

CASE STUDIES – OPTIMIZE INTERNATIONAL

Instant Image self serve kiosks

Project background and description — Evaluate the potential market entry scope of works and develop a business case for an instant images kiosks including a sales and business development plan and supply chain agreements.

A global manufacturers supply agreement to include negotiations, term, exclusivity, quantity, warranty, territory, performance review, payment terms, price adjustments, price, shipping, termination, new products, quality, manufacturing capacity, price of components etc.

The problem — The customer had no history in this market segment and required ongoing business coaching and direction. Budget restraints meant that a cost effective business model was required to initiate this new start up.

Project goals and objectives — Develop a business case for a new entrant into the Australian photo booth market in an already saturated hyper-competitive domestic market.

Identify the current serving discretionary small events market and the benefits to users.

The proposal is to be based on the preparation of a comprehensive business case that can be made available to investors including

- Project overview
- Needs or opportunity analysis
- Product specification and ordering process
- Stakeholder management and consultation
- Financial analysis and investment appraisal
- Risk assessment and management
- Options analysis
- Implementation
- Governance, management and legal
- Conclusions including case summary and recommendations and next steps

Outcome — In conjunction with Optimize International, Paul Cormick worked as a principal project manager, the brief was successfully achieved with a 150 page business plan with a complete business model identifying sales forecasts identifying ticketing, security and personalized photo card dispensing kiosk applications.

