

Business plan of an independent software production company

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Abstrak

ABSTRACT

The software application industry nowadays enables organizations as well as individuals to establish a new type of business model which is called Software as a Service also known as SaaS. This thesis is about a business plan of establishing a software production company or a startup which will be funded by the founders of the company without external investors or any type of loan or debt. The company will start by developing an online software project management tool which is designed to particularly help professional software project managers as well as enterprises with similar functions. The business plan includes calculations and financial statements which will show that it is indeed feasible to establish such a company with limited funding.