How to Be a Good Entrepreneur in Our Days?  
Just Follow an Excellent Business Plan!

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Abstract
Entrepreneurship is the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risks, and receiving the resulting rewards of monetary and personal satisfaction. If you want to be a good entrepreneur in our days you must find a good niche and make an excellent business plan. We will present in this study one start-up business plan, based on internet attraction and the needs of the clients to buy specific products at late hours. The niche that we found is to provide services for online home shopping.

Keywords: entrepreneur, business plan, start-up business, niche, online shopping.

JEL Code: M13, M21, M3, M41, Y10.

1. Introduction

The actual situation – a crisis period – has determined, in Romania, the disappearance of non-productive businesses and has forced the majority of entrepreneurs to be more careful. But, the one’s who will find a good niche business, adequate to current requirements, will obtain remarkable results.

In my opinion, the online-businesses in Romania are not well exploit and if we do a good market research we can find a good niche. The business I want to open is a online night shop. It will cover an unexploited niche of the Romanian market, especially in Pitesti, until now, in the area of Food and Beverage online shops, our business being the first of this type. After finding the niche, we must be very careful when we do the business plan. The real value of creating a business plan is not in having the finished product in hand; rather, the value lies in the process of researching and thinking about your business in a systematic way. The act of planning helps you to think things through thoroughly, study and research if you are not sure of the facts, and look at your ideas critically. It takes time now, but avoids costly, perhaps disastrous, mistakes later.

2. Entrepreneurs and entrepreneurship

The term Entrepreneur comes from the French and literally translated means “between-taker”or “go-between”. To understand better this concept, i chose to present some definitions used from Middle Ages until our days:
- Middle Ages: actor and person in charge of large-scale production projects;
- 17th century: person bearing risks of profit (loss) in a fixed price contract with government;
1725: Richard Cantillon\(^{50}\) - person bearing risks is different from one supplying capital;
1803: Jean Baptiste Say\(^{51}\) - separated profits of entrepreneur from profits of capital;
1876: Francis Walker - distinguished between those who supplied funds and received interest and those who received profit from managerial capabilities;
1934: Joseph Schumpeter - entrepreneur and develops untried technology;
1961: Davis McClelland - entrepreneur is an energetic, moderate risk taker;
1964: Peter Drucker - entrepreneur maximizes opportunities;
1975: Albert Shapero - entrepreneur takes initiative, organizes some socioeconomic mechanisms, and accepts risk of failure;
1980: Karl Vesper - entrepreneur seen differently by economists, psychologists, businesspersons, and politicians;
1985; Robert Hisrich - entrepreneurship is the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychological, and social risks, and receiving the resulting rewards of monetary and personal satisfaction.

In the middle of the 20th century, the notion of an entrepreneur as an innovator was established:

The function of entrepreneurs is to reform or revolutionize the pattern of production by exploiting an invention or, more generally, an untried technological possibility for production a new commodity or production an old one in a new way, opening a new source of supply of materials or a new outlet for products, by reorganizing a new industry.

"An entrepreneur is a person who is willing to take risks in order to obtain positive results."

"Entrepreneurs innovate. Innovation is the specific instrument of entrepreneurship. It is the act that endows resources with a new capacity to create wealth. Innovation, indeed, creates a resource." (Drucker, 1985).

"Perceived opportunities are contrived from the entrepreneur’s assessment of the ‘waste’ in existing resource combinations." (Kirzner, 1973)

"Entrepreneurship is the process of acquiring, assembling, and deploying resources in the pursuit of perceived opportunities for long-term gain." (Bowman & Upton, 1991)

"Entrepreneurship is the discovery of new combinations of resources under uncertain situations that generate entrepreneurial rent as reward for risk taking." (Rumelt, 1987)

"A firm-creating entrepreneur creates and perhaps operates a new business firm, while an innovating entrepreneur transforms inventions and ideas into economically viable entities." (Baumol, 1993)

Entrepreneurship is the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risks, and receiving the resulting rewards of monetary and personal satisfaction.

3. A good business plan- the key for success in our days

Business plan is a formal statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals. (wikipedia)

\(^{50}\) Richard Cantillon (1680-1734), acknowledged by many historians as the first great economic "theorist"

\(^{51}\) Jean-Baptist Say (5 January 1767 – 15 November 1832) was a French economist and businessman. He had classically liberal views and argued in favour of competition, free trade, and lifting restraints on business. He originated Say's law, which is often quoted as "supply creates its own demand".
The real value of creating a business plan is not in having the finished product in hand; rather, the value lies in the process of researching and thinking about your business in a systematic way. The act of planning helps you to think things through thoroughly, study and research if you are not sure of the facts, and look at your ideas critically. It takes time now, but avoids costly, perhaps disastrous, mistakes later.

Business plan is a generic model suitable for all types of businesses. It also has tips for fine-tuning your plan to make an effective presentation to investors or bankers. If this is why you’re creating your plan, pay particular attention to your writing style. You will be judged by the quality and appearance of your work as well as by your ideas. It typically takes several weeks to complete a good plan. Most of that time is spent in research and re-thinking your ideas and assumptions. But then, that’s the value of the process. So make time to do the job properly.

And finally, be sure to keep detailed notes on your sources of information and on the assumptions underlying your financial data.

4. Starting-up business – night online shopping

Enterprise name: FELIX MONDO CORPORATE SRL
Business plan – starting-up business – night online shopping
Business name: Night Shop Friend
Owner:
- BURCEA Felix
Address: Pitesti, Trivale str., bloc 1b, app. 15, Arges, Romania
Telephone: +4 0727 796026
E-mail: felixburcea@yahoo.com

4.1. Table of Contents

4.2. Executive Summary
The business we want to open is an online night shop. It will cover an unexploited niche of the Romanian market, especially in Pitesti, until now, in the area of Food and Beverage online shops, our business being the first of this type. Pitesti, the place of my business, is growing and developing every day; with an intense night life it appeared the necessity of a nonstop shop from where you can buy all you need for a party at every hour in the night and if it’s possible to have all your purchases to your door.

We analyzed this trend and by making market research we get to the conclusion that an online shop represents a profitable business. We designed our business in order to help people making shopping at late hours in the easiest way only by a click. What can be easier than accessing a web page (www.nightshopfriend.ro), chose from an attractive catalogue of products (cigars,
drinks and complementary products) and have all of them at your door in maximum 15 minutes. Our business philosophy is to satisfy our clients and we rely on the saying: “A friend in need is a friend indeed” - we will be the BATMAN of our clients: we only need a signal from them and we will be there in no time.

In comparison with our indirect competitors, due to the fact that we are the first of this kind on this market, we have like advantages: free home delivery, credit card payment, saving time, accessible prices and also our company recognition to the loyal clients. I want to project the image of a high quality service company, so our clients can see our business like a structure that provide them, not only comfort, but also originality.

4.3. General Company Description
Based on internet attraction and the needs of the clients to buy specific products at late hours, the night shop will be a good business. The Romanian entrepreneurs are looking for narrowed niches, which they can explore and the segment of electronic commerce is becoming an area that requests originality.

After the success of the sites: “cafele.ro” and “hamacuri.ro” we are thinking of launching an unique on-line shop with night sales (between 8 p.m. – 5 a.m.), which we are proud to say that is the first of it’s kind in our city. The launching of nightshopfriend.ro has the purpose to cover an unexplored niche until now, at least in the area of online shops.

After a deep research of the market, we come to the conclusion that the non-stop shops are more than insufficient to cover the request of the 300.000 people from an European city like Pitesti. Relying on the internet’s attraction and on the clients need to get specific products, even at very late hours, we are launching this special on-line shop which is designed to work non-stop between 20.00 p.m. and 05.00 a.m.

The image and reputation are the two main conditions for the success of an on-line shop. This is why the difference between what our shop has to offer and other non-stop ones is the fact that we deliver our merchandise directly to the clients home. This is one of the competitive advantages of our business. Anyone can access on-line our site in order to acquire our products without leaving their residence late at night. It takes less than two minutes and we will do the rest.

Mission Statement
“A friend in need is a friend indeed”
The mission of Night Shop Friend is very simple:
• serving our clients as fast and better as we can
• we will be the Batman of our clients, all they have to do is give us the signal and we will be there in no time.

Company goals and objectives
After a market research we came to the conclusion that the lack of non-stop online shops and the growing interest of internet exploring are making from Pitesti the best choice for our business siege.

Like a goal destination, we want to make our business the best example for the other entrepreneurs to follow. Also we want to maintain ourselves on top of the market and we want to bring satisfaction to our customers.

Objectives: until the end of December, the company is expecting to have at least 50 orders which implies a good start.
• our following objective is to have our first 20 loyal customers by the first month
• we expect a monthly grow of 5%
• after the first year the company want to expand the activity in order to deliver also fast-food products.
Like specific measures of customer satisfaction we will be always on time with our deliveries, we will offer the possibility to choose the payment: cash or credit card. Also for the customers we want to enlarge our types of products after one year.

**Our business philosophy:**
The image and the respect in our business will represent the two main conditions for the success of this online-shop.

In our company it is important to bring maximum satisfaction to our clients because our behavior towards them will bring us the reputation and attract their respect and loyalty.

**Our customers:**
Our main customers will be exigent ones like: local and foreign business man, persons that want to benefit very fast of our products. Also we bet on the persons who organize family events or night parties. Because of the fact that internet is mostly explored by young people we think that they will represent one important segment of customers.

**Describing our industry**
We describe our industry as being unexploited yet, but with great growing in the future. Due to the fact that in the big European cities there are many non-stop shops which are ready to satisfy customer demands, even at very late hours, we realize that now, by being part of European Union, this kind of requests will grow fast in the next year. Based on attractiveness of internet, on the vast on-line industry, it’s fast development in time and due to the fact that we live in a very dynamic world in which time is very precious and expensive, we foresee that this industry will develop in a rapidly way on a tremendous short period of time. Our company will take advantage of all the above mentioned characteristics by using new strategies and the technology of the future and as a main consequence our business will be on long term one of the most developed.

**Most important company strengths and core competencies.**
Factors that will make the company succeed:
- the fact that our business is the first of it’s kind in our town;
- in a world of speed, the internet is the best choice if you want to save time and that is why our business is client friendly;
- other core competences are the possibility of choosing the modality of payment (cash/credit card) and home delivery in a very short time- we can cover all the city in the late hours in less than 15 minutes.

All that the client has to do is to access our web site or give a call, things that take less then 2 minutes and we will do the rest.
- after the client ordered online the product, he will receive by mail the confirmation of his order which will contain the time of delivery and the total amount to pay. If they do the order by phone they will be informed about that on the spot.

In this venture the owner already has another business and he can bring his skills and professional experience to make it more easy at the beginning in order to smooth the steps that need to be followed when organizing the business. Another advantage is the fact that the same owner has great abilities in online-sales. We will have an accountant with very good skills in this domain. We will bring also two assistant managers with background in dealing with customers, so they interact very well with our target group.

**Resource availability**
Our objective is to do home delivery, so the clients don’t have to go or have contact with the shop itself, so the siege of the office will be in one of the owners apartment.
By taking advantage of this we will have all the resources we need at discretion:
- primary resources: electricity, water and sewage.
- labor source: we can choose easy our driver employees from our town because after a statistic research we discovered that the rate of unemployed people with driving license for over one year is high.
- transportation and distribution system: one of the owners will provide her personal car and we will need only one more car to deliver and also to take the merchandise from the suppliers.
- communication system: we have in the apartment three types of phone-lines: Orange, Vodafone and Romtelecom in order to make more easy the communication between us and the customers. We also have already in the apartment an available internet connection to serve the online request of our customers.

Legal Form of Ownership
Our company will be Limited Liability Company.
We choose this type of legal form because as student when i open this type of company the state provide us tax reducing: we only pay 23 Euros for all the papers necessary to start the business and also a main advantage is that the minimum Social Capital is only about 57 Euros.

The company will be VAT payer and will pay 16% of profit like taxes.

4.4. Products and services

We will provide the following products:
- cigars (the most consumed ones);
- alcoholic and non-alcoholic drinks (normal and luxury drinks);
- all kind of snacks;
- ice cream;
- chewing gum;
- coffee and tea.

Competitive advantages:
Our business is an original and unique project in online industry so we don’t have direct competitors. Our indirect ones are the non-stop boutiques.
Main advantages related with our indirect competitors:
- we make home delivery and our customers are not obliged to leave the comfort of their home.
- the non-stop boutiques usually don’t allow the credit card payment, so by allowing that we will have another advantage in comparison with our competitors;
- the clients can access online our catalogue and they can see all the available products( if they go to the boutique they can have the unpleasant surprise not to find the desired product);
- they have the opportunity to chose the products without leaving the comfort of their home;

Main disadvantages:
- the client must have a minimum order of 20 lei (about 10 dollars);
- the non-stop boutiques, our indirect competitor, have a larger range of products for the customer to choose;
- the people are used to go to that kind of boutiques but due to the fact that young people and elevate ones want more comfort and like to surf the internet we think that this disadvantage can be argued in a short period of time.
Prices for our products:
- for normal products (alcoholic and non-alcoholic drinks, coffee, snacks, gum), the acquisition price + 10% representing the fee = the final amount of price;
- for luxury drinks (whisky, champagne and other expensive alcoholic drinks and non-alcoholic ones like energy drinks), Ice Cream and expensive types of coffee, the acquisition price + 20% representing the fee = the final amount of price;

The fee implies the cost of gas and the commercial added-tax.

4.5. Marketing Plan

For developing our marketing plan we used the following methodology:

1. Primary data research:
- yellow pages: this way we identified the following indirect competitors: gas station with non-stop program; non-stop boutiques, the most important ones localized in bus stations;
- focus group interviews to learn about consumer preferences, this way we acknowledged which are the most consumed products and the most popular brands;

2. Secondary research:
We used this type of research to learn more about the markets request in this field. As secondary data we used profile magazines and Chamber’s of Commerce data base.

Economics:
We will have 75% of the market because we represent the only company which provides this type of services due to the fact that our competitors mentioned above are only our indirect ones.

From our marketing research it resulted that the current demand in our target market is very high. The trend in our field in activity development is a growing one. After our online market research we discovered that the online businesses of this kind are passing through an explosive development mainly because of the setting up low cost and because of the direct access to a significant number of potential clients. The market is splitting between professionals and amateurs. In the future there will be seen only the leading actors in the segment of IT, food and beverage, virtual commercial centers, virtual luxury shops with resources which have maximum capacity to sustain the online phenomenon.

The barriers that we face entering in this market with our company.
One of the main barrier can be the consumer’s acceptance and our brand as company recognition; this may happen because we represent a new and unique company of this type. We can overcome these barriers by advertising our products in the best way possible and by making our first customers loyal.

Of course, we are taking into consideration the possible changes that could occurred in time. These could be:
- changing technology: because we have an online business we are very flexible when it comes to technology so we don’t think that this would be a problem difficult to resolve.
- change in government regulations: this could not affect our business because there already exists in our country a government regulation for online industry;
- change in the economy: no matter of the changes that could happen in the economy, our business is a very flexible one due to the field it’s coming from because the prices of our products will change and adjust in the same rhythm as the economy.
change in your industry: because is a new industry in our city, until the changes will happen, we will have succeeded to make our customers loyal, so our future direct competitors won’t represent a problem.

**Product**

From our customer’s point of view, our service is an unique and original one. It is very convenient for them to rely on us. The prices are acceptable, the time of delivery creates no problems and they have a very easy access to our services. They will be more than satisfied about the following advantages:

- they will be sure that the products are on stock;
- they will receive immediately the amount they have to pay;
- they will not leave the comfort of their home for acquiring the products.

From the customers point of view this will be one of the best services ever existing on the market.

**Features and benefits**

Our major services are online shopping and home delivery. The most important features and benefits of our clients for online shopping services are:

- the customer can visit our site and check if the products they want are in our catalogue;
- if they are, they can see if the stock is available;
- after that, they can make the order. In the same time our program will calculate automatically the amount of money that they have to pay;
- the next step for the clients will be to introduce their address and they will receive immediately the time delivery;
- they can pay by credit card;

For home delivery the most important features and benefits for our clients are:

- the customer won’t leave the comfort of his home;
- the customer will be served in time and with the vest quality.

**Customers:**

Our target groups are divided in two. Due to the fact that we have an online business we will have on one hand the young people with ages between 18 and 25, both males and females, who are living in Pitesti, who are possessing an average income or allowance, with medium and high social class and our students, or have an occupation which can provide them with enough incomings.

On the other hand we have the businessmen and businesswomen, with ages between 25 and 60, from Pitesti who can order from our luxury package.

These are our two main target groups.

For business customers, the demographic factors might be…

Our business comes from the framework of online sales industry. For our domain, the part of online shopping is an unexploited one. So we discovered a good niche to explore. The location will be in Pitesti and the size of our firm will be small at first. The siege of our business will be an apartment with storage because the clients will not get in contact with our commodities. The quality of our services will be impeccable. The technology that we will use will be IT (internet connection for 2 computers) and phone services. About preferential prices we will gave for an order bigger then 40 $ a free bottle of wine and for loyal customers we will offer 10 % discount.
Competition
In our city, our business is the first of his kind, so we don’t have direct competitors in the field of online night shopping. The only competitors that we have are the indirect ones, which are represented by non-stop boutiques. Their locations are the buss stations and gas stations. The only advantage that they have in comparison with our business is that they are offering a wider range of products. Our service is unique so our competition cannot provide better services than us.

Competitive advantages and disadvantages:
Due to the fact that we have an unique business which is the first of its kind on our local market, we have no direct competitors. So the advantages that we have are the following:
- they will be sure that the products are on stock;
- they will receive immediately the amount they have to pay;
- they will not leave the comfort of their home for acquiring the products.

The only disadvantage that we have is the fact that our competitors have a wider range of products.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Me</th>
<th>Strengths</th>
<th>Weakness</th>
<th>Competitor A</th>
<th>Competitor B</th>
<th>Importance to customer</th>
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<tbody>
<tr>
<td>Products</td>
<td>Delivery services</td>
<td>Credit card payment</td>
<td>Small range of products</td>
<td>Big range of products</td>
<td>Big range of products</td>
<td>High</td>
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<tr>
<td>Price</td>
<td>Acceptable</td>
<td>Accessibility</td>
<td>No weakness</td>
<td>medium</td>
<td>high</td>
<td>High</td>
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<tr>
<td>Quality</td>
<td>Best</td>
<td>Superior quality</td>
<td>No weakness</td>
<td>Doubtful quality</td>
<td>High quality</td>
<td>High</td>
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<tr>
<td>Service</td>
<td>Online delivery</td>
<td>Promptness</td>
<td>No weakness</td>
<td>Direct buying(cash)</td>
<td>Direct buying(cash/credit card)</td>
<td>High</td>
</tr>
<tr>
<td>Reliability</td>
<td>Confidence in our quality service</td>
<td>New and technology attract</td>
<td>New service on the market</td>
<td>Longevity</td>
<td>Known brands</td>
<td>High</td>
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<tr>
<td>Stability</td>
<td>Monopole of the market</td>
<td>Using high tech</td>
<td>No weakness</td>
<td>They have a narrow future</td>
<td>Constant stability</td>
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<td>No reputation yet</td>
<td>Creating curiosity</td>
<td>People’s reticence to new</td>
<td>No reputation</td>
<td>Very good reputation</td>
<td>High</td>
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<td>Location</td>
<td>Not relevant</td>
<td>Center of town</td>
<td>No weakness</td>
<td>Every bus station</td>
<td>Strategic points</td>
<td>Low</td>
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<td>Sales method</td>
<td>Online</td>
<td>Home delivery</td>
<td>No weakness</td>
<td>Direct sales</td>
<td>Direct sales/self-service</td>
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<td>Credit policies</td>
<td>No credit payments</td>
<td></td>
<td>No weakness</td>
<td>No credit payments</td>
<td>No credit payments</td>
<td>Medium</td>
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<td>Wide range covering</td>
<td>No weakness</td>
<td>Light firm</td>
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<td>Image</td>
<td>Great image</td>
<td>Online night shop friend</td>
<td>New service on the market</td>
<td>They are part of quotidian</td>
<td>Top image</td>
<td>High</td>
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</tbody>
</table>

Niche
In the industry of online sales we decided to start our business concentrating on the niche that we found: providing services for online home shopping, which represents our unique corner on the market.
Strategy
Promotion
The means through which we are going to promote our products will be by radio, flyers, online advertising on web shop pages and by making announces in a local newspaper. Why this mix and not other? Because these are the most important and inexpensive means of promoting a business. How much it costs for this entire media? The entire amount of our advertising costs will be 410 $ per month. We want to project the image of a high quality service company and in this way the customers will see our business as a structure that provides them originality and comfort.

For this we have prepared a special graphic image support which includes our company logo and cards.

Our system for identifying loyal customers will be a simple and clear one. We will make a data base with our customers and each time they are entering an order the computer will automatically select them and they will be the first to benefit of our service.

Promotional budget
We will try to make the best advertising for our business without spending a large amount of money. So we have chosen for “before start-up” and for “on-going” the same kind of advertising. That includes:
- radio advertising: 120$ per month;
- We will advertise our services through Radio 21 because is the most listened radio in our city. The announce will be made 4 times a day, every day of the month and it will be for 10 seconds: “Be in touch with your night shop friend just accessing www.nightshopfriend.ro
- newspaper advertising: 90$ per month;
- The advertising will appear in Impact, a success local newspaper. Per day we will pay 3 $ and the announce will be: “nightshopfriend.ro will deliver for you all you need in the night very fast.” A friend in need is a friend indeed.”
- flyers: 200$ per month;
- online advertising: 0$ (on special sites commercial advertising is free);

Pricing
Because of the fact that we don’t have any competitors on this type of market we own the monopole, so our pricing strategy will reveal the fact that is more easy to order from our shop because the prices are the same and you also save time.
Price is very important as a competitive factor, but in our online shop, customers won’t make their purchase decisions mostly on price, because our shop target is to access online to save some time and have the products that you need at time and at the hour you need them.

Proposed location
Our location will be in Pitesti, and is already established because we already have an apartment near the center of our town, from where our business can be managed. We don’t need a special location because our customers don’t get in contact with our siege.

Distribution channels
Our distribution channel will be a direct one through mail order, web catalogue.

Sales forecast
Because we don’t have any historical data about this type of business, we forecasted our sales using the market research about the most consumed products in line with our range of offerings that appears in our web catalogue.

4.6. Operational Plan
Production
We don’t have any production in our company because we only have online customer service. All the products that we have in our web catalogue are taken from the suppliers.
Location (1) : our location is an apartment located near the center of the town with all the utilities so we will have a normal and personal type of location and not necessary a business one like for producing or receiving the customers.

Location (2) : due to the fact that our apartment is near the center of the city is very easy for our suppliers to transport the merchandise and it’s also easy for us to deliver the orders in all the parts of the town.

Location (3) : the only costs that we are foreseeing for our location are the apartment’s utilities that will amount a total of 260$ per month. The business hours are from 20.00 p.m. until 05.00 a.m.

Legal environment
We will need licenses for the computers for making from the apartment the siege of our business. We also need permits for the consumers protection office to keep in storage our products and to sell them to our clients, permits from the environment protection office and from the fire department. The insurance coverage will be necessarily only for the location and for the cars.

Personnel
The owner will be the manager. Also we need two assistant managers, two drivers for home delivery and one accountant. (Figure No. 1)

Inventory
Due to the type of our business we will only keep a daily inventory of our supplies.

Suppliers
1) METRO : Pitesti, Arges, Romania, DN65 B, Km 107. E-mail : secredir.pit@metro.ro
2) HYPERMARKET PIC : Pitesti, Arges, Romania, DN65 B, Km. 3. E-mail : www.hyperpic.ro
3) S.C. RADIC STAR S.R.L. : Stefanesti, Arges, Romania, Str. Cavalerului, Nr. 893

All the suppliers costs are steady. They are not fluctuating. In case they are, we have an optional lists of other suppliers to which we can appeal in need.

4.7. Management and Organization
On a day-to-day bases the person who will manage the business will be Felix Burcea . His experience from owning and managing another company will increase the business status. Also his background in online sales is a strong point for a positive influence to our company. His special competences and abilities of being a specialist in online sales and financial problems are defining in the best way possible the reasons for which this is the most appropriate person for managing this business.

Figure no. 1 : Organigram
4.8. Start up expenses and capitalization

Source of capital:
1) Owner investment:
   - Felix Burcea: -14,000 $
   - one car (Ford Fiesta) evaluate at 7,000 $
   - one car (Fiat Doblo) evaluate at 9,000 $
   The total cash investment is 14,000.
   FELIX MONDO CORPORATE LLC is divided in 100 social parts, one social part
with the nominal value of 140 $.
2) Other investment: 0 $
3) Bank loans: 0 $
4) Other loans: 0 $

   TOTAL : 14,000 $

Expenses:
1) Building/ real estate:
   - Purchase: 0 $ we already have a location;
   - Construction: 0 $
   - Remodeling: 0 $
   - Other: 0 $
2) Lease hold improvements: 0 $
3) Money for Capital Equipment list:
   - computers: 500 $;
   - freezing installation: 1500 $;
   - cars: we already have;
   Total: 2,000 $
4) Local and administration Expenses:
   - legal and accounting fees: 100 $;
   - prepaid insurance: 250 $;
   - other: 200 $;
   Total: 550 $
5) Opening inventory:
   - Cigars: 2,400 $;
   - Drinks: 3,000 $;
   - Coffee: 1,500 $;
   - Snacks: 1,800 $;
   - Ice Cream: 1,200 $;
   Total: 9900 $
6) Advertising and promotional expenses:
   - advertising: 410 $;

   TOTAL : 12,630 $

Total investment – Total Expenses = 1,370 $ = Working Capital

4.10. Financial plan

Cash flow:
The Cash Flow will be represented in the table No. 2.
After the prediction of the Cash Flow we present the Repartition of Profit which you can see it bellow.

Repartition of profit
Tax pay = 16 % * Brut Profit = 16 % * 46,694 $ = 7,471,04 $
Net profit = Brut Profit – Tax Pay = 46,694 $ - 7,471,04 $ = 39,222,26 $
Table 2. Cash Flow for one year (November 2009-October 2010)*

<table>
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<th></th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>March</th>
<th>April</th>
<th>May</th>
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<td>39526</td>
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*Due to the lack of space in the page, the upside table doesn’t contain the following months: February and June

5. Conclusions

If we want to be good entrepreneurs, we must follow an excellent business plan. We must find a perfect niche to enter on the market and it is necessary to be innovative, to have ideas that will satisfy the needs of our future customers.

That is why we choose to present the business plan of an online night shopping- it will cover an unexploited niche of the Romanian market, especially in Pitesti, until now, in the area of Food and Beverage online shops . We analyzed this trend and by making market research we get to the conclusion that an online shop represents a profitable business. We designed our business in order to help people making shopping at late hours in the easiest way only by a click. Our business philosophy is to satisfy our clients and we rely on the saying: ”A friend in need is a friend indeed”
We want to project the image of a high quality service company, so our clients can see our business like a structure that provide them, not only comfort, but also originality. The market is splitting between professionals and amateurs. In the future there will be seen only the leading actors in the segment of IT, food and beverage, virtual commercial centers, virtual luxury shops with resources which have maximum capacity to sustain the online phenomenon.

References
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