

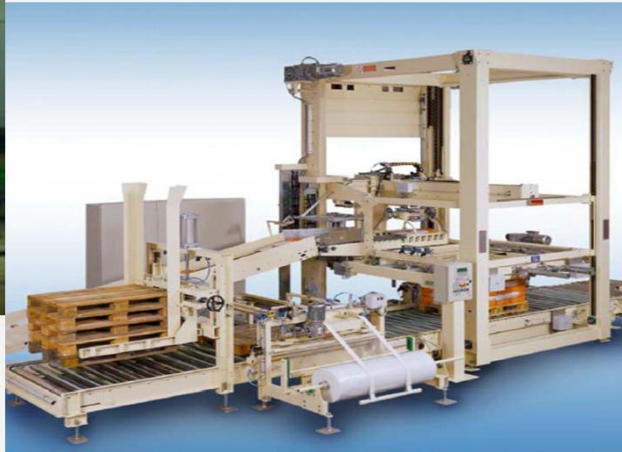


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Type or sector of activities:
Industrial automation
synoptic
home automation
Project leader: automation society

Automation By Innovation Company (ABIC)



Presented on 26/05/2012



by: Hanen Bouattour

L'AUTOMATISATION

PAR

L'INNOVATION

Automation Equipment



1.The company ?

2.ABIC

3.Business
description

4.Brief history of
the business

5. Description of
Products / Services

6. Definition of
the market

7.Organisation &
management

8. Marketing and
Sales Strategy

9. Financial
Management

10. Conclusion

Business Plan for an automation society

1. The company: what is it?

Product



Market



Organization



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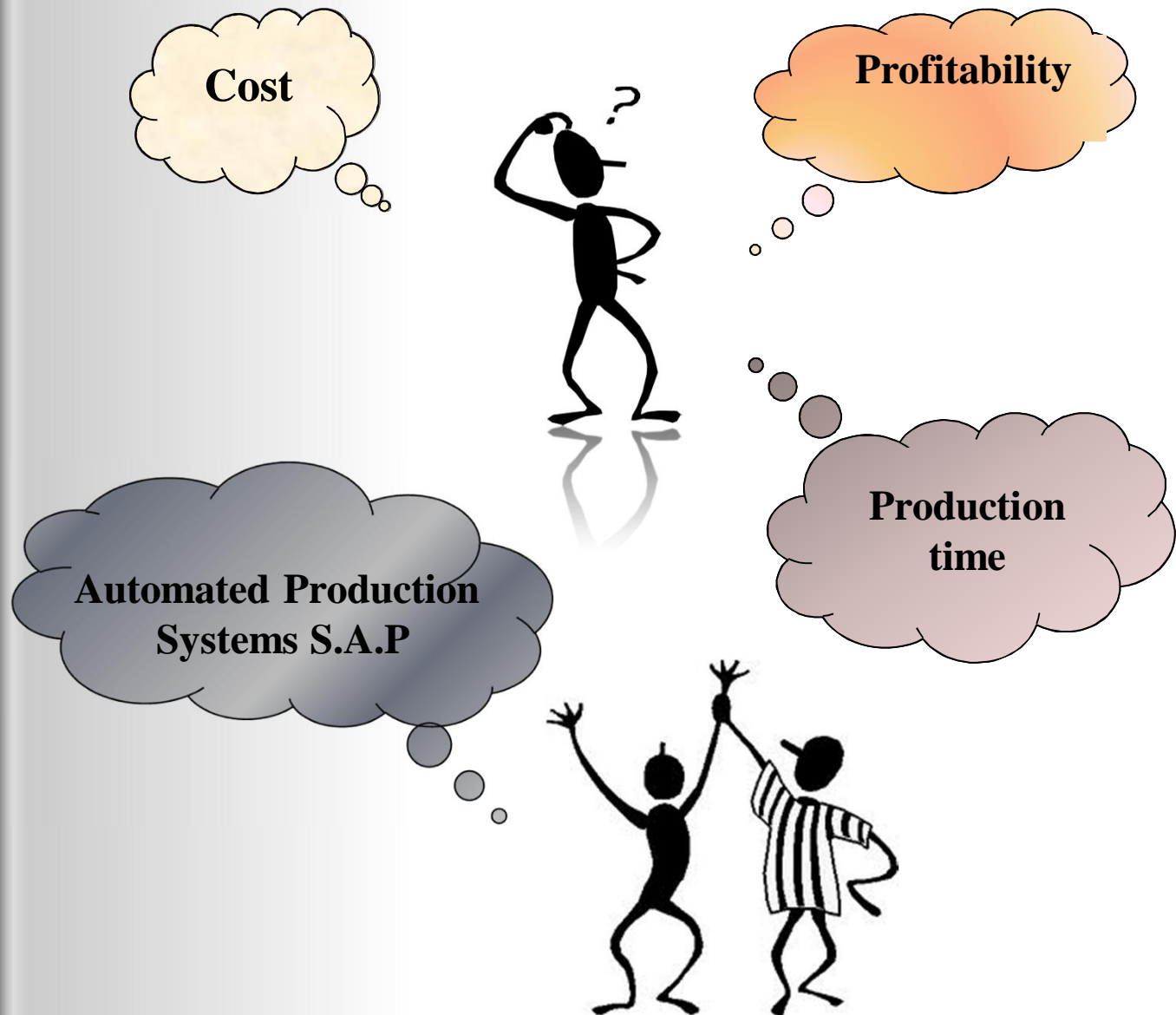
8. Marketing and
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Business Plan for an automation society

2.Automation by innovation company (ABIC)



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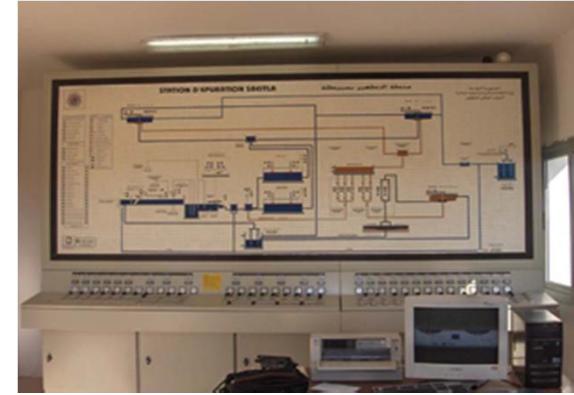
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management

8. Marketing and
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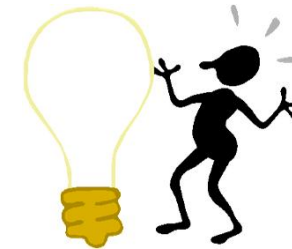
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3. Business Description & Vision



How the project idea came?



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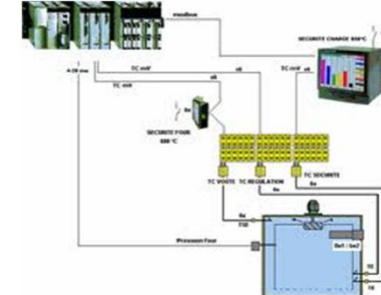
9. Financial Management

10. Conclusion

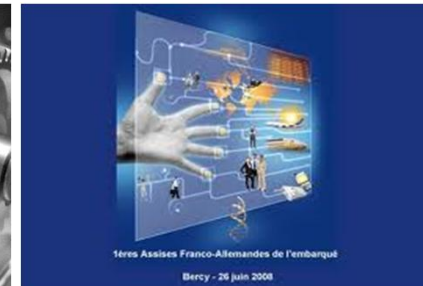
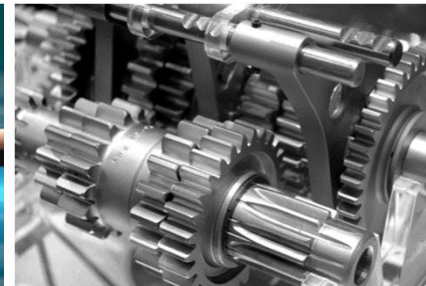
3. Business Description & Vision

Business goals and objectives

Short term:



medium term:



Long term:



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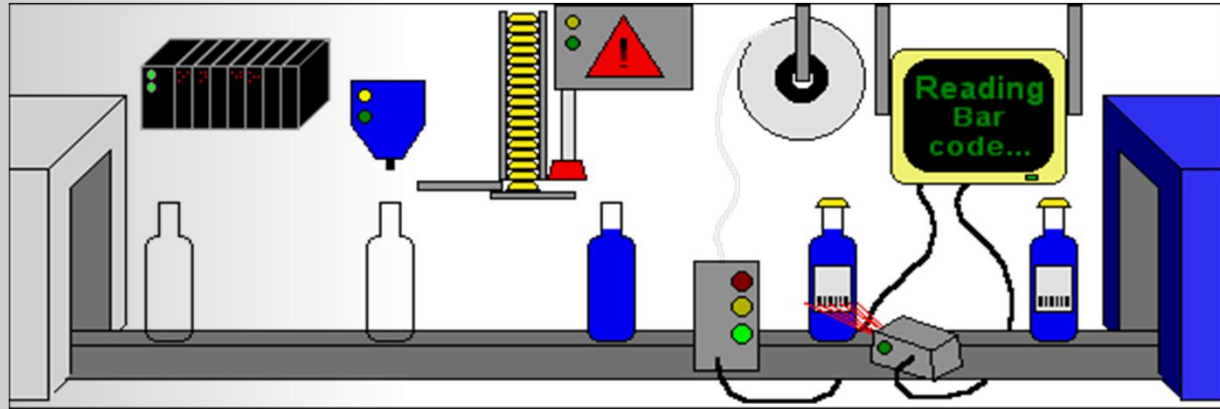
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4. Brief history of the business



PLC

The acquisition and treatment of all external signals(weight sensor, limit switch, push button, control actuator, motor control, signaling...).

Operator terminal

Display and provide the necessary parameters to the end of the proper functioning of the system.



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5. Description of Products and Services

What my products and services are ?

PLCs to automate
production in an industry.



PLCs to
automate the domestic services

How and why my products & services are competitive?

Reduce product prices



By ensuring the use of product



By innovating the existing solution on the market



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6. Definition of the Market

Who is buying my product or service?

Better quality product for a short time and with plenty

Improve their living conditions in their home

What motivates them?

Free maintenance

Propose better solutions



Where are they located?

The food industry



Chemical Industry



Treatment plants and pumping



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**7.Organisation &
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7. Organization & Management

The legal form of ownership for my business

S A R L: limited liability company

Who the leaders are in your business as well as their roles?

Hanen Bouattour: Director

Wael Kallel: : Production

Maissa Ketata:HRM

Nizar Ammar: strategic Planning

Emna Njeh :administration

Bilel:Marketing and sales

Mouna Siala:R&D



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8. Marketing and Sales Strategy



The product should be ready in its time fixed



Close prices on the market



Greater quality than the existing products on the market by innovation ideas



Inform the customer by the progress of his project



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9. Financial Management

Estimate of start-up costs?

500 dinars for housing
10 million :
Software supervision and PLC
programming software
Wires
PC
Employee salaries



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10. Conclusion



The important competitive in the market.

THANK YOUR FOR
YOUR AYYENTION



Automation By Innovation Company (ABIC)