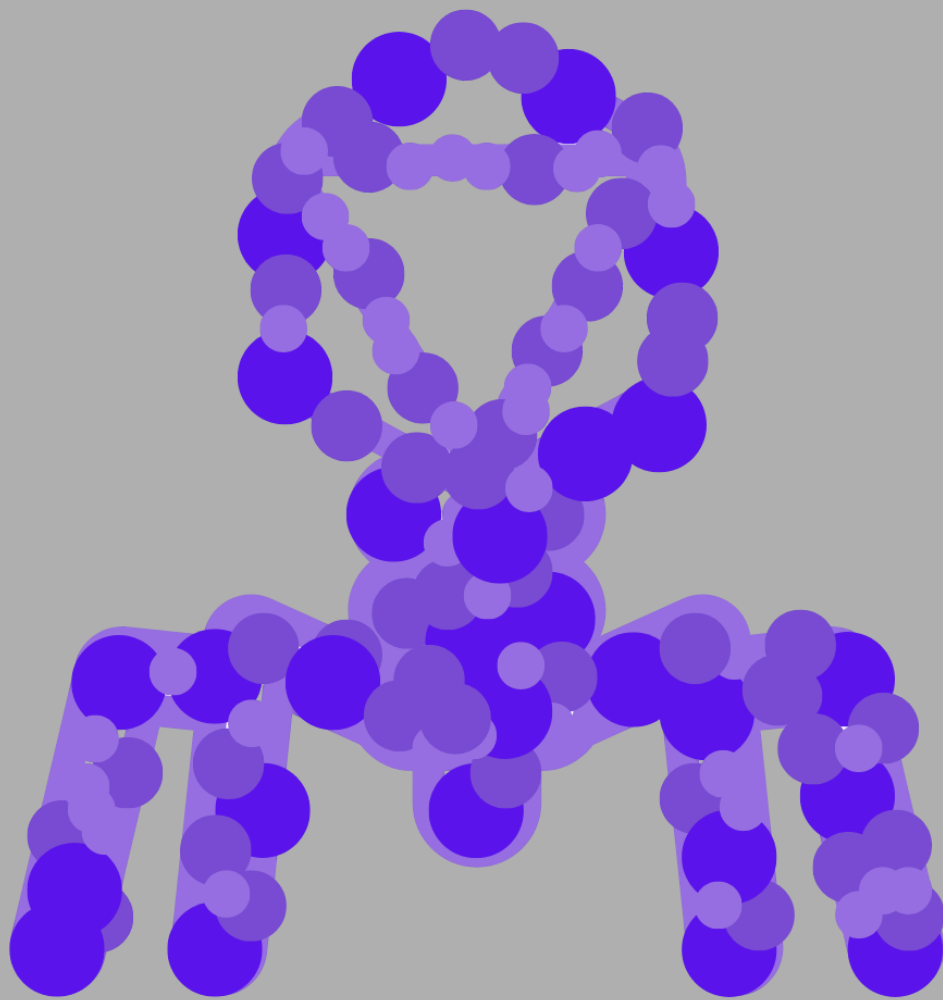


# THE GLOWING BACTERIOPHAGE

BY JACK VALLET



# TABLE OF CONTENTS

Executive summary:	3
mission and vision:	4
business description:	5
Market analysis:	6
products and services:	7
marketing and sales:	8-11
financials	12
Appendices:	13

# EXECUTIVE SUMMARY

The Gloaing bacteriophage sells everything related to bioengineering to anyone who wants it so mainly people with bioengineering degrees. We fix the problem of people not knowing where to get the things that need for bioengineering. our main product is DNA for bioengineering. We make money by selling everything for bioengineering.

# MISSION AND VISION STATEMENT

Mission statement: the glowing Bacteriophage sells everything related to bioengineering. We aim to sell to individuals and give them the tools they need for bioengineering. My business is different for most bioengineering companies because I want people to know of my company because most bioengineering companies are not really known. Which allows us to sell to people that don't know about the other businesses.

vision: to be a company that people know of and trust and teach people more about bioengineering.

# BUSSINESS DESCRIPTION

People that want to do bioengineering may feel overwhelmed by the other websites that are hard to navigate and just confusing. They might also not know about any of the stuff they need or where to get them. And there are not a lot of reviews so people don't know if it is good. People need a website that is easy to use and navigate and have all the stuff they need.

---

My company solves the problem of having to search for good stores that sell the things needed for bioengineering. Everything is meant to last and be easy to use.

# MARKET ANALYSIS

My company is for people ages 20-40 as that is the age of people that have degrees in bioengineering or have jobs in bioengineering. Our customers are either gender as everyone can enjoy bioengineering. My company is going to be online because there is no one place that has enough people to support the company and being digital gives us more reach. The customers probably have more money than a normal person and they need to as bioengineering is not a need.

# PRODUCTS AND SERVICES

at the start I will probably just sell to other businesses and schools to get some money and maybe people that would be willing to buy later than start to also sell to just normal people I might also sell instructions on how to bioengineer things so that people can learn to bioengineer so they use our stuff.

I will be selling flow hoods, Petri dishes, syringes, centrifuges, DNA, growth media, coolers made for bioengineering, bacteria, microscopes, cell dyes, premade DNA, gene guns,

# MARKETING AND SALES

I want to market using search engine optimization to show up if someone looks up bioengineering, genetic modification or DNA. Also through social media possibly using everything we sell and putting it on social media to show people both how to use it and that it works. Also hopefully get more people both interested in bioengineering. I would probably also use word of mouth as people that like bioengineering probably know other people that like bioengineering. I might do this by giving people a discount and probably also just being a good company. I will also do targeted ads on social media.

# MARKETING AND SALES

## PT:2

word of mouth: people tell other people to use my company. I want to do this by offering discounts if they get a friend to buy stuff or just by being a really nice company so that customers want to tell others. Most people that really like bioengineering know some people that also like bioengineering

# MARKETING AND SALES

## PT:3

I will use targeted ads to get people to buy for me I would target people who like bioengineering then find what they have in common then target that.

I will use search engine optimization to get people who are already looking for some where to get bioengineering stuff to buy for me by being at the top for search's that use things like bioengineering genetic modification or DNA.

# FINANCIALS

My company will make money by selling everything needed for bioengineering for various different prices as everything will cost different amounts to us. We might also run ads on our website where people buy our stuff to get some more money as we might not get enough money from just selling bioengineering stuff. We also are not just selling to people but also to schools as they have a higher demand and will need bioengineering stuff more often.

---

my start up costs are the website that I

am going to sell stuff on.

---

my variable cost is anything that I sell  
like flow hoods petri dishes syringes  
growth media.

# APPENDICES

market research

market research

financial table

menu