

Edlund Pte Ltd

BUSINESS PLAN

ADDRESS

5 Shenton Way
#23-03
Singapore 068808

VERSION 1.0

PHONE +65 924 3 6484

EMAIL jussi@supershapes.com

PAGE
1 / 10

TABLE OF CONTENTS

TABLE OF CONTENTS

Table of Contents	1
Exectutive Summary	2
General Company Description	3
Products and Services	5
Key members	6
Financial Plan	7

Edlund Pte Ltd

BUSINESS PLAN

VERSION 1.0

PAGE
2 / 10

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

The design industry in Singapore is growing, but the need for professional designers skilled in both the design craft and with experience in communication is growing at an even faster rate. The goal of Edlund Pte Ltd is not only to bring to Singapore some of the knowledge and craftsmanship that has made Sweden world famous, but also to help raise an overall awareness of how design can help any business communicate with clients and other businesses.

Edlund Pte Ltd offers a wide array of design services, primarily in the field of interactive design and media. The quality of design for internet and television is often compromised in terms of communicative effectiveness. This is due to its technical complexity. The firm's experience with this genre of work, as well as its deep technical insight, equips it with the tools to tackle this prevalent problem.

The firm will initially be modestly sized and specialize predominantly in digital graphic design. It is however a part of a very large network of skilled contemporaries located all over the world. This allows the firm to undertake projects of any size.

Edlund Pte Ltd is confident that it will in the near future be leading the development of digital and interactive media and design in Singapore, and the firm looks very much forward to this.

Edlund Pte Ltd

BUSINESS PLAN

VERSION 1.0

PAGE
3 / 10

GENERAL
COMPANY
DESCRIPTION

GENERAL COMPANY DESCRIPTION

Mission Statement

To introduce European graphic design into Singapore, and to raise awareness as graphic design both as an art form and especially as an effective communication tool. This will be achieved first by gaining recognition in the industry by producing quality work and second by approaching and collaborating with local design and advertising firms.

Company Goals and Objectives

Edlund Pte Ltd aims to be the best digital graphic design firm in Singapore possessing the best track record of producing design-based communication solutions. Its objectives are first to expand with a small team of passionate and talented designers, and second to be a firm that is not only professional but enjoyable to work with and for.

Business Philosophy

Good graphic design solves communication problems. The firm believes in finding and excelling in projects that are challenging and rewarding. As design is a process, the end result of any project should be excellent both from the perspective of the designer and the client.

A vital part of the Edlund Pte Ltd business philosophy is to allow time to pursue and develop own projects, regardless of their immediate practicability. This will stimulate creativity, and enhance the company's personal portfolio with new projects that later can be easily marketed or sold.

Target Market

Edlund Pte Ltd's products will be marketed at clients who require communication-based solutions. The firm can offer advice and its expertise in any kind of communication matter, making the potential market almost any small, medium or large business that needs to better communicate with its clients or other businesses.

The focus of the firm will be communication in digital media. Design in digital media has a reputation for being complex, and is often enough left in the hands of persons skilled in technical matters who very rarely have any design or communication experience. This is

Edlund Pte Ltd

BUSINESS PLAN

VERSION 1.0

PAGE
4 / 10

GENERAL COMPANY DESCRIPTION

especially the case in interactive design, especially for web, or in motion graphics design for television.

The firm, with its wide array of successful projects both large and small, can help by providing design, regardless of their technical complexity.

A Changing Industry

The design industry in Singapore has much more potential for growth than in Europe where there is an established and perhaps rigid culture. As media and technology are constantly discovering and creating new means of communication, there will be an increased demand for designers who are skilled not only in design in theory but also in the more technical areas of new media. The firm offers a knowledge of basic communication skills as well as the application of traditional communication skills to the field of new media.

Company Strengths and Core Competencies

The firm has an existing and established network of skilled contemporaries in the design and media industries in countries all over the world, including Sweden, Finland, the United Kingdom, the United States, the Netherlands, Canada and Singapore. This enables the firm to undertake tasks of any size or calibre. Therefore, Edlund Pte Ltd may appear on its own to be a small firm, but in reality it is ensconced in the midst of a network of professionals in the technical and design industries. It may be considered an extension of a family of existing firms. In collaboration with various advertising firms, Edlund Pte Ltd will provide the graphic design skills necessary for achieving more effective communication.

Factors Ensuring Success

An existing client base all over the world assures the firm of challenges twenty four hours a day. The firm is closely involved in numerous projects with the Swedish design firm Supershapes which enjoys high regard in the international design community. In addition, its new location in Singapore allows for fresh opportunities in projects with current clients. The advent of new projects, new clients and new undertakings in the vibrant Singaporean industry will ensure that Edlund Pte Ltd's design ethic is constantly reinventing itself. The firm possesses broad experience in interactive communication-related tools. As it has created and developed highly complex content especially for internet and television, the firm offers the client an extensive and comprehensive range of options.

Edlund Pte Ltd

BUSINESS PLAN

VERSION 1.0

PAGE
5 / 10

PRODUCTS AND SERVICES

PRODUCTS AND SERVICES

At present, Edlund Pte Ltd works with a wide array of media. Regardless of the scale or complexity of the project, the firm produces excellent work from all perspectives. Its key strength is digital and interactive design and communication. The key members of the firm have already produced an extensive range of widely acclaimed work, representative examples including:

Redesigning Sweden's largest television channel's on-air identity. This involved improving, extending the existing identity and developing new innovations in the application of the new identity.

Conceiving the design for a new online identity for one of the largest banks in the United Kingdom. This involved updating and redefining their online presence.

Developing and designing the graphic identity for the 2006 elections for the Swedish parliament on behalf of the Swedish public broadcasting corporation, which is the largest television network in Sweden. This online identity spanned six television channels and twenty television programs.

Continuously develop and innovate identity and digital design for a Swedish sports clothes brands. The work consisted of every kind of communication material the company uses, ranging from hang tags on clothes, animated promotion material and web design and development.

Alongside its strengths in new media, the firm also excels in traditional design services such as corporate branding and visual identity.

Edlund Pte Ltd

BUSINESS PLAN

VERSION 1.0

PAGE
6 / 10

KEY MEMBERS

CLOSE
ASSOCIATES

OTHER
ASSOCIATES

KEY MEMBERS

Jussi Edlund

After graduating with honors from the Faculty of Graphic Design at Berghs School of Communication in 2004 - one of the most highly regarded design colleges in Sweden - Jussi went on to specialize in motion graphics design at Forsbergskola and graduated in 2005. For almost seven years during and after his time in school, Jussi managed his own company. Since 2006, Jussi has - with partner Patrick Sundqvist - run the firm Supershapes, an internationally recognized design agency.

Jussi is the CEO of Edlund Pte Ltd and will be responsible for the company's day-to-day operations.

Aveline Chan

A 2008 graduatee of NUS, Aveline Chan has been instrumental in setting up and managing Edlund Pte Ltd. Aveline is a co-director of the company, and is, as a native Singaporean with insight into the Singapore business climate and legal structures, a vital part of Edlund Pte Ltd.

CLOSE ASSOCIATES

Patrick Sundqvist

Patrick is the CEO of Supershapes in Stockholm, Sweden, and has run the company for five years, the last two years together with Jussi Edlund. With a bachelors of Science in Art from the Northeastern University in Boston, a masters degree The Royal University College of Fine Arts in Stockholm and many years of working experience in London and Sweden, Patrick will act as a conduit between Singapore and Stockholm.

OTHER ASSOCIATES

Yaw Bee Yen, Loh Mei Ling

Work for the accountant firm Nexia Tan Sitoh, who have helped with incorporation of the company. Loh Mei Ling is also the secretary of Edlund Pte Ltd.

Edlund Pte Ltd

BUSINESS PLAN

VERSION 1.0

PAGE
7 / 10FINANCIAL
PLAN

	November 2007	December 2007	January 2008	February 2008
Income				
Int'l clients	\$14,000.00	\$14,000.00	\$14,000.00	\$14,000.00
Local clients	\$0.00	\$1,000.00	\$1,800.00	\$2,500.00
Total Income	\$14,000.00	\$15,000.00	\$15,800.00	\$16,500.00
Expenses				
Salaries	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00
Rental	\$0.00	\$600.00	\$600.00	\$600.00
Equipment	\$400.00	\$400.00	\$400.00	\$400.00
Travels	\$0.00	\$2,500.00	\$0.00	\$0.00
Misc	\$300.00	\$300.00	\$300.00	\$300.00
Total Expenses	\$6,700.00	\$9,800.00	\$7,300.00	\$7,300.00
Net profit	\$6,700.00	\$6,200.00	\$8,500.00	\$9,200.00

Edlund Pte Ltd

BUSINESS PLAN

VERSION 1.0

PAGE
8 / 10FINANCIAL
PLAN

	March 2008	April 2008	May 2008	June 2008
Income				
Int'l clients	\$13,500.00	\$13,000.00	\$13,000.00	\$13,000.00
Local clients	\$3,000.00	\$3,500.00	\$3,700.00	\$3,800.00
Total Income	\$16,500.00	\$16,500.00	\$16,700.00	\$16,800.00
Expenses				
Salaries	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00
Rental	\$600.00	\$600.00	\$600.00	\$600.00
Equipment	\$400.00	\$400.00	\$400.00	\$400.00
Travels	\$0.00	\$2,500.00	\$0.00	\$0.00
Misc	\$300.00	\$300.00	\$300.00	\$300.00
Total Expenses	\$7,300.00	\$9,800.00	\$7,300.00	\$7,300.00
Net profit	\$9,200.00	\$6,700.00	\$9,400.00	\$9,500.00

Edlund Pte Ltd

BUSINESS PLAN

VERSION 1.0

PAGE
9 / 10

FINANCIAL
PLAN

	July 2008	August 2008	September 2008	October 2008
Income				
Int'l clients	\$13,000.00	\$13,000.00	\$13,000.00	\$13,000.00
Local clients	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00
Total Income	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00
Expenses				
Salaries	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00
Rental	\$600.00	\$600.00	\$600.00	\$600.00
Equipment	\$400.00	\$400.00	\$400.00	\$400.00
Travels	\$0.00	\$2,500.00	\$0.00	\$0.00
Misc	\$300.00	\$300.00	\$300.00	\$300.00
Total Expenses	\$7,300.00	\$9,800.00	\$7,300.00	\$7,300.00
Net profit	\$9,700.00	\$7,200.00	\$9,700.00	\$9,700.00