

# How to Start a “Internet Shop” Business?

## BUSINESS MODEL

Computer shop's revenue comes from per hour usage of the internet service or of the computer itself. Ranging from ₱20 to ₱50 per hour rate, a shop with 5 units can have an average daily revenue of ₱1,500. Gaming, printing and scanning services can also add up to the revenue. Software and hardware has to be performance-efficient all the time.

## BUSINESS OVERVIEW

Computer and internet services shops or cafes mainly cater students, gamers and people who's after researching and printing. Good location, one that is near universities or communities, can determine the revenue of this business. By incorporating monitoring and payment systems (insert coin, auto-time tracking), overall management can be easy.

## STARTING CAPITAL: ₱180K – 240K\*

₱120,000 – Computers & Peripheral (5-8 units)

₱15,000 – Desk, Chairs, Counters, Aircon Unit

₱15,000 – Software, Hardware Maintenance

### MONTHLY OVERHEAD:

₱15,000 – Shop Rental, Utility Bills

₱15,000 – Salary for 1-2 Crews

*\*for first 2-3 months operation only, includes overhead*

**ANNUAL ROI:** 20% – 80%



## RECIPE FOR SUCCESS

Aside from attractive signages in the shop front, internet shops can boost their revenue by investing on latest hardware, software, apps and games. If the target customer are gamers, latest gaming apps is necessary to be made available. To serve students' needs, latest Office applications must be installed on PCs. Offering promos or discounts for regular clients will also work. PCs must be equipped with good cooling modules and the shop with stable air-conditioning unit too to provide comfort.

## LEARN MORE. BE GUIDED.

Knowriel can guide you more in the startup aspects and operational strategies. Grow your Internet Shop business! [Talk to Us.](http://www.knowriel.com)

Let's build your business.



Visit [www.knowriel.com](http://www.knowriel.com)!



# Build Your Dream Business Towards Success.

Let's talk about it.

## We'll evaluate your idea.

Any business idea will do. But business idea should be carefully tested before that decision to make it happen. Business viability or feasibility is analyzed against available resources, market condition, and the five startup success factors – timing, team, idea, model and funding.

# 2

## We'll create a plan.

Business planning is about understanding and writing down the product development, marketing, management, and financial aspects of your business. It is more on answering the "How" question. Business plan is the formal documentation of your business idea so you're always on track.



## We'll dive into finances.

Any business cannot start without that capital. This capital has to be allocated properly to the starting inventory and operating expenditures. Identifying the assets and liabilities, costs and gains, and maintaining an honest record of them in the ledger or journal are important business practices to observe.

# 3



## We'll device strategies.

Good strategy is key to winning success in any business. Strategy is mainly that action plan to outcompete competitors but is also a sensible approach to get customers to love your products and services. Formulating strategy is always an edge is achieving growth and profitability.

# 4

## We'll review and improve our actions.

Business is an on-going endeavor. Customer demand changes over time, and so are the technology and economy. We need to adjust to the demand of times.

# 5



**Knowriell.com** will guide you in starting and building your dream business. [Talk to Us.](#)