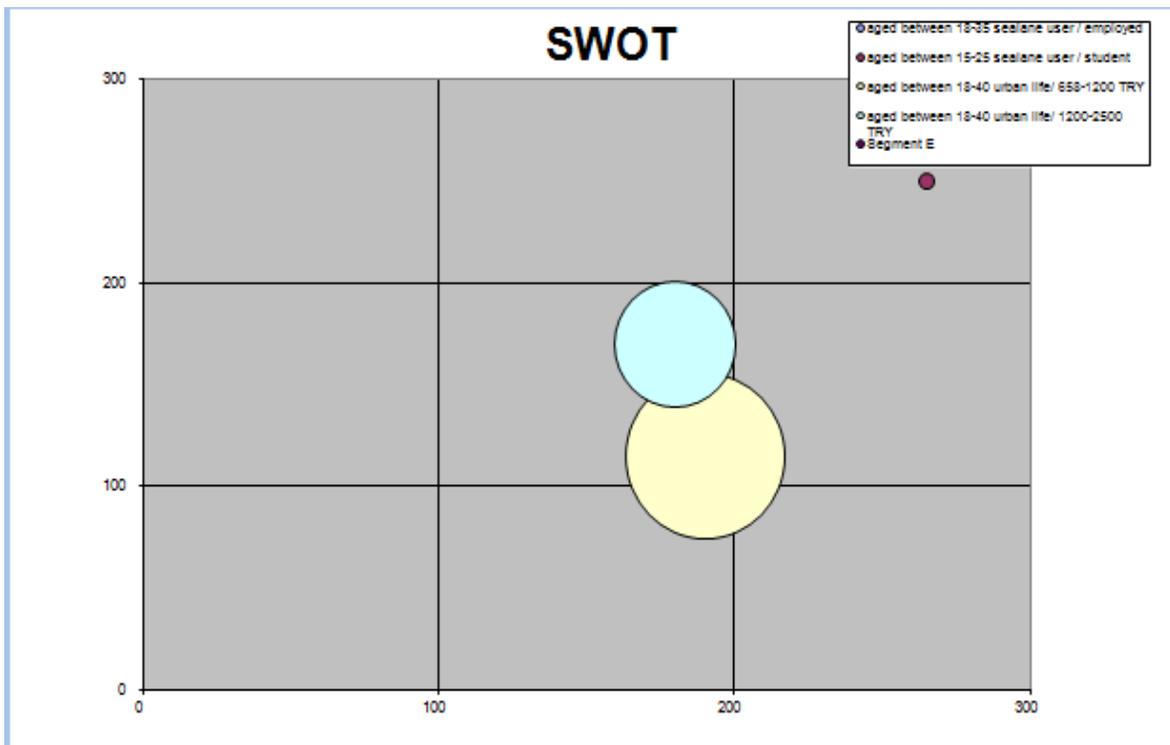


Identification Of Customers:

When we made the surveys with our potential final customers the results showed that the biggest problem for them in fast moving Food Drink industry is time. Regarding to the results the customer insight is “Time” because people need to eat and drink fast in order to reach their duties. We made the analysis for different and wide demographical criteria.

Results Of SWOT Analysis:

According to SWOT analysis we realized that Segment 2 which includes sea-lane user students aged 15 to 25 is a perfect choice for our project. However, the market size is not large in this option. In this case this segment will be our cash cow. Whenever we checked the Segment 3 which includes people aged 18 to 40 with an urban life style will be our main target because of the huge market potential. There are some threats in this segment but we can improve these problems by changing our pricing strategy and product effectiveness. We put this segment in to our value based pricing analysis that showed these problems can be solved by promotion activities. For instance, making special discount promotions can create its own demand for this segment because the income level of this segment is starting up from the minimum wage. To conclude, Segment 3 is our main target regarding to its huge market share and opportunities. Threats and weaknesses will be covered up with the promotional activities.



Market Size:

According to TUIK data there are 13,000,000 people living in Istanbul. Regarding to the salary ratios in Turkey we thought that most of them earning salaries between 658 TRY (minimum wage) – 1200TRY. We assumed that 7,000,000 people are our market size.

Forecast:

TUIK data shows that the growth rate of the population is %2. Also the growth rate of the Food & Drink industry is %3. When we make a simple calculation $7,000,000 * 0,8 = 5,600,000$. Our potential market is 5,600,000 people.

Industry Analysis:

Turkey has an agricultural past because of that knowledge our potential is high in this industry. Food industry plays a significant role in Turkish Economy. There are more than 1 million employees in food industry. Young population, increase in income level and increase in private consumption are the main factors which strongly related to the growth rate of the sector. However, Turkey needs to produce more and efficiently. The significant problem is that import rate should be less than export rate. Turkish people are aware of the healthy and reliable products and this is the main reason that R&D is improving.

Forecast:

Food & Drink industry has been grown % 8 in the first six months of 2011. According to this data and sector analysis the expected growth rate of this industry is %20.

Net Sales = Total Sales - Total cost (Fix cost + Variable cost)

Net Sales = $(81750 * 12) - (10000 * 12 + 7000 * 12)$

Net Sales = $981000 - (120000 + 84000)$

Net Sales = 777000 (per year)

TOTAL NET INCOME – PURCHASE (1 ANELI CAR) = AFTER THE NET PROFIT.

$40000 - 2300 = 17000$ TL

$40000 * 11 = 440000$

Net Profit = $440000 + 17000 = 457000$ (per year)

Our Sales Forecast is that;

When we calculate the unit price for each product and take an average it is equal to 1,40 TL. We thought that %70 of the market potential will going to buy our product. The estimated target market is 3920000. When we made a simple calculation our sales forecast is equal to 5488000 TL.

$5600000 * 0.7 = 3920000$

$1,40 * 3920000 = 5488000$ TL



BEVERAGE	SALES PRICE/TL	COST/TL	Minimum sales per day	Total cost per day/TL	Total income per day/TL	Net Income per day
TEA	0,50 TL	0,15 TL	100	15,00 TL	50,00 TL	
COFFEE	1,50 TL	0,50 TL	100	50,00 TL	150,00 TL	
POMEGRANATE JUICE	5,00 TL	2,00 TL	100	200,00 TL	500,00 TL	
ORANGE JUICE	3,00 TL	1,00 TL	100	100,00 TL	300,00 TL	
WATER	0,50 TL	0,10 TL	100	10,00 TL	50,00 TL	
SOFT DRINKS	2,25 TL	0,75 TL	100	75,00 TL	225,00 TL	
MINERAL WATER	0,75 TL	0,20 TL	100	20,00 TL	75,00 TL	
FRUIT OF MINERAL WATER	1,00 TL	0,25 TL	100	25,00 TL	100,00 TL	
FOODS						
SANDWICH	3,00 TL	1,25 TL	100	125,00 TL	300,00 TL	
DESSERTS	3,00 TL	1,25 TL	100	125,00 TL	300,00 TL	
BISCUITS	0,75 TL	0,15 TL	100	15,00 TL	75,00 TL	
CHEESE TOAST	2,50 TL	1,25 TL	100	125,00 TL	250,00 TL	
TOAST MIXED	3,50 TL	1,50 TL	100	150,00 TL	350,00 TL	
TOTAL SALES PER DAY			1300	1.035,00 TL	2.725,00 TL	1.690,00 TL
TOTAL SALES PER MONTH				31.050,00 TL	81.750,00 TL	50.700,00 TL
FIX MONTHLY COST						10.000,00 TL
MONTHLY VARIABLE COST***						700,00 TL
MONTHLY BREAKEVEN SALES						10.700,00 TL
MONTHLY NET INCOME						40.000,00 TL

NOTE : For*** SYBOLS MONTHLY VARIABLE COST = MONTHLY TOTAL VARIABLE COST PER UNIT RESULT + OTHER VARIABLE COSTS (31050+700) BUT THIS TABLE,ALL UNITS PER COST OF GOODS ADDITION AND SHOWING TOTAL RESULT AFTER SUBTRACTION THE TOTAL SALES, THEREFOR WE TO PROCESS THE TOTAL COST OF GOODS RESULT BUT DONT SHOWING TO MONTHLY VARIABLE COST AREA.



ANELI investment given the financial considerations; min. level closed to the gain, max, a line close to the terms of the cost of even monitored data we can see in the following way;

Our fix costs; space rent, warehouse rent, staff salary, insurance, depreciation and fixed renewed equipments are priced.

As variable costs; car fuel expense, and will exchange the product shortage of goes.

On average, within the framework of the general surveys that changez are as follows:

The cost of the rent	;4000 TL
Warehouse rent	;1000 TL
Staff salaries	;3500 TL
Staff insurance	;500 TL
Depreciation costs	;500 TL
Renewed equipment	;500 TL
Car fuel expense	:250 TL
Supply exchanges	;550 TL

This quantity max. Despite the exclusion of the cost level in no way as large a nuisance at a rate of profitability and we can see that cause to shrink.

A better than average Salary level o average Salary levels of people working wage assessment to be made, even though each car on 2 person çalıştığı to receive \$ 1750 assuming. on a monthly basis can be improved even more is the possibility of termination of a level.

Break even point are calculated; they are trying to sell a single product, but rather because a product structure for the study, based on the diversity of the unit cost calculation of total income instead of the account, it is better to do. However; cars are located at places where people very much considering the areas of each product can be sold at more than 100 that are very comfortable. Other businesses in these regions need and rates (buffet, and so on) as well as other mass density given the supply and demand relationship, that amount will be much more on average in one dimension can be seen clearly.

This logic is focused on a single product from the sales on a vehicle in the light of the evaluation of the unit cost in the table data, even through the break even point may be able to be seen.

According to the information presented in the table; the rate of demand for each product, Market, customer and sales were much more under consideration is the average value of



the numeric data for the purpose of clarity, daily sales has been identified as 100 er. was created based on Market research, product costs.

Looking at the resulting consequences; close to max & min. profit. cost and profitability of the investment, even in the election itself is clear in its clarity is paying off. This project is under a lot of expense and cost evaluation of the State institutions, the list will allow you to earn extra, such as the fall.

Personal basis considering the bulk purchases, even pointed out that institutional basis to provide conveniences cost while a good return on sales prices steady despite the initially high. In addition, even if it was a personal basis, the required investment firms will also contribute to the social responsibility of the supplier, and served as a convenience, and the extra benefits as well as individual investor provides an advantage to the gate.

As shown in the project at any cost, even in the evaluation of the results of simple accounts; in General, almost all the cost ratio of a decline in the proportion of capital while profitability observed. The project will bring its social responsibility to the people, while the investor material facilities can attempt new areas has the potential to make recommendations for the flow of cash.

Simplify the reduced Monthly financial data are as follows.

TOTAL REVENUE = per sales price x Quantity (for all product result and differnt)

$$= 81750 \text{ TL}$$

TOTAL COST = FIX COST + (per variable cost price x Quantity)

$$= 41750 \text{ TL}$$

TOTAL NET INCOME = TOTAL SALES – TOTAL COST

$$= 81750 - 41750$$

$$= 40000 \text{ TL.}$$

BREAK EVEN POINT = TOTAL COST

Break-even ratio = FIX COST / per unit sales price – per unit variable cost

The only product on the basis of an evaluation can be defined and usually in the form we would be more beneficial, the cost may be different from our analysis has grown considerably, and variable costs, from which a product,



Contribution Margin = Revenues – Variable Expenses

Contribution Margin per Unit = Revenues per Unit – Variable Expenses per Unit

Break-even Point pr/m = Fixed Expenses per week ÷ Contribution Margin pr/car

Contribution Margin Ratio = Contribution Margin ÷ Revenues or Sales

Break-even Point in Sales = Total Fixed Expenses ÷ Contribution Margin Ratio

This data is identical for each product, we can even clearly profitability rate.

When you calculate the cost of investment in the first month alone, and judging from the vehicle; This condition is a result of high profit margin even par.

TOTAL NET INCOME – PURCHASE (1 ANELI CAR) = AFTER THE NET PROFIT

$$40000 - 23000 = 17000 \text{ TL}$$

Judging from the first investment phase for the next months, already has a much higher profit getirisine a social responsibility project accelerated. payoff charges ayırdığımızda we can see clearly the speed of rotation within the month. This means that even if the cost to the tool itself is paying off, certain rates increases surprise 1 months should have a shorter period of time, whether to break-even point itself to the very first meets even when including a one-time investment.

In addition, these tools can be created from different sources for the advertising industry and the advertising industry spending today., marketing methods, as well as the parties giving advantages and fields interact quite solid value given the assessments in extra revenue can be high. In today's industry tool maker, product usage, is a fairly wide area, such as led television will benefit from support by the. Metropolises will use the tools, and advertising market and marketing field that we even a simple ordinary esnafın, get involved in the service of advertising each tool per month will allow you to return an from 5 to 8 min. advertising sector given the demand in this sector will take place in the 1. vehicles with top level takes place in advertising tools, the more comprehensive and to an appropriate budget for ads on a high revenue earning course ground are created.

In such a case, even if net profit even when added to the top of the middle rank close to advertising revenue, although numerical values, a time when the financial situation of the ordinary is effectively reflected in the figures;



ROI=(gain from investment– cost from investment)–cost from investment

Considering all these factors, and even all the calculations, the net life is reduced to the simple and satisfying routes is also more clearly highlight the profit of this data with a minimum of 4-5 times the income is an investment that guarantees as a power on the market when it is difficult to cross in front of entrepreneurs.

Given the monthly average reviews, annual and other 3-year benefits from passive real variables, but assuming the requested econmc.According to a PROJECT, our goal is to reuse a lot less investment cost, ANELI class that has the high score, as well recycling and fast is meant strictly to emphasize how the accounts in a way that even a relatively simple as shown.

