



BUSINESS PLAN FOR “RBM design d.o.o.”

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Research field: S 004 Economics

Research purpose. The purpose of the business plan was to analyze possibilities and present the solutions for realization of our team business idea for marketing the service of measuring products and facilities using a 3D scanner transforming the scan into ACad. With the advent of increasing precision, this measuring is becoming more and more necessary and useful, but not affordable for many potential users. In doing so, we have sought to make this service as easy as possible with the most innovative approach possible. Starting our business in Slovenia, we have further intention to spread to other countries in the Balkans and northern Europe. Our main market niche would be measuring facilities and products on sites for both private customers and businesses, later on our aim is to widen our services into developing software for optimal placement in space and showing anomalies in products and facilities.

Keywords: 3D scanner, anomalies, ACad, drawings, competition, market research, measuring, objects, products, promotion, software, SWOT analysis

Research Methodology. The preparation of business plan took place in the form of teamwork, using brainstorming techniques, studying literature, resources, executing the market and competition research (surveys, secondary resources analysis), SWOT analysis and value analysis, preparing financial spreadsheets, making a summary of the business plan in the form of a canvas.

Results / Findings. Based on the specifics of the business idea and the prices of the tools we would need, we find that the required amount of starting investment in two 3D scanners (fig. 1-2) and other needed elements would be around €200.000, which we plan to cover by a bank loan of €110.000 and equivalent investments from each of three partners, both in financial and material forms. We have agreed upon our company name, vision and mission statements and designed our logo (fig. 3) and promotional materials.

Originality / Practical implications. The company would be legally established as a “limited liability company” (d.o.o. or Ltd.), with three co-owners, of which the two would be fully employed from the start. Later we plan for the third co-owner to also become fully employed. Our market research inspires us with optimistic expectations to operate with a large profit from the start, so our investment could be repaid in a few of years. Details are presented in our business plan.



Figure 1. 3D scanning of objects, 2022

Source: <http://www.3dscannerindia.com/artec3d-scanner.html>



Figure 2. 3D scanner, 2022

Source: <https://www.3d-tisk.si/izdelek/einscan-pro-hd/>



Figure 3. Our logo (in creation), 2022

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