

# WebDirectBrands, Inc.

## BUSINESS PLAN (Executive Summary)



WebDirectBrands.com

13100 State Road 54  
Odessa, FL 33556



## Mission

To create the world's largest online distributor of specialty products.

创建世界上最大的特别产品的在线分销商。

## Vision

To inspire an organization where it's planning, facility and technical infrastructure is dedicated to exceeding the expectations of our customers, associates and stakeholders.

激励一个可以满足员工和顾客以及利益相关者需要的规划过程、设施、专业基础设施的组织。

To engage our customers through a network of over 100 specialty sites, online media avenues, and emerging platforms to deliver superior information and product knowledge, using our strategic advantages to bring the utmost in customer satisfaction and ordering accuracy.

通过一个超过 100 个特别产品在线分销渠道和网络，合并平台来传递较好的信息以及产品知识，并使用策略优势带来最高的客户满意度及分类准确性。

To delight our associates with a culture that inspires innovation and creativity. Where the sharing of personal insight and ideas are valued and where goals are well planned, communicated precisely and easily understood. In an organization that rewards both personal achievement and collaboration.

用一种文化来激励我们员工的创造力和创新力来提高工作热情，促进相互思想交流，目标是精心策划的，容易理解和沟通准确的。在我们的组织里，个人成就和互相协作都会得到酬报。

# Executive Summary

## 摘要

The mission of Web Direct Brands, Inc. is to become the world's largest online distributor of specialty products. It has developed a proven, reproducible strategic business model which has made the company a leader in selling online specialty products on the internet to online consumers, including business to business. The company is seeking interim financial backing to facilitate its growth and to position itself for profitable investor exit.

Web Direct Brands, Inc. 的使命就是成为世界上最大的特别产品的在线分销商。它发展了一个已被证实的，可重复性的战略商业模式使得公司成为在线销售特殊产品的领导者，包括对终端客户和批发商。该公司在寻求中期的财政支持，以促进其增长，并使得自己公开招股。

The online industry is far outpacing traditional brick and mortar sales with an average of 26.4% growth and is forecasted to continue for the foreseeable future. Huge retailers recognize this growth and are funneling efforts to increase their online sales, but they have missed the mark regarding specialty items. Specialty items are where Web Direct Brands, Inc. has proven its ability to not just compete, but to dominate the market.

在线销售行业以平均 26.4% 的增长速度的远远超过传统销售行业，被预测在将来还是会保持高速增长。一些大的零售商认识到这种发展，并努力地提高他们的网上销售，但他们错过了一些特殊的产品。特殊的商品就是 Web Direct Brands, Inc. 销售的领域，不单是竞争，而在于占领市场的能力。

Web Direct Brands, Inc. has chosen to focus on the development and growth of specialty online stores by providing consumers with information about product lines that are not readily available through traditional sales models. Using efficiencies that are inherent only in web based marketing; Web Direct Brands, Inc. develops websites that are regarded as the "best on the web" in their respective product line. Web Direct Brands, Inc. brings specialty websites to a higher level by providing consumers seeking information about purchasing specialty products, a place that they can educate themselves about items of interest. The company's track record provides the best proof of Web Direct Brands, Inc. success in captivating online consumers. The information provided in each of the specialty sites provides specific, compelling information addressing the benefits of their specialty products as well as branded information about the product lines and the competitive advantages offered by Web Direct Brands, Inc.'s specialty stores.

Web Direct Brands Inc. 已选择了发展和提高特殊产品的网上商店增长为主要目标。这些网上商店提供给顾客无法通过传统的销售模式来取得的信息。通过网络市场固有的效率, Web Direct Brands, Inc.开发了在它们各自产品线上被视为“最好的展现在网络”的网上商店。通过提供给顾客在寻找的特殊产品的信息, 一个可以让顾客学习他们感兴趣的特殊产品的平台, Web Direct Brands, Inc.把自己带到的更高的水平。该公司的业绩提供了 Web Direct Brands Inc.在吸引在线顾客的成功得最好的证据。该公司极为有效的捕捉网上买家的注意, 创建网站的可信性, 对顾客确保我们的产品是最高的质量和最有竞争力的价格。在每一个专业网站提供的都是令人信服的信息, 解释这些特殊产品的好处以及品牌的信息 和 Web Direct Brands Inc. 网上商店提供的产品的竞争优势。

The management of Web Direct Brands, Inc. scours the world in search of specialty products, assessing their potential for online sales. When the management determines that the specialty products meet their criteria, they assess product availability, consumers' needs and level of competition on the web. Websites are created only if it can be established that the specialty product offers a clear competitive advantage, a differentiation advantage over other online retailers and is not reproducible within a mega site business model. Typically, the competitive advantage is information and/or services that competitors cannot produce within structure of their website due to restrictions in their IT infrastructure or business rules. The majority of direct competitors are individual business owners with websites that lack the knowledge, or unable to make the investment required to successfully compete in e-commerce. One of Web Direct Brands, Inc.'s competitive advantages is that after they have established website dominance in a specialty product line, the barrier for entry by a new or existing competitor is extremely difficult and very costly. Most “would-be” competitors move on to another product line that meets their level of IT capabilities.

Web Direct Brands, Inc.在世界各地寻找的特殊的商品, 评估其在网上销售的潜力。当管理层确定这些特殊的产品达到他们的标准, 他们会评估产品的可用性、顾客的需求和在网上销售的竞争水平。我们只会为有清晰地竞争优势的产品创建网上商店, 与其他巨大的在线零售商有大的差异化优势, 他们在巨大的网上销售之下不可复制的商业模式。通常情况下, 我们的竞争优势是信息和服务, 是其他竞争者在由于 IT 基础设施和业务规则的限制, 在他们的网站结构上不能提供的信息和服务。我们主要的直接竞争者是一些个体经营户, 他们的网站缺乏知识, 或者他们无法在电子商务上作大的投入来取得竞争优势。Web Direct Brands, Inc. 其中一个竞争优势是当在一个特殊的产品线上建立了一个网站后, 对新的或者已存在的竞争者会造成一个坚固的或者要花费很多钱才能越过的障碍, 大部分“潜在的”的竞争者会转投另外一个符合他们水平的和 IT 技术水平的产品线。

After Web Direct Brands, Inc. develops and builds the framework of its websites, they begin the development of its marketing campaign by focusing on the branding of the website and its products. In many cases, Web Direct Brands, Inc. will initiate a sourcing project that will identify or develop products with pricing or feature advantages.

Once products are located, they will be added to the website to enhance site profitability, sales volume and further raise barriers against competitor entry into the niche market. Web Direct Brands, Inc. has a comprehensive sourcing program used to identify and procure products worldwide. With this “Direct from manufacturer - Direct to consumer” approach, many of the Web Direct Brands, Inc.’s sites are able to achieve significantly higher gross margins and provide additional opportunities for business to business sales.

当 Web Direct Brands Inc.开发和建立了网站的框架之后，市场部开始注重于为网站和产品建立品牌做市场推广。在许多情况下，Web Direct Brands, Inc.会启动一下搜寻项目，这个项目能够通过产品的价格和特点优势来鉴定产品。一旦产品完成定位，就会加到网站上面来提高网店的盈利能力、销售额和加深竞争对手进入所定位的市场的障碍。Web Direct Brands, Inc.有一个全面的采购机制来鉴定世界各地的产品。带着“直接从生产商采购，直接销向终端客户”的方式，Web Direct Brands, Inc. 很多的网上商店都能完成明显较高的毛利率和提供了一个额外的行业之间销售的机会。

Web Direct Brands, Inc. has in place leadership that keeps the company focused on its goals. The company is led by a disciplined and talented founding president who has not only grown the business from a startup company, but also has successfully lead previous businesses in franchising and business liquidations. Additionally the company has hired proven talented individuals in key accounting, operational, purchasing, marketing and IT positions. As the company progresses towards their goal they will be adding additional talent for their COO and CFO positions with public company operational experience.

Web Direct Brands, Inc.有准备就绪的领导层来保持公司以上市作为目标。该公司由一位严于律己并有才能的总裁领导着，这位总裁是公司的创办者之一，而他之前也成功地经营过连锁业和贸易清算。此外，该公司聘请了在会计、运营、采购和 IT 方面的被证实是有才能的专业人才。随着公司向着目标发展及各方面经验的逐渐加深，助首席运营官和首席财务官的位置也会被增加。

Early on, the founders of Web Direct Brands, Inc. recognized the potential of their venture. From the beginning they have crafted a business infrastructure that precisely fits their unique business model. It is evident when you walk into their unique custom built facility. It is a facility unlike any other, built specifically for the business model, focused on the internal human assets of the venture so they can more effectively focus on the needs of our customers. The facility has lush green internal vegetation, a coffee shop and fitness center. This facility was built to have an efficient and effective flow of products and is a reflection of the winning business philosophy that the founders have created.

在早期，Web Direct Brands, Inc.的创办人认识到他们企业的潜力。从最开始他们就制作了适合他们独特商业模式的基础设施，从你一走进他们独特设计的办公场所就会很明显的感受到。它不同于其他任何的办公场所，为他们独特的商业模式而设计，注重对内部人员人性化的设计，使得他们更加注重于满足顾客的需求。改办公场所有茂盛的绿色室内植物，一个咖啡厅和一个健身中心。它同时也被设计成商品流动的效率，这是创办者成功商业理念的一个反映。

It is the goal of Web Direct Brands, Inc. is to grow the company to a minimum of \$20Million in sales by the end of 2015 with a 17.5% net profit and to be in the position for investors to exit or to more easily increase their participation. This investment will allow Web Direct Brands, Inc. to increase niche product lines and market penetration and to enhance its distribution by locating distribution centers in Nevada and eventually Ohio areas to reduce the cost of shipping and transit times.

Web Direct Brands, Inc. 的目标是在 2015 年底前达到 2000 万美金的销售和达到 17.5%的净利率。这将使得投资者更容易的增加其投入和清算其投资。在那个时候 Web Direct Brands, Inc. 得到的额外的购入增强在华达洲和俄亥俄洲的配送能力，将降低运输成本和运输时间，并进一步增加定位市场的市场渗透。

Web Direct Brands, Inc. will use the proceeds of this offering to increase their profitability thru direct sourcing and reduced cost, enhance their current store sales, adding additional online stores. Web Direct Brands, Inc. will identify more overseas partners to supply them with quality products at reduced cost. A significant part of the proceeds will be invested to purchase inventory for the current and added online specialty stores. Web Direct Brands, Inc. will conduct an extensive search to find individuals with experience in the operations and promotion of a public concern.

Web Direct Brands, Inc.会利用这一次的投资进款来提高他们的利润率，加强他们网上商店的成长和探讨他们自己品牌在直接营销上的成功。Web Direct Brands, Inc.也将在国外寻求更多提供给他们质量好较低价格商品的商业伙伴。收入的很大一部分将被用于为已有的很新增加的网上商店购买存货。Web Direct Brands, Inc.也会广泛的搜寻着有运行和推广上市公司经验丰富的人才。

Additionally Web Direct Brands, Inc. owns and is developing powerful niche brands that have a high opportunity potential in the business to business marketplace. These brands are being positioned or have already become market leaders in their industry. These brands could easily be brought to consumers outside the web based direct sales model, through a national business to business distribution model.

此外，**Web Direct Brands, Inc.**拥有并正在发展合适有力的品牌，这些品牌有较高的优势及潜力在行业内的市场并已成为行业内市场的领导者。这些品牌将通过全国性的行业内部分配被带到网络之外的直接销。