



Vindjedroompaard.nl



Investing in the future by working together for a sustainable and competitive region



1 Executive summary

Vindjedroompaard.nl is a fairly reliable website where horse lovers can buy and sell their horses. Everything that's done stands for reliability. The idea comes from a previous project. In this project we had to make a website like YouTube or Facebook. Michael Vonck then had contact with Debbie Rijnders who had an idea for a marketplace to set up for horses. Subsequently, Michael and his project realized a concept for the site as a school assignment. However, this site is still not finished and must be ground-up. The current concept is not easily expandable, so the idea is to change the product so it is expandable and making a plan to bring this product in the market.

2 Project definition

With vindjedroompaard.nl you can buy or sell horses on a fairly and reliable way. In today's market is often talked about scams. Vindjedroompaard.nl is a site making this greatly reduced. This is done by including the vendors to fill in required fields example: is the horse fit to ride, fit to traffic, fit to ride outside or was the horse ill the last 2 months? To ensure the seller is filling in correct information, the buyer can easily print out the information in a contract. Both sides has to sign this paper. Furthermore, it might be possible to get 1 month free insurance and it is easily to find a address of the closest veterinary surgeon. This gives even more confidence to the buyer and seller.

The buyer has the advantage that they can indicate what kind of environment he wants the horse. Does the seller wants that the new owner has more horses, ore must the new owner ride the horse twice times a week.



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4 Revenue

Key Partners Veterinarians (clinical examination) Horse insurance Sponsors who exude confidence. (good horse feed / products)	Core activities Write articles for the blog Photos check site Website maintenance	Value proposition Reliable Simple Vindjedroompaard.nl	Customer relations Horse owners Prospective owners Fair horse dealers	Customer segments Client has good relationship with his or her horse.
	Resources Programmer Marketing knowledge Horse knowledge Good web hosting		Channels Blog.vindjedroompaard.nl Sponsors Flyers at horse events	
Cost structure Design costs, good hosting, promotion, growth in personnel, payment via PayPal			Income streams Advertisement, product advertisement, address information of available clinical assessment, insurance through vindjedroompaard.nl.	

5 Communication

Vindjedroompaard.nl doesn't going to use advertisements. This is because there is no budget for it. Therefore, a different way we going to use and this will be explained in this chapter.

Reliability

Vindjedroompaard.nl needs to radiate trust. This is done through three ways. Through reliable sponsors that already have reliability in the horse world, horse insurances that offers insurances through vindjedroompaard.nl. Also there is a availability to do a clinical test. So by these 3 things the users getting more confidence in vindjedroompaard.nl.

Publication

When the site meets the three requirements it is time to publish the website. To do this as cheaply as possible, we are going to use search engine optimization. The site must be designed so that it properly found in Google. Another way to accomplish this is to use Facebook, Flickr and Youtube. To use these sources, vindjedroompaard.nl is going to setup a blog. And on that blog, weekly news is going to be placed there and when there are video's and pictures we use Flickr and Youtube for that. To get followers for the blog we can react on forums questions and redirect them to the blog. Furthermore, there is a press release on the launch of the site and for the sponsors, veterinarians and insurers also going to be used to generate visitors.

6 Participants

Michael Vonck (Hanze University Groningen)