

BOLLYWOOD INTERNATIONAL

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Executive Summary

We are pleased to present this plan for the **Bollywood International** (BI) business, an online subscription service for Indian DVD rentals delivered through mailed DVDs, small Indian grocery DVD access, and web-based Video On-Demand distribution channels.

At a glance:

Target Market

- **Size - #**
 - ♦ 3 Million people of Indian descent in the United States
 - ♦ **1.7 million** people are age 18-35, our Target Market
(Primary market research shows gender-neutral target market)
- **Size - \$**
 - ♦ \$360 million per year in total market
(3M customers x \$10 per month x 12 months per year)
 - ♦ **\$204 million** per year in Target Market!
(1.7M customers x \$10 per month x 12 months per year)

Marketing Strategy

- Online Media: Newsletters and user forums
- Direct Marketing Techniques: ads on Indian movie star, magazine, and entertainment gossip websites
- Promotion: Banner Ads via social networks, Indian recipe websites, matrimonial websites, online sites for video streaming of movies, Indian grocery stores, and cinema halls playing Indian movies
- Website Feature: 'Friend-Fav-Renter' for 'one click renting' from social networking sites like Facebook and MySpace
- Traditional Ads: cable TV, radio, newspapers and the web
- Business Development: win-win relationships with Indian community shops and grocery stores within local Indian communities

Sustainable Competitive Advantage

Value	Sustainable Competitive Advantage
Financial	Profit-sharing partnerships within Indian community stores. BI will have physical presence without the cost of open retail outlets.
Physical Presence	In store promotion and service in local Indian stores
Technological	Social Networking Applications Unique recommendation system
Fulfillment Speed	Quickly shipped from one of 6 strategic geographic locations
Expertise	Internet business experience
Commitment	Passion for Bollywood movies

Team

- Masters of Computer Science, Internet Engineering
- Masters of Business Administration, Finance
- Over 10 years cumulative Internet and Hi-Tech Experience
- Advisory Board: Social Media and Internet Business Marketing Experts

Staged Investment

