



New Generation Consumer Group, Inc..

BUSINESS PLAN



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TABLE OF CONTENTS

01

Executive Summary

02

Business Overview & Services

03

Market Analysis

04

Competitive Landscape & USP

05

Target Customer Persona

06

SWOT Analysis

07

**Marketing Plan and
Sales Strategy**

08

Operational Plans

09

Management and Organizations

10

Financial Plan

11

Conclusion and Overlook



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EXECUTIVE SUMMARY

Name: Tutiaz.com

Nature of Business: WaaS/SaaS providing automated LMS course websites.

Mission: To empower educators and businesses by providing an intuitive, fully-automated platform to launch and manage online course websites with ease and efficiency.

Vision: To be the leading provider of automated LMS solutions, recognized for innovation, user-friendliness, and exceptional customer service.

Unique Selling Proposition (USP)

Fully automated, WordPress-based LMS course website builder. elegant, professional, and conversion-optimized design.

Additional services like SEO consultation and custom redesign.

BUSINESS OVERVIEW & SERVICES

- **Automated LMS Course Websites:** Enable clients to launch sites similar to Udemy or Coursera.
- **SEO Consultation:** Expert advice to improve search engine rankings.
- **Custom Redesign Services:** Tailored design solutions for unique branding needs.

Target Market

- Educational institutions, independent educators, and corporate training providers.
- Entrepreneurs looking to enter the e-learning market.

Market Need

- Rising demand for online education and training platforms.
- Need for user-friendly, customizable, and scalable e-learning solutions.



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MARKET ANALYSIS

Market Growth

The online education and e-learning market has been experiencing a significant surge in recent years. This growth is fueled by technological advancements, increased internet penetration, and a growing acceptance of online learning as a viable alternative to traditional classroom-based education.

Technological Innovators

Advancements in technology such as AI, VR, and AR are being increasingly integrated into e-learning platforms, offering more interactive and immersive learning experiences. This technological integration is expected to drive further growth in the sector.

Impact of Remote Learning

The recent global shift towards remote learning, accelerated by circumstances like the COVID-19 pandemic, has further propelled the demand for e-learning platforms. This trend is expected to continue, as both learners and educators seek flexible, accessible, and cost-effective educational solutions.

Diverse User Base

The user base for online education has expanded beyond traditional students to include professionals seeking skill enhancement, hobby learners, and organizations looking for efficient training solutions.

Globalization of Education

E-learning platforms are erasing geographical boundaries, enabling access to quality education regardless of location. This globalization is a key growth driver, attracting users from emerging economies with limited access to traditional educational resources.



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COMPETITIVE LANDSCAPE & USP



Major Players

The landscape features a mix of established players like Udemy, Coursera, and Lynda (LinkedIn Learning), as well as newer entrants and niche platforms. These platforms vary in their course offerings, pricing models, and target audiences.



Differentiation Strategies

Competition is based on several factors, including course quality and diversity, platform usability, pricing, and additional services like certifications, career counseling, and corporate training solutions.



Market Positioning

Tutiaz.com will position itself in this competitive landscape by focusing on automation and ease of setting up LMS course websites, appealing to educators and businesses looking for quick deployment and management of online courses.



Customization and Support Services

Offering customization and SEO consultation as part of the package sets Tutiaz.com apart, catering to clients who seek a more personalized and search engine optimized online presence.



Technological Edge

Keeping pace with technological innovations will be crucial. Incorporating the latest trends like AI-based course recommendations, interactive content, and analytics-driven insights could provide a competitive edge.



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Pricing and Accessibility

Competitive pricing strategies and a focus on accessibility will be key in attracting a diverse range of clients, from individual educators to larger institutions.



Partnerships and Alliances

Forming strategic partnerships with educational content creators, technological solution providers, and academic institutions could enhance Tutiaz.com's market presence and credibility.

TARGET CUSTOMER PERSONA

The ideal customer for Tutiaz is a tech-savvy educator or training professional aged 25-50, with a Bachelor's degree or higher, who values efficiency and innovation. They seek user-friendly, premium solutions for managing and enhancing online education and are influenced by peer reviews and demonstrable effectiveness. They are willing to invest in technologies that simplify administrative tasks and improve student engagement



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SWOT ANALYSIS



Strength

Automation, design quality, customization options.



Weaknesses

New player in a competitive market.



Opportunities

Growing e-learning market, potential for technological advancements.



Threats

Established competitors, rapid technological change.

Marketing Plan

- Digital marketing: SEO, PPC, social media campaigns.
- Content marketing: Blogs, e-books, webinars.
- Partnerships with educational institutions and influencers.

Sales Strategy

- Direct sales through website.
- Referral programs and affiliate marketing.
- Pricing strategies: Subscription-based model with tiered pricing.

OPERATION PLANS

Development and Production

- Website and platform development details.
- Continuous improvement and update strategies.

Customer Support

- 24/7 support via chat, email, and phone.
- Comprehensive FAQs and knowledge base.

MANAGEMENT AND ORGANIZATIONS

<i>Name:</i>	LUCIA DE FATIMA OLIVEIRA
<i>Dates of Board Service:</i>	November 09 - 2022 - Now
<i>Principal Occupation:</i>	Chief Executive Officer (CEO)
<i>Employer:</i>	New Generation Consumer Group, Inc.
<i>Dates of Service:</i>	November 09, 2022 - Now
<i>Business Experience: during past three years with an indication of job responsibilities:</i>	
<i>Employer:</i>	Formacion Programada
<i>Employer's principal business:</i>	Professional Training
<i>Title:</i>	CFO
<i>Dates of Service:</i>	September 2017 - October 2022

<i>Name:</i>	Ignasi Garces	Jorge P.Rodriguez	Josep Garcia-Sallés
<i>Title:</i>	Chief Technology Officer (CTO)	Digital Marketing Responsible	Chief Operating Officer (COO)
<i>Dates of Service:</i>	July 22 -2023	September, 10 - 2023	November, 15 - 2023
<i>Responsibilities:</i>	Overseeing the technological infrastructure of the company, ensuring the implementation of new systems and technologies, and leading the company's R&D efforts	Lead the company's digital marketing strategies, including SEO, content marketing, social media, and online advertising campaigns.	In charge of the day-to-day administrative and operational functions .



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FINANCIAL PLAN

Revenue Projections



	2024	2025	2026	2027	2028
Total Sales	\$500.000,00	\$3.000.000,00	\$8.000.000,00	\$16.000.000,00	\$32.000.000,00
Marketing	\$150.000,00	\$900.000,00	\$2.400.000,00	\$4.800.000,00	\$9.600.000,00
% on sales	30,00	30,00	30,00	30,00	30,00
IT	\$45.000,00	\$300.000,00	\$880.000,00	\$1.920.000,00	\$4.160.000,00
% on sales	9,00	10,00	11,00	12,00	13,00
Others	\$25.000,00	\$150.000,00	\$400.000,00	\$800.000,00	\$1.600.000,00
% on sales	5,00	5,00	5,00	5,00	5,00
Salaries	\$165.000,00	\$840.000,00	\$2.080.000,00	\$3.680.000,00	\$6.720.000,00
% on sales	33,00	28,00	26,00	23,00	21,00
R&D (Reserarch & Dev.)	\$15.000,00	\$105.000,00	\$320.000,00	\$720.000,00	\$1.600.000,00
% on sales	3,00	3,50	4,00	4,50	5,00
EBITDA	\$100.000,00	\$705.000,00	\$1.920.000,00	\$4.080.000,00	\$8.320.000,00
margin EBITDA	20,00	23,50	24,00	25,50	26,00



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CONCLUSION AND OVERLOOK

The eLearning industry is experiencing unprecedented growth and innovation, driven by the increasing demand for flexible, scalable, and effective online education solutions.

In this document, we have comprehensively presented all the business aspects of Tutiaz which empowers users to effortlessly create their own Learning Management System (LMS) websites, featuring a user-friendly interface coupled with robust features. At its core, Tutiaz employs Artificial Intelligence (AI), providing several customization options that facilitate easy course creation, lesson planning, and quiz development.

Tutiaz operates on a subscription model, offering various packages tailored to the needs of different educational institutions. Additionally, the platform generates revenue through premium support services and custom development projects. This campaign represents a great investment opportunity, with investors benefiting from important conditions and attractive discounts. We believe Tutiaz is well-positioned to revolutionize the online education space and deliver significant value to both its users and investors.

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