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# Introduction

Every company needs to have a marketing plan. The essence of the marketing plan is to describe how an organization like JET Energy uses the available resources and marketing efforts tools to edit the Market and to achieve tactical objectives.

The marketing plan functions as follow:

- It is an analytical report with a substantiated proposal for the marketing policy to follow that allows the reader to judge the logic, internal consistency and feasibility of the proposed activities.
- it describes the activities and tasks to develop, so they can be delegated.
- it makes clear what resources are required to implement the measures planned
- it provides an overview of the expected results so marketers or the marketing department can anticipate the situation at the end of the planning period.
- it proposes as a working document for the marketers to keep notion of the activities' progress and, if necessary adjust in time.

The purpose of this report is to provide a clear image of the company JET Energy and the plans to make this company successful in the coming years. Unfortunately, this plan does not currently have any major issues such as

- budgets
- competition analysis

# Capital 1. SWOT – analyses J.E.T.Energy

## 1.1 SWOT

The word SWOT means :

- Strength
- Weakness
- Opportunities
- Threats

This is a form to compare the most important strong and weak points of an organization (intern)  
Against the most important opportunities and threats(extern)

## 1.2.internal Analysis

The internal factors are the companies manageable variables .In a SWOT analysis managers judge their company mostly on:

- Financed
- The used technology for production
- The know how of the workers
- The quality of the plan
- The assortment's consists
- The capacity of the representatives
- The reputation of the company by the users.

An analysis of the strength and weakness of the company has to be a realistic one  
Some people tell their superiors the things they want to hear , for example that the company they are working for is doing better than the concurrent. But one wrong impression of the reality can lead to mistakes in the further development of the strategic plan.

### 1.2.1. Strength analysis J.E.T. Energy 's strong points are;

1. Small organization
2. Energetic and capable coworkers
3. Eco-friendly product/technique without pollution
4. J.E.T. Energy 's products are patented
5. Experts in technique
6. Quality
7. Durable
8. New productsystem that can be connected to almost all kinds of motors ,generators and compressors.

## **1.2.2 Zwakte-analyse J.E.T. Energy**

De zwakke punten van J.E.T. Energy

1. Gering kapitaal, op zoek naar meerdere investeerders
2. Weinig personeel
3. levertijd

## **1.3 Externe analyse**

Na de analyse van de sterke en zwakke punten van J.E.T. energy, moeten de

Omgevingfactoren in kaart ge bracht worden. Wan hierop moet de marketingsstrategie afgestemd worden. Het accent bij de externe analyse ligt op het identificeren van trends uit de omgeving die hun invloed op de J.E.T. Energy doen gelden.

### **1.3.1 Trends**

Trends zijn belangrijk om in de gaten te houden, omdat ze ingrijpende gevolgen kunnen hebben voor de verdere ontwikkeling van de J.E.T. Energy. Ze kunnen een groot gedeelte van de bedrijfsactiviteiten beïnvloeden, die moeilijk te stuiten zijn en forse investeringen vergen om erop in te spelen. Het doel is om te bepalen of deze trends kansen en bedreigingen vormen of irrelevant zijn voor de J.E.T. Energy.

Enkele voorbeelden van trends die van belang zijn voor J.E.T. Energy zijn:

- Milieubewust denken
- Daalen van olieprijsen

#### **1.3.1.1 Kansen**

Er zijn genoeg kansen voor J.E.T. Energy op de wereldmarkt van energievoorzienende systemen. Op dit moment zijn er verschillende landen, vooral de landen van de Europese Unie en de Verenigde Staten met strengere uitlaatnormen en emisiewetten, met natuurlijk als doel het milieu minder te belasten met schadelijke uitstootstoffen.

Deze ontwikkelingen op het gebied van milieu J.E.T. Energy uitstekende kansen om de J.E.T. Energy Systemen op de markt te brengen. J.E.T. Energy zal niet alleen een grote rol spelen op de automarkt, maar ook op markten van waterpompen, generatoren, waterzuiveringsinstallaties, en in industriële processen die schadelijke uitstoot hebben.

Overheden vormen ook kansen. Zij moeten aan het Kyoto verdrag voldoen en aan de groeiende trend. Dus milieubewust.

### **1.3.1.2 Bedreigingen**

De bedreigingen voor J.E.T. Energy zijn voornamelijk de concurrenten. Deze concurrenten zullen zijn :

- a Fabrikanten van benzene en dieselolie gebruikende producten
- b Fabrikanten van milieuvriendelijke producten, dus producten die gebruik maken van bijvoorbeeld:
  - Zonne-energie
  - Windenergie
  - Hybride technologie (combinatie van benzine- of dieselmotoren met elektromotor)
  - Waterstof (brandstofcellen, maar techniek is voorlopig te duur)
  - Flexifuel (mengsel van ethanol en benzine)
  - Aargas

Daarnaast bestaat het risico dat veel auto's met J.E.T. Energy motoren duurder gemaakt kunnen worden, omdat ze geen benzine gebruiken. De fiscus ontvangt weinig inkomsten aan accijnzen. De overheid zal op haar beurt nieuwe belastingen invoeren om die nieuwe tekorten weg te werken

De overheid kan ook andere maatregelen nemen om te zorgen dat veel bestuurders de auto thuis laten en dat ze gebruik maken van het openbare vervoer.

## **Chapter 2. The Meaning and the businessstrategy of J.E.T.Energy**

### **2.1 Short explanation**

Most of the missions and meanings of the company are written in the business plan (such as: the growth and the profits and the markets share). It appears that contributions of the production, marketing and finance and other parts of the objectives of the organization must be the achievement.

Another important point is that the goals must be measurable, by results or figures such as sales, percentages etc.

But before developing the strategy, one have to agree with the scope and the organization: the business definition and the mission,

#### **2.1.1 Business definition.**

The meaning of business definition is to delimit the field of an organization or to give direction to the way J.E.T. Energy must grow.

J.E.T. Energy strives to provide a newly developed system that is based on energy flow, to the car industry.

But first J.E.T. Energy will focus on the production of water pumps, steamers, steam cleaners, generators and appliances.

##### **2.1.1.1 *What business are we in?***

JET is an industrial company that mainly focus on the industrial market (business -to-business marketing such) as:

- The car industry or vehicle manufacturers,
- Engine manufacturers and ships
  - Garages. Industries for the steam system

- Agriculture authorities who use the water pump generator (to generate electricity for businesses or individuals)
- Humanitarian and relief organizations

#### ***2.1.1.2 Components of the product***

The major components of J.E.T. Energy System are:

- Two press refueling tanks
- An electric gate changer
- A constant flow system
- An electric operation system
- Two electrical impulse needles
- A cylinder head / cylinder
- A heater (a kind of injector)
- A capacitor

#### ***2.1.1.3 Several links***

JET Energy System can be connected to different engines and equipment:

- Generators
- Water pumps
- Pressure washers
- Water Purification Systems
- Cleaning Machines
- Compressors
- Engines for cars and boats

Engines working on the J.E.T. Energy System do not use traditional fuels like gasoline or diesel

#### ***2.1.1.4 Technologie***

The tank of JET Energy System is filled in the factory with distilled water. When the engine starts, the water is by means of a pump transmitted to the press tank, until a quantity of pressure is created. The press container must be completely filled with the distilled water, because the presstank presses the water to the heater.

The pressure in the press tank remains continuous in the system. The heater allows for the heating of the distilled water. The heater is similar to the steam of previously working on coal. This system is now no larger than a few square centimeters. developed by means of the cylinder head where the entire process is located in, the steam is at high pressure in the This ensures that the cylinder is pushed down. In the cylinder there are also two electric magnetic pulse needles attached to regulate the import and export of water and steam cylinder (s) pressed

JET Energy system is a closed system, which in the steam condenser turnover in water and is again pumped from the tank in the system. In order to ensure that the water without any interruption continues to flow in the system, an electric gate exchanger is used, which has to secure, for example that the two press refueling take over the entire system. The technical details of this system are a secret.

### **2.1.2 Mission**

J.E.T. Energy's mission is as follows:

Being the First and only supplier of steam generators and also convert regular petrol / gas or diesel engine manufacturers in steam engines.

### **2.2 Corporate objectives J.E.T. Energy**

The general corporate objectives are:

- Continuation of the Company
- Making maximum profit and that the profit should grow each year. (Percentage has yet to be calculated)
- Delivering of the J.E.T. Energy System to car manufacturers for example car engines
- Create employment in Curaçao
- To bring Curaçao in the spotlight in the industrial market.
- In the future J.E.T. shall start a foundation (financed by the profits) to support and sustain social projects in Curaçao.

### **2.3 J.E.T. Energy 's Business Strategy**

Certain parts of JET Energy will be discussed that are important for achieving corporate objectives. will be discussed The components are:

- Financing
- Productioncosts

- product development costs
- Housing
- Total sum of the cost
- Business form
- Marketing

### 2.3.1 Financing

The financing of J.E.T. products , product development costs financing J.E.T. - Products, to complete the system and allow patents on the market with as target domestically and abroad, reaches an investment of € 1.305.838.

The RBTT finances this amount.

### 2.3.2 Product Costs

The product development costs consists of the design and the real process ‘ drawings and the measures of the components. Herefore the costs are: €7.500,--.

### 2.3.3 Product Development Costs

The product Development Costs are:

Building Plan	€ 3.000,--.
Foundry work	€ 7.000,--.
Manufacturing different motorparts	€ 8.000,--.
Electric parts	€18.000,--.
Several other companies for metal processing purposes, purchasing existing components and assembling	€ 15.000,--.
Totaal	<b>€ 51.000,--.</b>

The actual production of the product will be determined in a later epoque, for a place in a less expensive producing country.

### 2.3.4. Housing Costs

From the start situation J.E.T. Energy starts from home.

When getting multiple orders J.E.T. Energy will orientate and focus on housing. It is at this moment too early to determine what will be the costs on the long term.

J.E.T. Energy is established on Curaçao since February 3th 2003.

There is yet not enough finances available to rent or buy an office building and a factory space.

### 2.3.5. Total sum of the costs

The Total costs for the first year will be:

Seed money for the establishment of a BV	Naf.==50.000,--.=
Patent application for the Netherlands and the EU	Naf.==25.500,--.=
Staff costs	Naf.==50.000,--.=
Accountant costs	Naf.==20.000,--.=
Production costs	Naf.==13.000,--.=
Product development costs	Naf.==36.000,--.=
Administration costs	Naf.==24.000,--.=
Housing and maintenance costs	Naf.==35.000,--.=
Transport costs	Naf.==20.000,--.=
Machines maintenance ( engines)	Naf.===8.000,--.=
Melting Furnaces and accessories	Naf.== 20.000,--.=
	<hr/>
	Naf.=301.500,--.=
	=====

### 2.3.6 Business form

In this moment J.E.T. Energy is a limited company ( the Dutch so called Vennootschap onder firma =V.O.F.)

As soon as the investments are ready, J.E.T. Energy will change in a Private Company ( the in Dutch so called Besloten Vennootschap or BV)

The choice for this legal form is based on the fact that J.E.T. Energy will also be doing business in foreign countries abroad.

The advantages of working with a BV in stead of a VOF are:

1. A BV has a Legal person
2. The directors themselves are not jointly and severally liable.
3. A BV is when there are higher sales, tax technically advantageous, with the tax rate of approximately 35% (for VOF the rate is up to 52%)

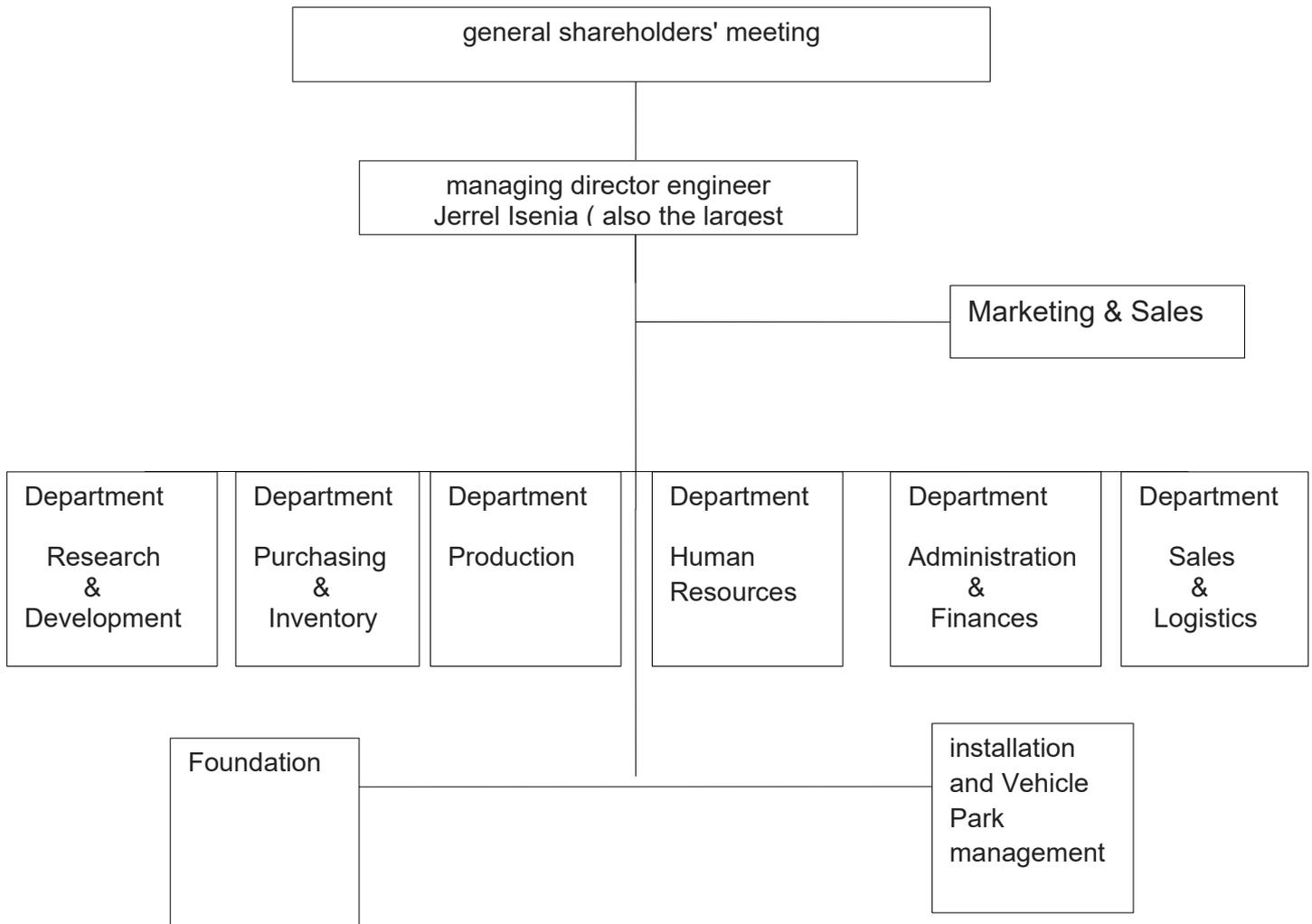
#### 2.3.6.1 Business structure J.E.T. Energy

How J.E.T. Energy is going to look technically is currently unclear.

The chances may be that the management of J.E.T. Energy has to present their results and justify the management results during the shareholders meeting.

That is why it is so important that mister Jerrel Isenia controls at least 55% of the shares to maintain its position of the majority towards the shareholders (potential shareholders are investors / lenders).

The business model of J.E.T. Energy is as follows



This model is not yet determined depending on how rapidly J.E.T. Energy is growing.

### 2.3.7 Marketing.

J.E.T.Energy will bring some products on the market. Selling the products will have to play their part in achieving the objectives. The following points can be taken to ensure that the objectives are achieved:

- Playing on the development on the market.

Governments of various countries encourage their residents to use environmentally friendly vehicles, or to use environmentally friendly machines in the industry.. Especially regarding the wishes of the customers.

- Pricing. Should be looked at the price of competitors, pricing leads to profit in the short or long term, buyers are willing to pay a higher price for JET Energy products, demand in the sector is on the increase, decrease or stability.

- Promotion. Leaflets, brochures, sales methods (techniques) of the representatives, a determined advertising budget, the formation of territories, discounts, exchanges, planned using of displays.

- Distribution. To be successfully JET Energy can use salesrepresentatives and wholesale.

# Chapter 3. Weakness Analysis of J.E.T.Energy

## 3.1 Weak Points J.E.T. Energy

This chapter will give a short explanation of J.E.T. Energy 's weakness analysis

- ⊙ Few staff
- ⊙ Little information about competitors
- ⊙ Unknown brand awareness

Only the industrial market is explicitly discussed.

### 3.1.1. Few Staff

The start of J.E.T. Energy means toil. Despite the fact that J.E.T. Energy has a fairly large amount, it is not convenient engage too many people at the start.. Personnel's costs must be kept low. The small number of staff surely in the beginning will be doing different proceedings.

### 3.1.2. market information

J.E.T. Energy needs to study the industrial market, which business it wants to enter..All available information about potential competitors have to be collected

This information can be:

- ⊙ Market shares of various competitors
- ⊙ Information about the market itself
- ⊙ Information on competitors
- ⊙ Sales figures

### 3.1.3 Brand Awareness

J.E.T. Energy exists yet 25 years. But the company is still unknown to the industrial market. The name of the company must be better known.

By means of, for example commercials, advertising, website, editorials and journal literatures (possibly network)

## **3.2 Industrial Marketing**

J.E.T. Energy enters the industrial market. This market is different from the consumer market. Consumers are not the only buyers but also companies.

Consumers are end-users, while industrial customers (buyers) purchase products in order to process them further (or for usage) during their own production or their services.

The buying products are i.a.:

- Machines
- Raw Materials
- semifinished
- packaging
- industrial services

The demand for the products on the industrial market is very different from the consumer market

### **3.2.1. Buying habits of industrial purchaser**

In general industrial buyers have more information than consumers. These buyers are more adept at negotiating with suppliers. buyers organizations are often more rational when making decisions.

- Product
- Price
- Delivery

These arguments give the buying decision usually prevail. Impulse purchases or decisions based on purely emotional grounds almost never occur. Unlike consumer products, it often takes a long time for an industrial product is purchased.

Before a final order is placed, you should:

- develop specifications
- arrange finances
- evaluate different vendors and their products (competitors)
- figuring out how the product can best be used or deployed in the production process

#### **3.2.1.1. repeat purchases**

in the industrial market frequently will be repeat purchases, causing long-term relationships between buyers and suppliers (J.E.T. Energy)

### **3.2.1.2. Decision Making Unit**

the development of industrial products can take months or even years, with high investments in R & D (research and development) .E.T. Energy must ensure that the company is not product or production oriented. J.E.T. Energy must constantly keep in mind the wishes and needs of their customers while carrying out their product development and marketing policy.

### **3.2.2 Producten op de industriële markt**

De ontwikkeling van industriële producten kan maanden of zelfs jaren duren, met hoge investeringen in R&D (research and development). J.E.T. Energy moet ervoor zorgen dat het bedrijf niet product- of productiegeorieentend opstelt. J.E.T. Energy moet bij het uitvoeren van hun productontwikkelings- en marketingbeleid de wensen en behoeften van hun klanten voortdurend in het oog houden

#### **3.2.2.1 Additional properties of products**

The more attractive industrial products are in the buyer's eyes (buyer / customer), strongly depends on their added characteristics. These characteristics are:

- documentation
- finance possibilities
- warranty
- demonstrations
- technical assistance
- delivery
- service
- after sale

Although it is mainly purchased based on technical specifications, the extensive industrial product origins by the added features, due to the efforts of different functional departments in the company. Teamwork is necessary for J.E.T. Energy's succes.

### **3.2.3. inelastic demand**

Tincrease or decrease in price has little effect on the primary demand for the product. So the question of whether the end product almost does not change when the prices of the raw materials to make the product become more expensive.

### 3.2.4 Derived demand

Demand for industrial goods or products depends on whether derived from the final demand for consumer goods which they are converted. For example BMW buys the steam engine J.E.T. Energy because the consumer is asking for efficient and environmentally friendly vehicles.

### 3.2.5 The principle of acceleration

If the demand for consumer goods is rising, the demand for industrial products will increase even more or if demand for consumer goods is decreasing, reducing the demand for industrial products.

E.g. consumer demand for cars that possess the steam engines of J.E.T. Energy increases, the demand for J.E.T. Energy motors will rise (car manufacturers)

## 3.3 The industrial buying process

The more J.E.T. energy of the industrial buying process knew about it, the better the company's strategies can adapt to the needs of its potential customers (buyer or customer) and their official procurement procedures.

The industrial buying process is divided into the following five steps:

1. **Problem recognition** Identifying a problem (or needs) in the company of the buyer (potential customer)
2. **Product specification.** When buying for the first time, the buyer consults the technical staff of the draft research and manufacturing departments of the company. Then they will write down the minimum technical specifications (requirements, or needs some these departments)
3. **Gathering information.** If the buyer knows exactly what is needed now, and what are the requirements or criteria (technical specifications) he will collect information from different companies. For example J.E.T. Energy, Dankoff Solar Products, Grundfos etc. for purchase of industrial pumps.
4. **Buy Decision.** After all collected information and quotes from several companies were analyzed a decision is made, which is the right solution to the problem for which one a sale process has begun.
5. **Product evaluation.** Once the sale has been concluded, there will be an evaluation provided by the purchaser. (Is the product of the needs?, The product is delivered on time?, Did the seller (JETEnergy) be interested in the problems of the buyer after the order was placed?, Does the product meet expectations? etc.)

This sale process will be further elaborated in the sales policy of JET. Energy.

# Chapter 4. Marketing goals J.E.T.Energy

## 4.1 Short explanation of the marketing goals

This part of the plan outlines what the company in marketing exactly is trying to achieve. The marketing goals should show a logical connection with what was found in the internal and external analysis, but matching accurately the company's goals/targets.

## 4.2 Marketing objectives JET Energy

J.E.T .Energy is a new company and has an excellent system which of only J.E.T .Energy has the exclusive rights.  
The first product will be the water pump, followed by the steamer and the generator.

### 4.2.1. Steamers and water pumps

At the start J.E.T. Energy must have been delivering/selling 800 pumps and 3000 steamers. In addition, J.E.T. Energy must have been leasing 30.000 home generators.

Total sales of:

Waterpump	800	x	€ 8500,--.	=	€ 6.800.000,--.
Steamer	3000	x	€ 750,--.	=	€ 2.250.000,--.
Homegenerators	30.000	x	€ 125,--.	=	<u>€ 3.750.000,--.</u>

**€12.800.000,--.**

### 4.2.2 Engine/Design

The price of the design drawing of the engine costs € 750, -. (per each drawing)  
For every new car built with the new engine in the car the carmanufacturer shall pay J.E.T.Energy €750,--.

### 4.2.3 J.E.T. Energy's goals:

The general targets of J.E.T. Energy are:

## Chapter 4. Marketing goals J.E.T. Energy

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#### 4.2.1. Steamers and water pumps

At the start J.E.T. Energy must have been delivering/selling 800 pumps and 3000 steamers. In addition, J.E.T. Energy must have been leasing 30.000 home generators. Also J.E.T. Energy will be leasing water pumps for the monthly amount of at least Naf. 250,-- or no more than Naf. 500,--.

Total monthly sales:

Waterpumps 400 x Naf.250,00.	Naf. 100.000,00
Waterpumps 400 x Naf.500,00.	Naf. 200.000,00.
Generators 30,000x Naf.350,00	Naf. 10.500.000,00.

Monthly sales: Naf. 10.800.000,00.

Yearly sales:

<u>12 x Naf. 10.800.000,00</u>	<u>Naf.129.600.000,00.</u>
<u>Steamer 3000 x Naf.2.100,00</u>	<u>Naf. 6.300.000,00.</u>
<u>Total yearly sales</u>	<u>Naf.135.000.000,00.</u>

#### 4.2.2 Engine / Design

The price of the design drawing of the engine costs Naf.2100,- -. (per each drawing) For every new car built with the new engine in the car the carmanufacturer shall pay J.E.T.Energy Naf. 2100,--.

#### 4.2.3 J.E.T. Energy's goals:

The general targets of J.E.T. Energy are:

With the introduction of products of J.E.T. Energy it aims to increase the annual sales with 15% Costs must be kept low in order to maximize the gross profit margin.

J.E.T. Energy must grow into the largest supplier of various humanitarian aid organizations. The rate has yet to be calculated.

J.E.T. Energy strives for a sales volume of € 5.586.483.500,-- in Europe.

This sales volume consists of:

Car manufactures	€5.573.683.500,--.
Water vapor engine generator	€ 3.750.000,--.
Steam cleaner	€ 2,250.000,--.
Water pump	<u>€ 6.800.000,--.</u>
	€5.586.483.500,--.

Within a few years J.E.T. Energy can be the biggest supplier of electricity for Aruba ;Bonaire and Curacao and the Windward Island.85 % of the households will feature a generator by J.E.T. Energy.

# Chapter 5. Marketing strategy J.E.T. Energy

## 5.1 Definition of marketing strategy

The marketing strategy defines the way in which management considers the objectives to achieve, broken down by target groups and a disaggregated groups and with an indication of the necessary budgets.

The Ansoff-matrix offers the possibility to make the right choice between the possible growth strategies.

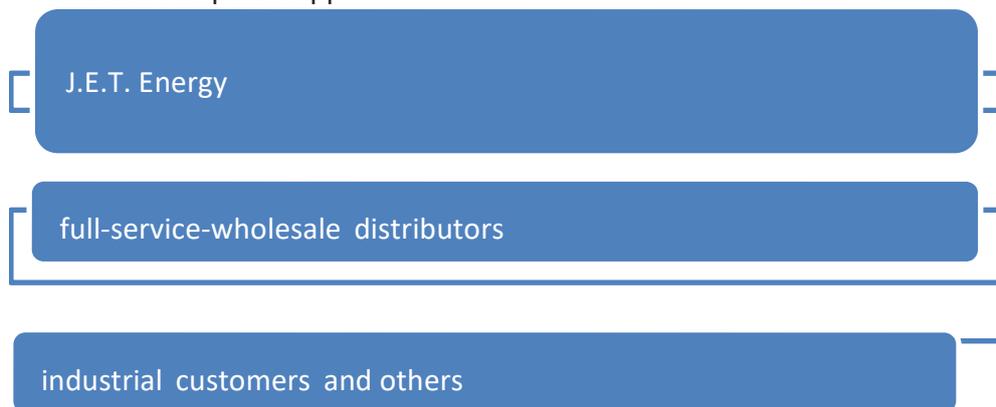
### 5.1 Target groups

J.E.T. Energy is an industrial company and doing business with other companies. The target groups of J.E.T. Energy include:

- Generator manufacturers
- Agriculture bodies that make use of the water pump.
- Garages and other industries for the steam system
- Private entrepreneurs
- Automakers
- Developing countries by social and humanitarian organizations such as Unicef, United Nations; Flying Doctors; Red Cross; and the developing countries like Haiti; India; parts of Africa.
- Households, although this group belongs to an other market, the market of consumers..

#### 5.2.1 Full-service-whole-sale

The intention is to enable a full-service- wholesale between J.E.T. Energy and the industrial customers. J.E.T. Energy is a small company and so they cannot have their own sales force and an efficient computersupport.



## 5.2.2. Why full-service-wholesale as a link

J.E.T. Energy is located in the industrial market. This means that products are purchased (in this case of J.E.T. Energy) and resold to other companies or end users. It will be useful to J.E.T. Energy to have industrial distributors as a link because J.E.T. Energy does not have enough money to take several representatives / distributors in their service.

The full-service-wholesale functions in the following ways:

1. **Establishing contacts** Approaching potential buyers and maintaining contacts with customers are the main features of the distribution channel (especially wholesalers)
2. **Sorting parties for resale.** The intermediaries can produce in large quantities are purchased, sorted and for resale are split into smaller consignments sophisticated, making the distribution process and extend the range of building easier.
3. **Stimulating demand.**By their own advertising, promotion and marketing efforts the distributors help the supplier upon the sale of his product.
4. **inventory management.** Because of the necessary transport and the fact that wholesalers and retailers are holding their own stocks the products are closer to their final destination.
5. **Financing.** In particular, wholesalers give credit to the next links in the supply and contribute to the financing of suppliers by placing orders on time and pay bills.
6. **Pass on marketing information.** Distributors are in a key position to gather information about customers, competitors and market trends and to pass it on.

## 5.3 Growth strategies J.E.T. Energy

Based on the Ansoff model, JETEnergy can determine how sales can be increased. In this case, one looks at the potential of the product or the market.

*Ansoff-model*

	Product	
Market	Existing Products	New products
Existing markets	(Market)penetration	Product development
New Market	Market development	Diversification

### **5.3.1 Product development according to the Ansoff-model**

JET Energy is a new product (see sections 2.1.1.2 and 2.1.1.3) market that is essentially not so new. Steam Energy for years already exists in the field of the automotive industry. Attempts have been made in the eighteenth century, in order to build a car with steam engines. There are definitely some built, but these have been replaced by gasoline engines. The old fashioned steam engine was not convenient. Steam was generated by a steam boiler and before that had they needed coal. Logical that this form of energy conception in cars was quickly replaced by gasoline or gasoil engines.

Basically J.E.T. Energy does not need to create a new market, but enter an existing one. At this moment, several companies are working more environmentally - friendly . In some countries there are laws developed or treaties are signed to protect the environment. (EU-environmental laws, United Nations' Environment Program, the Kyoto -Convention)

### **5.3.2 Sales increase**

J.E.T. Energy develops a new method of generating energy by not using harmful fuels, but distilled water.

This system can be connected almost anywhere instead of gasoline or diesel engine

By selling the drawing / motor to the car makers, they can enter the current market and reach new groups of buyers looking for a car that uses clean energy.

Businesses (industrial, agricultural etc.) who want to produce environmentally friendly and want to make use of such technologies and engines and equipment, will also be looking for products such as J.E.T. Energy's steamer , and waterpump.

# Chapter 6. Elaboration of the marketing tools

## 6.1 J.E.T. Energy's Marketing tactics

The strategies now must be translated in specific marketing tactics. This can be realized by using specific marketing tactics. This can be realized by using the marketing mix. By pointing out whom is responsible for projects and when certain actions must be taken. In that manner concrete action plans are created.

## 6.2 J.E.T. Energy's Marketing mix

The marketing mix is a combination of a few marketing instruments. These marketing instruments are the P's:

- Price
- Product
- Place/distribution
- Promotion
- Personnel
- Potency
- Planning
- Profit

### 6.2.1 Pricing ( Policy)

Basically the product of J.E.T. Energy is unique (patent pending) so there will not be direct competitors. That means that J.E.T. Energy itself can determine the price of the product. The prices are calculated in a way that there is space to lower the price without being a risk to the profit.(for example depending on the quantity)

J.E.T. Energy should be looking at the competitors' prices. If the pricing leads to profits on the short or the long term, buyers are willing to pay a higher price, depending on the industry, the increase, decrease or solid state..

#### 6.2.1.1

#### Profit

Another method for sales and profits is for example increasing the price by a certain percentage of products of much demand keeping the costs low, like the costs of personnel distribution etc.

## **6.1.A Production (Policy)**

In order to keep the production costs of the system or product as low as possible, the components will be produced in countries with low costs such as:

- China
- Brazil
- Colombia
- Venezuela
- Mexico
- Eastern Europe
- Hungary
- Slovakia
- Slovenia
- Bulgaria
- Rumania
- Czech Republic
- United States

The J.E.T. Energy system will be linked or connected to generators, waterpumps, steamcleaners, cleaning machines, compressors (and in the future to water treatment systems) JETEnergy will for these devices approach manufacturers like Yamaha, Caterpillar (CAT) or Honda for the production,

One of those manufacturers builds for example a generator (a half product .or in other words a product that is not yet finished ) that will be finished in the J.E.T. Energy's factory by connecting the J.E.T. system at that generator.

### **6.1.A.1 Vendor rating**

Based on the vendor rating J.E.T. chooses the producing country. The five criteria are:

1. *Technical and production capacities.* What are the strengths of the supplier in the field of product development, research and production?
2. *Financial Position.* Does the supplier has sufficient working capital to ensure the progress of the production?
3. *Liability of the Product.* Are there problems with the quality of the delivered products and do they require much maintenance?
4. *Delivery.* Is the supplier keeping to the agreement and can there be a emergency delivery if necessary?
5. *Service grant.* Does the supplier have sufficient qualified and experienced service mechanics employed and quickly available?

Deze vijf criteria zijn niet alleen belangrijk voor het kiezen van een producent in het buitenland, maar ook criteria die een op J.E.T. Energy toetst voordat hij zaken doet

### 6.2.2.2 *Kwaliteit van product*

J.E.T. Energy zorgt voor kwalitatief hoge producten. Op de industriële markt worden aankopen niet op basis van gevoel of emoties, maar op basis van onder andere de vijf criteria van de leveranciersanalyse.

Door constant onderzoek op het gebied van de kwaliteit die de afnemers ervaren, zal de kwaliteit van de producten in de gaten gehouden worden.

### 6.1.A.2 *Belastingsmaatregelen*

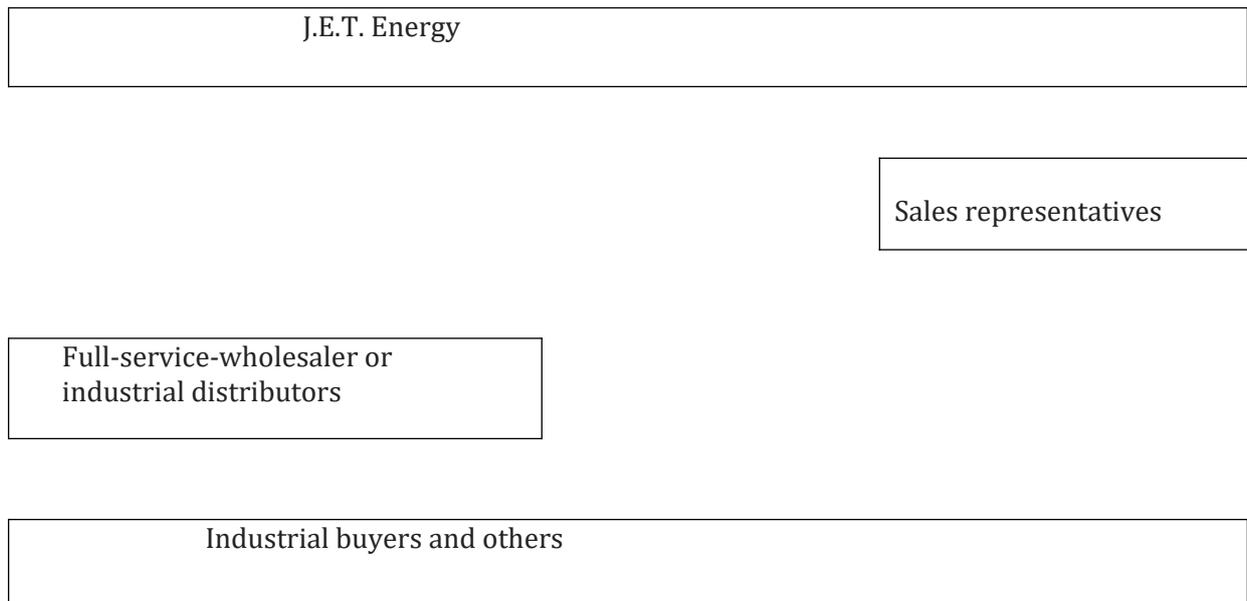
J.E.T. Energy kan in aanmerking komen voor belastingmaatregelen. Ter stimulering van milieuvriendelijke investeringen kent de Nederlandse overheid de regelingen Vamil, MIA, EIA, en WBSO

- **Vamil** staat voor willekeurige afschrijving milieu-investering. De Vamil-regeling biedt ondernemers een liquiditeits- en rentevoordeel. Ze kunnen de betaling van inkomsten- of vennootschapsbelasting uitstellen door het fiscaal vrij (willekeurig) afschrijven van bepaalde milieu-investering. De regeling geldt voor milieu-investeringen op het gebied van water, lucht, bodem, afval, geluid en energie.
- **Milieu-investeringsaftrek (MIA)**  
Ondernemers die investeren in milieuvriendelijke bedrijfsmiddelen kunnen een percentage van de investeringkosten aftrekken van de fiscale winst. Welke bedrijfsmiddelen hiervoor in aanmerking komen, staat op de jaarlijks aan te passen zogenaamde MIA-milieulijst
- **Energie-investeringsaftrek (EIA)**  
Deze regeling biedt ondernemers een financieel voordeel in de vorm van een fiscale aftrekpost als zij investeren in energiebesparende bedrijfsmiddelen en duurzame energie.  
De investeringen die hiervoor in aanmerking komen jaarlijks vastgesteld in de Energielijst. Als J.E.T. Energy vindt dat een apparaat of activiteit in aanmerking komt voor de energielijst, kan het bedrijf dit melden bij het Bureau energie-investeringsaftrek van de belastingdienst te Breda
- **WBSO: Fiscale stimulering van Speur- en Ontwikkelingswerk**  
De internationale concurrentiepositie van Nederlandse bedrijven is sterk afhankelijk van de mate waarin Nederlandse ondernemingen instaat zijn om technologische vernieuwingen te realiseren. Om het bedrijfsleven hierin te ondersteunen heeft de Nederlandse overheid een fiscale stimuleringsmaatregel.

Developed for detective and development also known as WBSO.  
This regulation is meant to promote cater S&O labor costs in the Dutch business.

### 6.1.B Place/distribution (policy)

In chapter 5.2.1 has been suggested to bring the waterpumps, the steamer and the generator on the market by industrial distributors. These wholesalers have the knowhow and the possibility to sell the products.



Another possibility is that J.E.T. will use representatives.  
advantage and disadvantage;

Advantage visiting potential customers and get orders placed.

Disadvantage J.E.T. going world-wide means a lot of money for representatives everywhere.

A combination of wholesale and representatives (dual canal strategy) at this moment is a suitable possibility to influence several domestic and foreign marketplaces.

In the coming five years the J.E.T. products will be transported from the Netherlands and it need to be monitored in which way this operation will be done, depending on the location where the halfproduct is assembled and where the product has to be delivered whether it is by train/air /ship.

This logistic problem can be solved by using the expertise of companies specialized in logistics like UPS. TNT FEDEX and others.

### 6.2.3.1 Location

J.E.T. Energy is located in Haarlem in the Netherlands. After approximately five years the company will be located in Curacao.

Marketing and finances are managed from Curacao, but during the first five years J.E.T. Energy will be operating from the Netherlands. J.E.T. energy will first be concentrated with their products on the European trade market.

### 6.2.3 Promotion (Policy)

First J.E.T. Energy will determine the amount of the promotion budget. After that the Marketing department will determine which promotion mix – instruments can be used. Examples of promotion mix – instruments are:

- Commercials, advertisements. Journals, editorials
- Personal selling
- Providing discount at the brokering
- Internet, website, E-marketing

In the industrial market the personal contact between the vendor and the purchaser is very important.

The most important role of propaganda is to support the tasks of the vendors in such way that they can work. Advertising for example can help enlarging the popularity and the reputation of the supplier in this case.

### 6.2.3.1 Product Type

For using the right P or more P's, there must be looked at the product type. The three (key) factors of an industrial product are:

1. **The complexity.** Information about a technically complicated product is better accepted in person than through an advertisement or commercial for 30 seconds. Moreover a vendor is able to demonstrate and explain how the product responds to the needs of the consumer.
2. **The risk** for the buyer. The buyer needs to be convinced to buy a computer or another high priced product. As for the buyer, investments have as well financial as social risks.
3. **The necessary service.** With some of the products, the buyers expect good service like possibilities for exchanging the merchandise, adjusting and installation of the product and service or maintenance after buying. This includes a sufficient amount of vendors.

### 6.2.4.2 Promotiemiddelen

De promotiemiddelen die gebruikt zullen worden om klanten te benaderen zijn:

- Persoonlijke verkoop (de koopmotieven die gebaseerd zijn op schone energie, duurzaamheid, service(contracten) en garantie, prijs ?)
- Mailings
- Advertenties
- Sponsoring (in mindere mate)
- Mond-tot-mond reclame

In de toekomst zal J.E.T. Energy ook meedoen met vakbeurzen.

#### 6.2.4 Personeel( sbeleid)

Een auto zonder motor is niks. Een bedrijf zonder goed gemotiveerde, betrokken medewerkers stelt ook niks voor. Het zijn de medewerkers die ervoor zorgen dat het bedrijf zijn optimale omzet (dus winst) kan halen. Daarom dient het personeel:

- Goed gemotiveerd te zijn
- Goede salariering en arbeidsvoorwaarden en –voorzieningen (primair en secundair)
- Gezonde werksfeer
- Trainingen, cursussen en coaching
- Collegialiteit
- Mogelijkheid om door te groeien in het bedrijf
- Loyaliteit

Daarnaast is het belangrijk om niet onnodig (veel) personeel in dienst te nemen. Op deze manier vermijbt J.E.T. Energy te hoge personeelskosten die invloed kunnen hebben op de prijs en uiteindelijk de winst van J.E.T. Energy.

### 6.3 Verantwoordelijkheden projecten

De volgende personen zijn verantwoordelijk voor de volgende projecten:

Dhr.Ingeniero Jerrel A.M Isenia	Verantwoordelijk voor: techniek, productie, Onderhandelen met investeerders, research & Development.
---------------------------------	--

Dhr : J.H.L Isenia	managing director. Verantwoordelijk voor: ..... .....
--------------------	---

Mr. Siegfried Lindeborg	<b>Installation manager.</b> Responsible for installation of the generators at home locations Manages and take care of the cars.
-------------------------	---

### 6.3.1 Actionplans J.E.T. Energy

After the financing is completed, Mr. Isenia will return to the Netherlands to regulate the following:

- Coordinating the system.
- Contacting different investors
- Looking for producers for the generator – parts; steamcleaner- parts and the waterpump-parts.
- Looking for a Looking for a quality and inexpensive producing country
- Mr. Isenia will be looking for a building where the J.E.T.System can be connected at the water pump and the steam and the generator.
- Arrange grants from the Dutch government.

Mr. Lindeborg will stay on Curacao managing finances. Mr. Sophia will focus on:

- Web-design
- Market analysis and competition of the different products by literature and internet.
- Keep adjusting the marketing-plan
- Sales policy
- Designing folders and flyers
- Promotionplanning
- Support of Mr. Jerrel Isenia and other activities
- Creating market planning for each product

# Chapter 7. Implementation, adjustment and control in J.E.T. Energy

## 7.1 Short Explanation

This section provides the ability to monitor the activities and output of the plans of J,E.T. Energy and / or adjust. The management , being responsible for adjustment and control should be regularly receive the information necessary to adjust the policy.

The marketing plan not only serves as a tool to coordinate the various marketing activities, as well as a control tool.

## 7.2 Marketing surveillance and adjustment J.E.T. Energy

Marketing surveillance, broadly, means that the results obtained are compared with the expected results of the marketing strategy of the plan, to take necessary measures to still achieve the marketing goals with some adjustments.

The sooner J.E,T. Energy detects any discrepancies between the actual and the planned figures, the more time there is to identify the causes and take appropriate action.

### 7.2.1 The process

For detecting and adjusting problems in the business, the marketing planning and control adjustments are divided into:

1. **formulate marketing goals.** What exactly J.E.T.Energy want to realize ?
2. **Develop the marketingplan.**How is J.E.T. Energy be operating?
3. **Set benchmarks (with acceptable deviations)** .When will JET Energy intervene?
4. **Measuring and evaluating the results.** What are the goals of J.E.T. Energy and what do we think about it?
5. **Adjust if necessary.** What measures are needed ?

## **(EIF) European Investment Foundation**

European Investment Foundation

### **Name Regulation**

European Investment Foundation

### **Scope of the adjustment**

The EIF offers financial institutions that provide small and medium-sized European companies a loan for financing environmentally friendly investments guaranteed by the growth and environment scheme.

The growth and environment is a credit guarantee system managed by the EIF environment-friendly investments by small and medium enterprises. As part of the program, the EIF provides guarantees for investment loans of financial institutions in the member states. The European Commission supports with funding, the underwriting warranty service.

### **Purpose of the rules**

The rules are an initiative of the European Parliament and has a quadripartite goal:

- facilitating access to debt financing for small businesses;
- The Medium and Small Business awareness of environmental issues when making investment decisions;
- To build a network of banks that are committed to the environment;
- To increase awareness of, environmental issues among those that grant loans to financial institutions in general.

### **Scheme is intended for (and NOT ...)**

For example, the following projects are considered:

- resource conservation,
- energy-saving investments
- reduction of environmentally harmful effects;\*
- soil remediation
- development of activities in the environmental sector
- environmentally friendly investments for research and development
- other environmentally friendly investments or their optimization

### **Target Audience**

The growth and environmental regulation is aimed at small and medium-sized companies, with an emphasis on companies with up to 50 employees. Larger enterprises are not excluded provided that they do not count more than 100 employees. The companies must be established in one of the Member States of the European Union.

the decision for each individual loan and takes also responsibility for assessing whether the investment is environmentally suitable.

- resource conservation\*
- energy-saving investments
- reducing environmentally harmful effects
- soil remediation
- development of activities in the environmental sector
- environmentally friendly investments for research and development
- other environmentally friendly investments or their optimization

To qualify for the guarantee system loans must:

- be intended for the above-mentioned investments;
- have a minimum duration of three years
- not be higher than € 1 million.

The EIF The EIF loan guarantees of up to 50% of the amount of the loan. The credit guarantee system is offered through financial intermediaries with whom the EIF has signed a contract. For Belgium FORTIS and KBC.

Only recently closed loans of up to € 1 million with a duration of up to 7 years are eligible for guarantees according to the project. The guaranteed loans financed investments should have demonstrable improvements to the environment. Moreover, only new coming investments are allowed to get the sustain of the EIF.

For more information one can visit the following addresses:

European Investment Fund. (Europees Investerings Fonds)

Avenue J.F.Kennedy 43

L-2968 Luxemburg

Tel: 352 42 66 88 -1

Fax:352 42 66 88 200

e-mail:g.vanderstraete@eif.org

e-mail:info@eif.org

Website:http://www.eif.org

General Bank (Generale Bank): Mr. Carbon tel: 02/ 565 38 20

KBC Bank: Mr. Van der Straeten tel: 016/ 30 62 98

Website: <http://www.eif.org>. Generale Bank : Mr. Carbon tel: 02/56 38 20...

Mineco.fgov.be/enterprise/vademecum/Vade28\_nl-02.htm-13k

Europees Investeringsfonds  
(Advisory in advance, written request)  
43 Avenue J.F. Kennedy  
2968 LUXEMBURG

Europees Investeringsfonds (providing contribution)  
43 Avenue J.F. Kennedy  
2968 LUXEMBURG

ING Bank (advisory in advance, written request)  
Postbus 1800  
1000 BV AMSTERDAM

Rabobank Nederland B.V. Utrecht (advisory)  
Postbus 17100  
3500HG UTRECHT

Seed Capital Investments SCI-2 B.V.  
(Advisory in advance, written request)  
Postbus 8323  
3503 RH UTRECHT

Europees Investerings Fonds  
Avenue J.F. Kennedy 43  
L-2968 LUXEMBURG  
Tel: 352 42 66 88-1  
Fax 352 42 66 88-300  
e-mail:g.vanderstraete@eif.org  
e-mail:info@eif.org

### **Links**

Website: <http://www.eif.org>

## **important conditions**

To qualify for the guarantee system the loans should be:

- intended for a forementioned investment\*
- have a minimum duration of three years;
- not higher than € one million.

The financial institution decides for each individual loan and is also responsible for assessing whether the investment is environmentally oriented. Only recently concluded loans of up to EUR 1 million and come with a maturity of up to 7 years is eligible for guarantees under the project. The guaranteed loans financed investments should entail demonstrable improvements to the environment. Furthermore, get some new investments qualify for support from the European Investment Fund .

## **Duration**

07-07-1994 till undetermined

## **Budget**

For the period 2001 – 2005 there is a budget of €180 million available.

## **Kind of contribution**

Participation

## **Financing**

the European Investment Fund provide a credit guarantee of up to 50% of the amount of the loan. The credit guarantee system is offered through the financial intermediaries that the European Investment Fund has concluded an agreement.

## **Agencies**

ABN AMRO BANK N.V.  
(advisory in advance, written request)  
Postbus 283  
1000 EA AMSTERDAM

BNG (Bank Nederlandse Gemeenten) Advisory  
Postbus 30305  
2500 GH 'S-GRAVENHAGE

De Nationale Investeringsbank N.V.  
(Advisory in advance, written request)  
Postbus 380  
2501 BH DEN HAAG

## **Environment Credit**

Are you going to invest with a beneficial effect on the environment or the working environment within your company?

Or is your company active in the eco-industry

An eco loan has a lower interest rate than a normal financing.

If you want to invest in a Member State of the European Union and which investment is intended to prevent pollution or to prevent or to improve working conditions in your company. You may qualify for a eco-credit .That also can if you are active in the eco-industry.

Environmental Loans are provided for between €23,000 - €1,000,000 -. an environmental loan has a lower interest rate than for a normal financing

50% of the eco-loan is guaranteed by the European Investment Fund (EIF)

The duration is between three and ten years, and the amount of the loan may be drawn in one go or in parts.

### **4.7.3 The European Investment Growth - and Environment Program**

The EIF offers financial institutions small and medium-sized European firms for financing environmentally friendly investments; provide a loan guarantee through the Growth and Environment Scheme.

The Growth and Environment Program is a credit guaranteed system managed by the EIF for environmentally (eco)-friendly investments by small and medium enterprises in the Member States. The European Commission supports by granting the guarantee.

The scheme has been developed on the initiative of the European Parliament and has four objectives:

facilitating access to debt financing for small businesses  
MKB s' awareness of environmental issues when making investment decisions  
build a network of banks that are committed to the environment;  
awareness of environmental issues among those who grant loans and increase in financial institutions in general.

The growth and environment scheme is aimed at small and medium enterprises, focusing on companies with maximal 50 employees.

Large enterprises are not excluded provided that they do not count more than 100 employees. The companies must be established in one of the Member States of the European Union. The financial institution