

Internet Kiosk Feasibility Report

A Business Model With 3 Years Figures

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The feasibility study presents a comprehensive look at the internet kiosk business and its future scope of expansion. The study enumerating all important aspects of a successful kiosk project, suggests ways and means to handle them effectively.

Why a kiosk business

Consumers today are smarter and demand transactions to be fast, easy and entertaining with a wide variety of products and services at one place with instant access 24 hours a day, 7 days a week. Companies and organizations throughout the world are constantly investigating new ways to leverage the recent dramatic advances in information technology. Interactive kiosks are being recognized as a legitimate strategy to improve customer services, expand customer base, reduce labor costs, and provide easy access and information.



Internet Kiosks can deliver a stunning variety of goods and services, from ticket sales to information to mass customized products. Internet Kiosks are facilitating the companies, retailers, hotels, manufacturing plants, fulfillment centers and more are finding that kiosks can bridge the human resource self-service gap, providing employees with benefits information and keeping them connected with the company in many other ways. Self-service technology is rapidly becoming a part of everyday life. In near future we will see kiosks everywhere in banks, malls, grocery and retail stores, movie theatres, hotel lobbies, and countless other new frontiers.

The Market

The Internet kiosk industry has just started to scratch the surface. The market is out there and atmosphere is conducive for competition. New applications with more diversified utilities are arriving regularly. Therefore, a clearly spelt out project plan will enable the investor to capture and reap the benefits of the industry simultaneously with the evolution of the industry. This is best time to jump in and let it be matured at the time when others will be emerging.

Kiosk Applications

Simply, using high profile components will not guarantee the success of the project. Every unit depends on software to run its system and perform properly. An in house team of professionals will develop the applications for the project. The following important applications will be deployed on the units.

- **Kiosk solutions for retailers**
 - Gift Registry Kiosk
 - Virtual Sales Associate Kiosks
- **Kiosk solution for supermarket**
 - Self-Service Perimeter Kiosks
 - Loyalty Kiosks
- **Kiosk Solutions for Financial Services**
 - e-Brokerage Kiosk

- e-Banking Kiosk
- **Kiosk Solutions for Employee Self-Service (HR)**
 - Employee Self-service Kiosk
 - Recruiting Kiosk
- **e-government services**
- **Information Kiosks**
- **Entertainment Kiosks**
- **Tradeshow Kiosk**
- **Branding Kiosks**
- **Ticketing Kiosks**
- **Virtual Receptionist Kiosk**
- **Directory Kiosks/Surveys/Lucky Draws**

You get what you pay for!

Starting a successful kiosk project needs careful study of many factors. Many perceive that kiosks are moneymaking machines, but at certain times good projects fail due to ill management and planning. This report taking due care, illustrates the pros and cons of important decisions to start the business from selection of location to deployment of internet kiosk units. The comprehensive marketing strategy will help you to start and run the business efficiently. It will be your wisdom to utilize the information to your goals and success. Briefly, the report includes following important data/analysis:

- The report provides complete guidelines for starting and managing the business and a strategic framework for developing a comprehensive tactical marketing plan.
- The report will serve as a reference material to plan a long-term development of the business.
- The financial summaries will not only help the owner of the business, but these will also help the lender agencies and the potential investors (individual companies/individual investors) to invest in the project.
- The financial section of the report includes detailed projections from startup costs to net income. The financial summaries are also supported through graphic presentation to show clear picture. The important initial and project data includes:
 - Funds Required
 - Revenue generation
 - Share distribution among the owner and investors
 - Net profit
 - Return over investment
- The report also includes useful tips on how to design the kiosk components.
- The resources include the basic information about important kiosk manufactures/suppliers that will help the investor to select suppliers of different kiosk peripherals.
- The report is written in a simple way with less technical terminology so that the investors will be able to digest the concept and future goals of the project and its return over investment.

Executive Summary

This report summarizes the results of the feasibility study of a multiple services project. It describes the concept and viability of the services to be offered by this project. The internet kiosks are the wave of the future due to their cost effectiveness, connectivity and public acceptance. Interactive kiosks are being recognized as a legitimate strategy to improve customer services, expand customer base, reduce labor costs, and provide easy access and information. Internet Kiosks can deliver a stunning variety of goods and services, from ticket sales to information and mass customized products. We can see many internet kiosk projects with routine services or single purpose internet kiosk. But with diversity of functions, the customers now want multiple choices of functions in a kiosk for their day-to-day needs.

There appear to be no current classes of competition, as this will be brand new idea of providing services at one place making the kiosk "one point shop". Summarizing the industry's overview and market potential, the report is written as a guide for starting and managing the business and the same will also serve as the basis for future business and marketing plans necessary for success. The business will be formed as a sole proprietorship owned and operated by one individual. The private financing (investment) in the project would be sought through individual companies/individual investors or a group of venture capitalist, which believe that this can be a successful investment. The revenue distribution between the owner and individual investors (financers) would be 60:40. The owner of the business would keep the major share i.e. 60% being the executor of the project.

Technology is obviously a critical component of this business. It will be important to stay up to date on both equipment and knowledge to remain competitive in the future. Today's computers are built with great power, speed and storage capabilities. This along with one of the excellent remote, monitoring tools will keep technical support costs to a minimum and should allow for upgrades to be completed rapidly and efficiently, with little or no hardware changes. Detailed descriptions on kiosk components and applications are given in the report.

The mission of the project would be to provide fast, reliable, Internet access, and a variety of services to promote the businesses. The important services among them include services of e-banking, e-brokerage, HR self services, Services for retailers/supermarkets, services for tourists/business travelers etc.

Start-up expenses

The project would be started as inexpensively as possible. Summarized startup costs on the project will be as under:

Detail	(Amount in US \$)
A. Owner's investment:	
i. Cash in hand	40,000
ii. Annual salaries of the employees	240,000
iii. Cost on kiosk units	150,000
B. Financed Units (outside investment)	
i. Cost on kiosk units	350,000
Total (A+B)	780,000

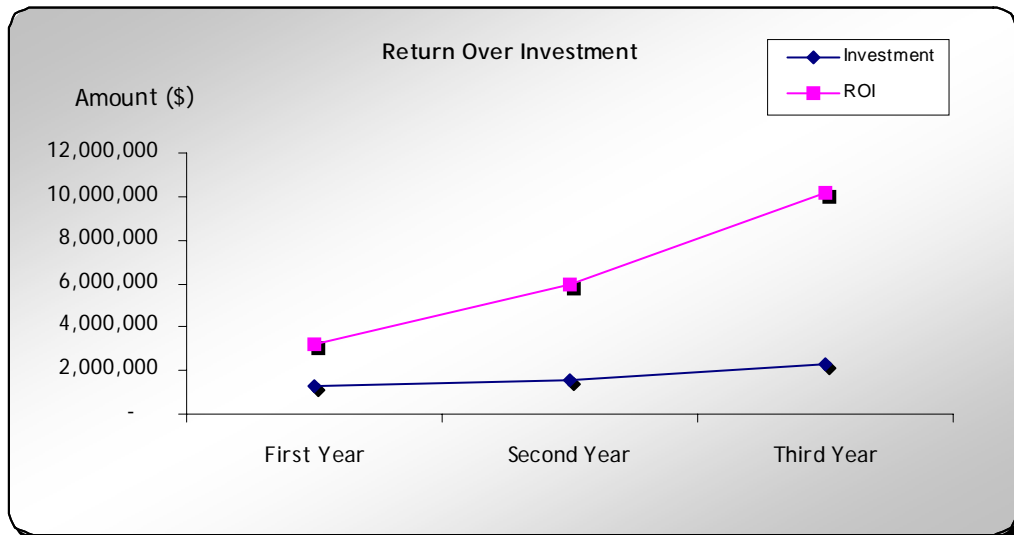
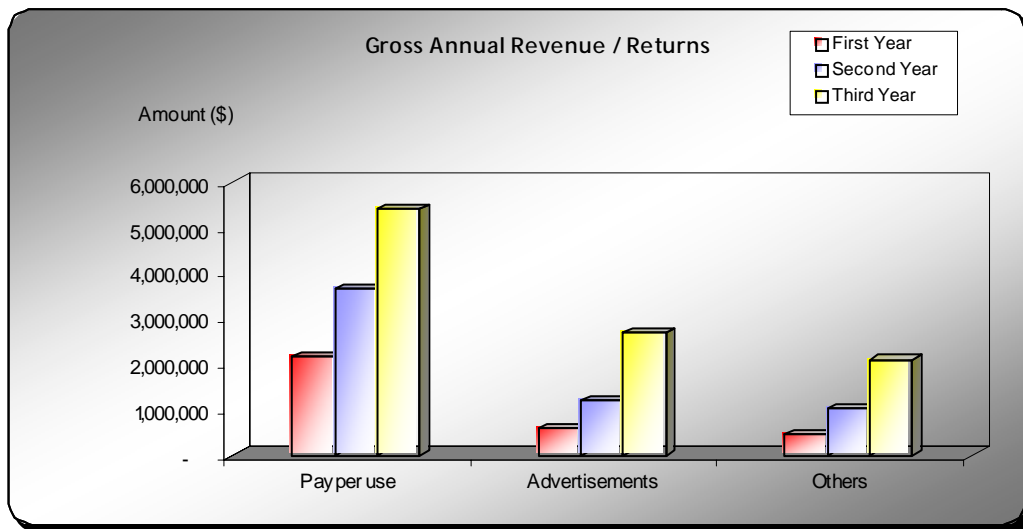
The Total start-up cost comes to approximately US \$780,000, out of which the owner of the business will finance \$430,000 and the balance cost on kiosk units (\$350,000) will be borne by the individual companies/individual investors.

How to finance 45% of your Internet Kiosk business with 100 units

Financial summary	(Amount in US \$)		
	Year -1	Year -2	Year -3
Kiosk units	100	170	250
Gross Annual Income>Returns	3,240,000	5,916,000	10,200,000
Total cost (investment)	1,248,800	1,563,920	2,284,000
Net Profit	1,991,200	4,352,080	7,916,000

The financial projections show that the success of the business will be contingent upon the increase in demand for fast, reliable, Internet access and the ability of the project to successfully offer excellent multiple services to the users. In conclusion, this plan projects rapid growth and high return over investment in the future.

	Year -1	Year -2	Year -3
Return Over Investment	259%	378%	447%



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The following are testimonials from some of our clients. Smart Business FZE is dedicated to customer service and producing high quality work that meets the needs of our clients.

I have been researching for Internet Kiosk business. The Internet Kiosk Feasibility got me started in this business. The report is complete in all respects and it is really easy to convince owners of different Locations to take a machine.

Risto Juhani Puumalainen, Finland

I looked all over the Internet and found nothing on the Internet Kiosk Business. Then I found this feasibility report. Its financial summaries give a true picture for investments required and Return Over Investments (ROI). I have completed my first year in the business with this manual. Everything is just smooth and fantastic.

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