

## **BUSINESS PLAN**

MIB Global Trust  
trading as Dot Net Technology Pty Ltd

ABN: 25 769 461 209

**Prepared by:**



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· empowering businesses ·

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## **EXECUTIVE SUMMARY**

Dot Net IT Solutions is a well-established business founded on 2014. It has been operating in the Baulkham Hills area and has garnered a substantial and loyal client base through its current marketing and sales strategies including its online presence through its website and its physical presence in Australia (New South Wales and Victoria) and India.

To encourage further growth and development for the business, Dot Net IT Solutions is looking into a variety of sales and marketing activities to incorporate into its operations to become a renowned IT solutions provider and consultancy in Australia and around the world. To drive this growth and development, such future sales and marketing activities include the expansion of its distribution channels; an emphasis on marketing through outdoor, online and community involvement; and the continued establishment of new business relationships.

## BUSINESS OVERVIEW

Established in 2014, MIB Global Trust is a fixed unit trust operating as both School Direct and Dot Net IT Solutions. For the purposes of this report, focus will be given to Dot Net IT Solutions.

Dot Net IT Solutions is an IT solution provider and consulting company offering its services across the Asia-Pacific region. Dot Net IT Solutions is headquartered in Baulkham Hills, New South Wales but also has established offices in India and the Middle East.

The business serves clients from a variety of industries, instilling in them the knowledge and ability to outperform their competition and stay ahead of the innovation curve. Dot Net IT Solutions prides itself in its ability to consult and assist small-medium enterprises to transform and thrive in an evolving market through strategic consulting, operational leadership, and the co-creation of breakthrough solutions such as mobility, sustainability, big data and cloud computing.



We use cloud technology to create innovative solutions which empower our clients  
IT Solutions company provide IT Services across Infrastructure, Development, Project Management and Cloud Services.

## **Business Details**

Business name: MIB Global Trust trading as Dot Net IT Solutions

Business structure: Fixed Unit Trust

ABN: 25 769 461 209

GST Registered: Yes (1 September 2014)

Business location: Level 5, Lexus Norwest, 4 Columbia Court, Baulkham Hills, NSW 2153

Products/Services: IT solutions, consulting, business development and technology-related services



## THE MARKET

### Target Market

- Small/medium-sized enterprises looking for consulting services or IT solutions
- Businesses looking to get ahead of the innovation curve
- Businesses seeking ways to outperform their industry rivals
- Overseas companies
  - Especially those that need a dedicated, knowledgeable consulting firm

### Unique Selling Point

- Dot Net IT Solutions specialises in the IT industry and IT solutions, which is significant in that technology plays a vital role in today's market.
- The business has research and development offices based in Victoria, Australia and Telangana, India.
- Dot Net IT Solutions is partnered with a number of companies, as seen below.

#### PARTNERS



## **Marketing Strategy**

Dot Net IT Solutions markets itself primarily as a business that provides IT solutions and consulting services to its clients. The business has a website to its name that serves as its marketing strategy and online channel to attract clients from around Australia and the world.

Dot Net IT Solutions' online presence also serves as a means to contact the company, offering contact information such as its addresses, phone number and a contact form to potential clients. The marketing strategy of utilising its online presence to garner more clients provides Dot Net IT Solutions the opportunity to further expand its operations in the future.

Other forms of marketing Dot Net IT Solutions partakes in are:

- Word-of-mouth
- Online presence (website and weekly newsletters sent through email)
- Referrals from satisfied customers
- Network marketing



## **BUSINESS VALUES AND OBJECTIVES**

### **Vision Statement**

- To become a renowned IT solutions provider and consultancy in Australia and around the world

### **Mission Statement**

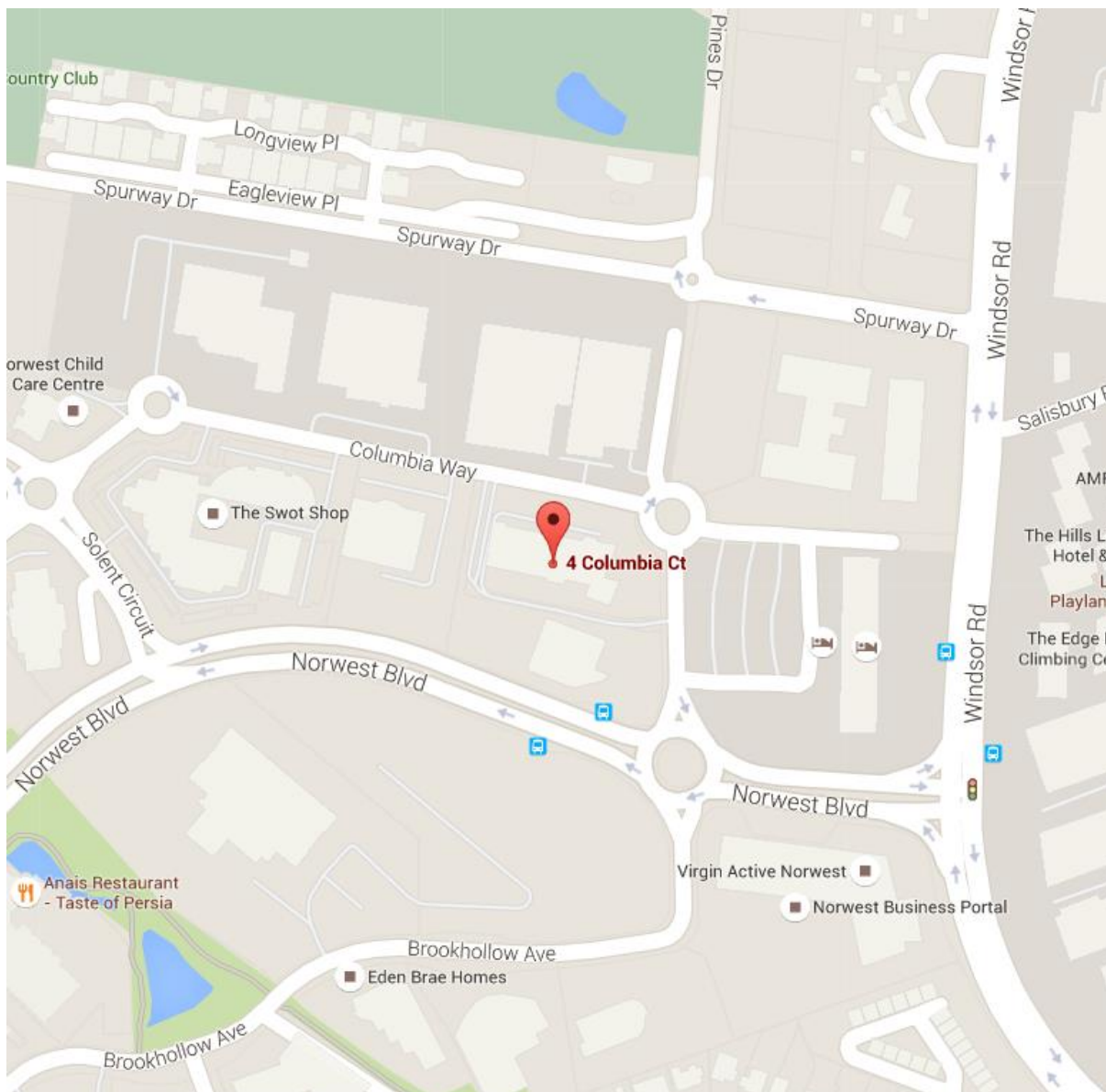
- By consistently providing professional customer service, innovative IT solutions and creative consulting services to each and every client

### **Goals and Objectives**

- To offer clients with quality service through the professional execution of its consultations and the high standards of its IT solutions
- To provide clients with innovative and creative solutions relevant to their circumstances through the emphasis of thinking “outside the box”
- To maintain a professional yet warm and welcoming atmosphere within the business premises in consideration of the client’s comfort
- To adhere and comply to related industry standards, policies, procedures and regulations

## BUSINESS PREMISES

Dot Net IT Solutions is located in Level 5, Nexus Norwest, 4 Columbia Court.

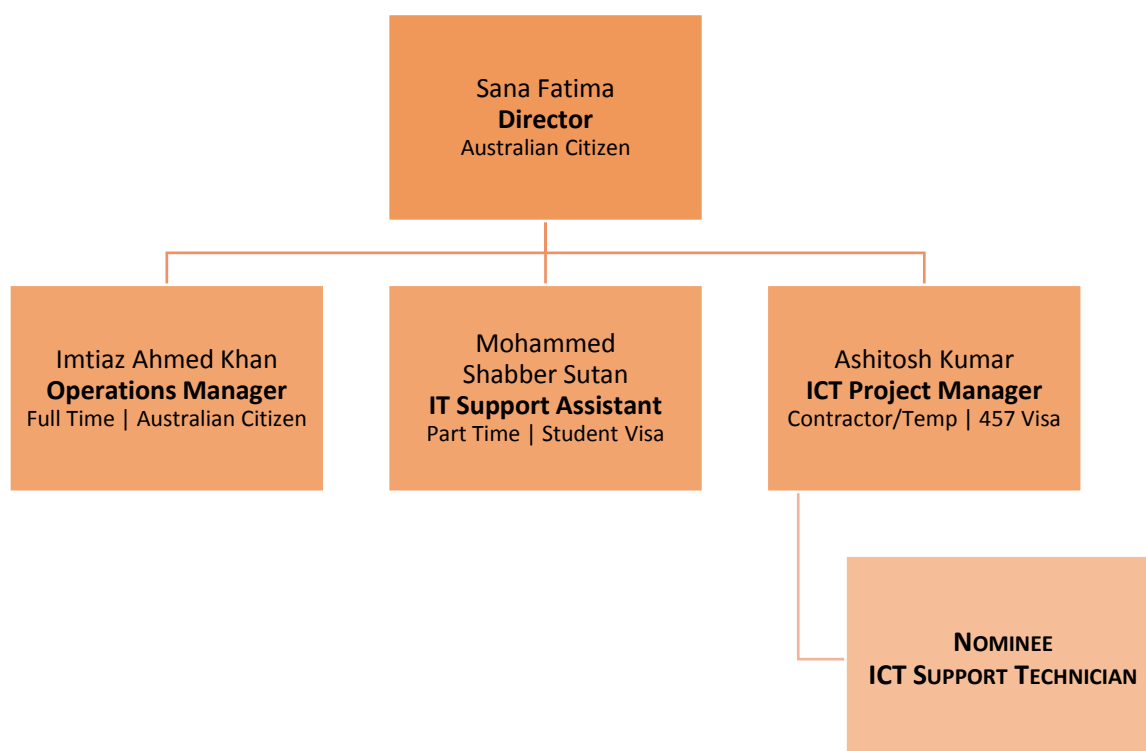


**Level 5, Nexus Norwest, 4 Columbia Court**  
**Baulkham Hills, NSW 2153**

Baulkham Hills is a suburb in the north-west of Sydney, New South Wales. It is located 31 kilometres of Sydney's central business district, and is in the local government area of The Hills Shire. Baulkham Hills is a densely populated suburb, home to 33,945 residents. Of this population, 34.5% was born outside of Australia. The most common countries of birth were China (4%), India (3.3%) and England (3.3%).

The suburb has a Stockland shopping centre, and features supermarkets operated by Coles, Woolworths, and Aldi in addition to 70 other specialty shops. In the northern part of the suburb, there is another shopping centre called Norwest Marketown, which is in close proximity to Norwest Business Park.

## ORGANISATIONAL CHART



## Management and Ownership

Dot Net IT Solutions is currently being directed and managed by Sana Fatima, with management assistance from the Operations Manager. All of Dot Net IT Solutions' staff currently contribute significantly to the business' operations through their specialisations and their ability to provide the business' primary services of offering IT solutions and consultations.

## Management Team Gaps

Dot Net IT Solutions has recently experienced a steady decrease in its recent sales. This is depicted below in extracts of Dot Net IT Solutions' business activity statement. (Refer to Appendix: Business Activity Statements for full documents.)

### September 2015

#### Calculate GST and report quarterly or monthly

GST Option 1 [Y]		<input type="checkbox"/>
Total sales	<b>G1</b>	88,440
Does the amount shown at G1 include GST?		<input type="checkbox"/>
Export sales	<b>G2</b>	
Other GST-free sales	<b>G3</b>	
Capital purchases	<b>G10</b>	
Non-capital purchases	<b>G11</b>	61,925
Show actual GST at 1A and 1B in Summary		

### December 2015

#### Calculate GST and report quarterly or monthly

GST Option 1 [Y]		<input type="checkbox"/>
Total sales	<b>G1</b>	190,446
Does the amount shown at G1 include GST?		<input type="checkbox"/>
Export sales	<b>G2</b>	
Other GST-free sales	<b>G3</b>	
Capital purchases	<b>G10</b>	
Non-capital purchases	<b>G11</b>	154,947
Show actual GST at 1A and 1B in Summary		

This increase in sales highlight Dot Net IT Solutions' increasing inability and lack of manpower to service a demanding client base. As such, the business is looking to hire an ICT Support Technician to not only provide support for the deployment and maintenance of the company's computer infrastructure and web technology, but to also contribute to the business' operations of consulting, and diagnosing and resolving technical problems for its clients.

## **TRAINING PLAN**

The Director recognises the importance of training Dot Net IT Solutions' staff to ensure the business' longevity and potential success as a renowned IT solutions and consulting business. As such, the objective of the training plan is to develop and implement a comprehensive staff training program that would encourage a culture of learning and professional development.

The training plan for Dot Net IT Solutions' staff is to be conducted on a quarterly basis in order to provide a cost effective and timely training schedule to provide staff the opportunities to address significant service issues as well as enhance their current skills and strengths.

### **Internal Training**

Dot Net IT Solutions' internal training schedule will include topics such as:

- Induction training for new staff at the beginning of their employment
- Team work and professional delivery of service
- Client requirements and specifics

### **External Training**

External training courses would include topics such as the following:

- Workplace hazards
- Occupational health and safety
- Management and leadership

Training is expected to enrich the quality of service and professionalism of the business' staff, be they full-time, part-time or casual staff. Cohesiveness in the workplace through effective training programs will essentially result in higher efficiency within the IT solutions and consulting business and its operations.

By sustaining the training plans and programs, staff of Dot Net IT Solutions will not only be skilled, but will also be motivated to perform to the best of their ability to produce the highest possible quality of their work in the form of excellent customer service. Other than the employee's professional development, training will also stimulate each staff member's capabilities by increasing their knowledge and providing them with essential and transferrable skills for any work environment.

### **Training in Reference to 457 Sponsor Obligations**

Dot Net IT Solutions is also committed to satisfying training and learning outcomes for the business as stipulated in the guidelines for meeting the 457 visa sponsor status obligations. This will be done through Australian Training Benchmark B. An auditable training plan is provided in Appendix: Training Plan.

## PRODUCTS AND SERVICES

Dot Net IT Solutions is an established IT solutions provider and consultancy operating in Baulkham Hills. The business' services are divided into business and technology services, and consist of the following:

### Business Services

- Business applications
- Website design and development
- Business process outsourcing
- Software development
- Workflow management

### Technology Services

- Application management
- Cloud
- Engineering services
- Mobility
- Infrastructure management
- IT security and vulnerability management
- Software procurement and management

Dot Net IT Solutions primarily provides solutions for: infrastructure; big data; data and unified communications; cloud solutions; application and software development; website and digital solutions; data management and business intelligence; protection and security management; project and risk management; and IT audit and compliance matters.

## Standing in the Market

As a business that has been in operation since 2014, Dot Net IT Solutions has managed to garner partnerships with the following organisations since its establishment, and the sheer number is a testament to the business' potential for its continued and future success.




**PARTNERS**



## Sales Literature

The business currently sells its products and services through its website's contact form. The following are extracts from Dot Net IT Solutions' website showcasing how the business gathers sales: by outlining its services and giving customers the opportunity to contact the business should they require its services.

Comments or questions are welcome.

  
 CAPTCHA Code:

### Contact Us On

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DotNet IT Solutions

EMAIL

[sales@dotnetit.com.au](mailto:sales@dotnetit.com.au)

PHONE NO

+1300 651 891

Head Office:

Contact: +91 814 307 0807

Level 5, Nexus Norwest

4 Columbia Court

Baulkham Hills NSW 2153 Australia

1300 651 891

## Sourcing

As an IT Solutions provider and consultancy, Dot Net IT Solutions primarily sources its services from the skill, knowledge, expertise and abilities of its staff members.



## Competitor Comparison

The following is a brief analysis of Dot Net IT Solutions' competition in its immediate area of operations.

Business	Analysis	Threat Level
Integrated Consultancy Group	<p>Integrated Consultancy Group is located on 33/10 Gladstone Road, and specialises in offering consulting services specifically tailored to clients in the building and construction industry.</p> <p>Because of this, Integrated Consultancy is of minimal threat to Dot Net IT Solutions</p>	Low
Hinterlands Consultancy Pty Ltd	<p>Hinterlands Consultancy is operated on 11 Brookhollow Avenue. The company specialises in offering computer consulting and user-focused websites and applications using cutting-edge technology.</p> <p>As its services overlap with the services that Dot Net IT Solutions offers, Hinterlands Consultancy should be treated as competition.</p>	High
MGI Consultancy	<p>MGI Consultancy is a large company offering business management consultations. It is especially an expert in sales consultancy.</p> <p>Whilst sales consultations somewhat overlaps with Dot Net IT Solutions' services (such as its solutions services which could be relevant to the sales operations of a business) MGI Consultancy does not specifically offer IT-related services.</p>	Low

### **Future Products/Services**

Dot Net IT Solutions current has no plans to implement new products or services into its operations, and will maintain its current products and services for the time being. However, this change at any given time after the writing of this business plan at the discretion of the Director or at the recommendation of the business' staff, most especially the Operations Manager.



## INSURANCE

### Public Liability Insurance

Dot Net IT Solutions has obtained *public liability insurance* in order to protect the business against claims of personal injury or property damage that a third party suffers (or claims to have suffered) as a result of business activities.

### Professional Indemnity Insurance

Dot Net IT Solutions has obtained professional indemnity insurance in order to cover the legal requirements of the business and to satisfy the requirements of the Australian government business standards. This insurance is tailored to cover the unique risks that said business may encounter.

Dot Net IT Solutions is also covered with Product Liability Insurance, in the instance of claims, that the services provided by the business have caused personal injury, or property damage.

### Legal Considerations

In operating Dot Net IT Solutions successfully and lawfully, the business must consider the following legislation and abide by all regulations and standards according to the Australian laws in place.

This legislation includes: ***Fair Work Act (2009), Protection of the Environment Operations Act 1997, Competition and Consumer Regulations (2010) and the Work, Health and Safety Act (2011)***. All of these legislations will ensure that Dot Net IT Solutions abides by the industry standard and continues to provide professional services to their existing and potential customers.

## RISK MANAGEMENT

For businesses like Dot Net IT Solutions, improving environmental performance is about managing risk and taking advantage of opportunities that will boost efficiency and profits. A good starting point is for Dot Net IT Solutions to identify the risks to their business.

The following identified risks are such examples.

Risk	Likelihood	Impact	Strategy
Detrimental cost of hiring to address the lack of manpower within the business (hiring an ICT Support Technician)	Highly Unlikely	<p>Dot Net IT Solutions has assessed the need for an ICT Support Technician and the business' inability to meet the demands of clients.</p> <p>The likelihood of the new ICT Support Technicians' pay becoming detrimental to the business' expenditure (in wages) is highly unlikely, especially with the advantages of hiring an ICT Support Technician are weighed against the cost. In this instance, the hiring of an ICT Support Technician far outweighs the financial implications to the business.</p>	The business will not directly address this risk. Dot Net IT Solutions will maintain a fair salary to all of its employees not only to prevent legal consequences, but also because a fair pay for employees motivate them to perform better and thus provide better customer service to clients, than employees who are underpaid.
Legal backlash as a result of ill advice given in consultations	Likely	As a business offering consulting services, there is always a risk of its clients filing lawsuits against the business, should the advice or consultation result in an outcome that is unfavourable or undesirable to the client.	Dot Net IT Solutions' strategy to mitigate this risk is to not only maintain good relations with all its clients through clear communication and the constant clarification of understanding between both parties, but Dot Net IT Solutions also provide clients a contract to prevent lawsuits and similar incidents from occurring too often.

## OPERATIONS

### The Business

Dot Net IT Solutions is an IT solution provider and consulting company offering its services across the Asia-Pacific region. Dot Net IT Solutions is headquartered in Baulkham Hills, New South Wales but also has established offices in India and the Middle East.

Dot Net IT Solutions prides itself in its ability to consult and assist small-medium enterprises to transform and thrive in an evolving market through strategic consulting, operational leadership, and the co-creation of breakthrough solutions such as mobility, sustainability, big data and cloud computing.

### Trading Hours

The business is an IT solutions provider and consultancy and generally operates Monday to Friday, 9am to 5pm.

### Communication Channels

Both existing and potential customers are able to reach Dot Net IT Solutions at any given time through the following contact channels:

- **Head Office Address:** Level 5, Nexus Norwest, 4 Columbia Court,  
Baulkham Hills, NSW 2153
- **Phone Number:** +1300 651 891
- **Email:** [sales@dotnetit.com.au](mailto:sales@dotnetit.com.au)
- **Website:** <http://dotnetit.com.au>




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f | 3360 0222

e | [hr@laboursupport.com.au](mailto:hr@laboursupport.com.au)  
› [www.laboursupport.com.au](http://www.laboursupport.com.au)

- **Website Contact Form:**

Comments or questions are welcome.



CAPTCHA Code:

- **International Offices:**

- **Research and Development Office:** 18 Emerson Drive, Truganina, VIC 3029, Australia
- **Development Office:** 103 Block C, Ground Floor, Gouthami Apartments, Santosh Nagar Colony, Mehdiapatnam, Hyderabad, Telangana 500027, India

### Payment Types Accepted

Cash and credit cards are accepted by Dot Net IT Solutions, for the payment of its services.



## **Warranties and Refunds**

Given the nature of the service and the business' operations, refunds are available at the discretion of management. More information provided at the business premises.

## THE MARKET ANALYSIS

### Market Segments

As an IT solutions provider and consulting business, Dot Net IT Solutions' market segments are made up a variety of clients from local small businesses to large multinational enterprises. Overall, however, Dot Net IT Solutions' target segments are primarily made up of:

- Existing and potential clients in need of consulting services
- Businesses looking to solve their IT problems and require professional assistance
- Repeat clients being attracted back to the business because of its diverse (yet related) set of services

### Market Trends

The following points are the current trends of the IT industry in Australia and around the world:

- **Widening revenue streams:** In an industry that is evolving rapidly, IT companies must widen their revenue streams to prevent being completely substituted by other companies. Though this would spread the focus of the company, businesses have a better chance of surviving in the market when they are not completely overwhelmed in the event of a new innovation in one area of the technology industry.
- **Rising popularity of cloud technology:** Though the industry is driven by competition, the rising popularity of cloud technology and its related services

is driven in part by end-customers' increasing demand for flexibility that will allow them to take advantage of new technologies. Cloud technology also prevents end-customers from being burdened by significant upgrade costs.

- **Alternative productivity applications:** Influenced by economic downturns around the world, companies are looking for new methods of improving productivity, increasing employee efficiency and optimising their overall business processes. There is considerable demand and room for growth in the productivity software sector, especially since more and more businesses have been adopting new programs designed to meet their desired levels of productivity and efficiency.

## Market Needs

In light of the demands of the global market for Dot Net IT Solutions, there is a considerable demand for products and services pertaining to what Dot Net IT Solutions can offer its clients, especially as the business is in line with the aforementioned Australian and global market trends.

As an IT solutions provider and consultancy, it is vital for Dot Net IT Solutions to keep up to date with the global market trends in order to develop appropriate plans and strategies that will help its clients outperform their competition and stay ahead of the innovation curve. As such, Dot Net IT Solutions must take care to employ professionals with considerable experience and the instilled ability to develop innovative and creative solutions for its clients.

## Market Growth

According to IBIS World, consumer and business reliance on computing technology has increased over the past 5 years, as new technologies have allowed significant increases in productivity. As such, information technology is an ongoing trend for all businesses, especially since technology is constantly and rapidly evolving.

### Industry Statistics & Market Size

Revenue

**\$3bn**

Annual Growth 11-16

**6.1%**

Employment

**12,544**

Businesses

**2,933**

## Market Indicators

### The Global IT Industry

As mentioned in prior sections of this report, the IT industry is a rapidly evolving sector all around the world. In order for companies to regain their footing, businesses must understand the following factors:

1. **Customers want to co-create their experience with the company.** As businesses pursue customer experience strategies, they must remember that social-savvy customers, who are more empowered than ever, expect to have a say in the ongoing relationship they have with the company. The General Manager of Oracle's Retail Global Business Unit, shared the results of a survey, titled The New Retail Democracy, which shows that 73% of respondents favour the idea of "individual retail", indicating the idea that consumers want to participate in decisions that affect them," said Webster.
2. **Consumers are out-pacing businesses in tech innovation.** Consumers and businesses each spend about \$1 trillion annually in technology, yet most of those consumer dollars go toward new capabilities, whereas only 18% of business IT spending does. Thus, businesses have fallen behind on the new technologies curve. Companies must find ways to modernize by shifting more of their tech spending from maintaining old systems to investing in new capabilities. It is important for businesses to understand the investment in industry-specific research and development, so companies can capitalise on that work without having to do the heavy lifting themselves.
3. **Innovation has become a distributed dynamic.** Research and development, which used to happen behind closed doors, is becoming a more open, iterative process. Because businesses are already behind the tech innovation curve (see trend #2 above), they must find ways to tap into the innovation happening all around them.

“We’re moving to distributed innovation processes,” said Professor James Cash of Harvard Business School. “The innovation going on in the rest of the world can probably overwhelm what companies can do internally.”

4. **Big data remains a huge opportunity.** Businesses recognise the potential of big data, but few have the pieces in place to convert that potential into a business advantage.
5. **Companies are moving beyond old-style business and IT alignment.** There was a time when CEOs could take comfort in knowing that their business and IT strategies were closely aligned, but those days are over. Tech leaders must go a step further and play an active role in corporate strategy setting and competitive analysis.
6. **Consumers expect immediate availability of products and services.** It is not enough to attract customers with low prices and wow them with great service. Oracle’s The New Retail Democracy survey reveals that consumers put a premium on product availability. In fact, 58% say availability is more important than price, and 92% will not wait for products to come into stock. Retailers must excel at real-time inventory management and be able to share that information with customers. For service businesses such as Dot Net IT Solutions, this is especially significant as the company’s success is limited to the capabilities of its employees.
7. **Business transformation requires great project management.** Success at business transformation hinges on efficient and effective execution one project at a time. Otherwise, a company’s big ideas, and the investments behind them, are at increased risk of underperformance or failure, and that can have a domino effect on related efforts.


8. **Every employee must be prepared for real-time decision-making.** There comes a point (sometimes many of them) in every employee's day when decisions are made that have a direct impact on a customer's experience, a transaction, or some other business opportunity. This is especially important for businesses to close the tech gap that separates them from consumers, capitalise on big data, and explore new ways to make every customer interaction count.
9. **Industry-specific business challenges require industry-specific solutions.** There are areas of overlap among industries, but it does not change the fact that banks, hospitals, department stores, and other organisations have their own idiosyncrasies, business processes, distribution channels, and other industry-specific requirements.
10. **Industries are morphing.** Phone companies have their own retail outlets, grocery stores rent movies, and coffee shops distribute music. Industries are changing, and, as they do, companies are adopting new business practices and models.

## SALES ANALYSIS

### Sales Literature

The business currently sells its products and services through its website's contact form. The following are extracts from Dot Net IT Solutions' website showcasing how the business gathers sales: by outlining its services and giving customers the opportunity to contact the business should they require its services.

Comments or questions are welcome.

  
 CAPTCHA Code:

### Contact Us On

#### NAME

DotNet IT Solutions

#### EMAIL

[sales@dotnetit.com.au](mailto:sales@dotnetit.com.au)

#### PHONE NO

+1300 651 891

#### Head Office:

Contact: +91 814 307 0807  
Level 5, Nexus Norwest  
4 Columbia Court  
Baulkham Hills NSW 2153 Australia  
1300 651 891

### Current Sales Strategies

Dot Net IT Solutions' current sales strategy consists of utilising the networks of its employees and their current clients to attract more potential clients to its services. To complement this, Dot Net IT Solutions also offer a diverse range of services, which are all related to information technology.



## **Future Strategies**

In light of Dot Net IT Solutions' competition in the local and international market, the market trends and needs, and the business' current sales strategies, it is recommended that Dot Net IT Solutions look into the following opportunities of:

- **Expanding its distribution channels:** This implies the recommendation for Dot Net IT Solutions to utilise its presence in India and Victoria (Australia) to encourage the growth of the business. This implies employing more experts to be situated in those locations to provide IT solutions and consulting services to its clients.
- **Developing relationships with other businesses:** While the company has established partners, it is recommended that Dot Net IT Solutions continue to market their services and establish new relationships with other businesses to further increase the public's exposure to Dot Net IT Solutions' services.

## COMPETITORS ANALYSIS

There are a number of consulting businesses in Baulkham Hills, some of which offer very similar services to Dot Net IT Solutions. In light of this, it is vital for the business to identify the key threats to its operations and develop new strategies to mitigate the risk and prevent Dot Net IT Solutions from being cannibalised by other businesses.

The following is a brief overview of consultancies in Dot Net IT Solutions' immediate area of operations. As some of these businesses are large organisations that offer similar services, it is reasonable for Dot Net IT Solutions to consider them as the biggest threats to the business and its operations.

The following is a brief analysis of Dot Net IT Solutions' competition in its immediate area of operations.

Business	Analysis	Threat Level
Integrated Consultancy Group	<p>Integrated Consultancy Group is located on 33/10 Gladstone Road, and specialises in offering consulting services specifically tailored to clients in the building and construction industry.</p> <p>Because of this, Integrated Consultancy is of minimal threat to Dot Net IT Solutions</p>	Low
Hinterlands Consultancy Pty Ltd	<p>Hinterlands Consultancy is operated on 11 Brookhollow Avenue. The company specialises in offering computer consulting and user-focused websites and applications using cutting-edge technology.</p> <p>As its services overlap with the services that Dot Net IT Solutions offers, Hinterlands Consultancy should be treated as competition.</p>	High

MGI Consultancy	<p>MGI Consultancy is a large company offering business management consultations. It is especially an expert in sales consultancy.</p> <p>Whilst sales consultations somewhat overlaps with Dot Net IT Solutions' services (such as its solutions services which could be relevant to the sales operations of a business) MGI Consultancy does not specifically offer IT-related services.</p>	Low
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## TARGET MARKET ANALYSIS

### Customer Demographics

- Small/medium-sized enterprises looking for consulting services or IT solutions
- Businesses looking to get ahead of the innovation curve
- Businesses seeking ways to outperform their industry rivals
- Overseas companies
  - Especially those that need a dedicated, knowledgeable consulting firm

### Customer Management

The business believes the core values they have in place are crucial for customer management. Dot Net IT Solutions' reputation is critical to their success, especially as the business is operating in an area where there is some competition and it could be easy for the business to be substituted. Dot Net IT Solutions must therefore maintain good relationships with their customers and clients at all times, and in accordance to their promises made in their marketing activities.

Dot Net IT Solutions will maintain a professional image and environment through the business' staff to ensure that all customers receive the same consistency of high quality customer service and ascertain that all clients and customers feel welcome, valuable and well-cared for.

## **MARKETING STRATEGY**

### **Porter's 5 Forces Analysis**

#### Threat of New Entrants

Dot Net IT Solutions is a business that has been operating successfully in Baulkham Hills since its establishment in 2014. As such, the threat of a new entrant to the business is fairly minimal due to the fact that the industry sector is already saturated with a wide variety of companies vying for market share.

#### Bargaining Power of Buyers

As part of the digital age, customers hold plenty of power over Dot Net IT Solutions. Nowadays, it is more common for business owners to worry about their activities as the digital aspects of society can influence the perceptions of current and potential clients, thus encouraging all sorts of businesses to place importance on high accountability and maintaining a proactive approach. For a customer service focused business such as Dot Net IT Solutions, the client has the ability to make or break the business by simply speaking or posting their opinions online.

#### Threat of Substitutes

There are various consultancies in the business' immediate area of operations, and many more operating in the global industry that offer similar services to Dot Net IT Solutions. As such, the business faces a high risk of being substituted by larger companies who have more resources and manpower to meet the needs and demands of clients.

### Bargaining Power of Suppliers

As Dot Net IT Solutions sources its services from the abilities of its staff and their experience and knowledge, it is important for the business to keep note of employee satisfaction, motivation, workload and their stress levels to ensure that their performance is not negatively affected.

### Rivalry Among Existing Competitors

Brand loyalty and reputation are extremely vital in the industry. As such, it is vitally important to maintain the business' smooth operations through the contributions of an ICT Support Technician.

## SWOT ANALYSIS

<p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. Provides strong customer service in the form professionalism and emphasised quality</li> <li>2. Fundamental understanding of target market (i.e. through its history in the area)</li> <li>3. Competitive service prices</li> <li>4. Varied but relevant services (i.e. business and technology services and solutions)</li> </ol>	<p><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>1. Reliance on buyers (clients) and suppliers (staff)</li> <li>2. Can be easily substituted by other businesses and thus must rely on its image and reputation to attract new customers</li> </ol>
<p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. Increase of activity/competition in the market will force the business to develop and grow quicker</li> <li>2. Business expansion opportunities with regards to expanding its distribution channels</li> <li>3. Establishing partnerships with new businesses</li> </ol>	<p><b>Threats</b></p> <ol style="list-style-type: none"> <li>1. Can be easily substituted by larger companies/businesses with more resources and services</li> <li>2. Rivals can easily cannibalise the business due to its lack of manpower</li> </ol>

## MARKETING MIX

### Product / Service

Dot Net IT Solutions is an established IT solutions provider and consultancy operating in Baulkham Hills. The business' services are divided into business and technology services, and consist of the following:

#### Business Services

- Business applications
- Website design and development
- Business process outsourcing
- Software development
- Workflow management

#### Technology Services

- Application management
- Cloud
- Engineering services
- Mobility
- Infrastructure management
- IT security and vulnerability management
- Software procurement and management

Dot Net IT Solutions primarily provides solutions for: infrastructure; big data; data and unified communications; cloud solutions; application and software development; website and digital solutions; data management and business intelligence; protection and security management; project and risk management; and IT audit and compliance matters.

### Place

Place in a marketing sense refers to the physical area and its characteristics that are used in making the product offering appealing to customers, which in turn results in more demand and revenue. Dot Net IT Solutions utilises the natural reputation of its location (Australia) to provide world-class IT solutions and consulting services.



## Price

Consideration of the product's positioning is required before a price is set. If the price is set too low, the product may not be seen to hold any real quality or be taken seriously by customers. Likewise, a price too high may turn a potential customer away, because, without a knowledge of the product they cannot estimate its true worth. However, Dot Net IT Solutions prices its products optimally, keeping their amounts more affordable than its competitors and still more appealing to customers.

## Promotion

Dot Net IT Solutions markets itself primarily as a business that provides IT solutions and consulting services to its clients. The business has a website to its name that serves as its marketing strategy and online channel to attract clients from around Australia and the world.

Dot Net IT Solutions' online presence also serves as a means to contact the company, offering contact information such as its addresses, phone number and a contact form to potential clients. The marketing strategy of utilising its online presence to garner more clients provides Dot Net IT Solutions the opportunity to further expand its operations in the future.

Other forms of marketing Dot Net IT Solutions partakes in are:

- Word-of-mouth
- Online presence (website and weekly newsletters sent through email)
- Referrals from satisfied customers
- Network marketing

## MARKETING AND BUSINESS STRATEGY

Currently, Dot Net IT Solutions focuses on the following marketing strategies for retaining its customers and establishing the business' continued success: networking and word of mouth, both of which are naturally implemented because of the business' excellent customer service that is delivered to customers and clients alike.

### Current Marketing Activities

For a service business such as Dot Net IT Solutions, an online presence and good referrals are vital. As such, that has been an implemented focus of the business to attract more clients. Part of its marketing strategy is showcasing its ability (in its range of services) and its connections (its current partners).



## Upcoming Marketing Plans

For purposes of business growth and expansion, the business owners have outlined the following as their main priorities for the upcoming year:

<p><b>Integration of Intensive Marketing Activities</b></p>	<p>Dot Net IT Solutions does not currently engage intensively in outdoor marketing. However, in order to remain competitive in an environment that is rife with threats to its continued success and longevity as a business, Dot Net IT Solutions must resort to the inclusion of outdoor marketing in its operations through the distribution of brochures, flyers and banners.</p>
<p><b>Community Involvement</b></p>	<p>The use of brochures, flyers and banners will ensure high visibility for the business and will open up opportunities for the business to partake in or sponsor community events (for example, by supporting one of its current clients in a community event), which will in turn ensure that awareness of the IT solutions provider and consultancy and its operations in the public are at an optimal level and the business' presence is better maintained to ascertain more potential customers.</p>

## Sales and Marketing Objectives

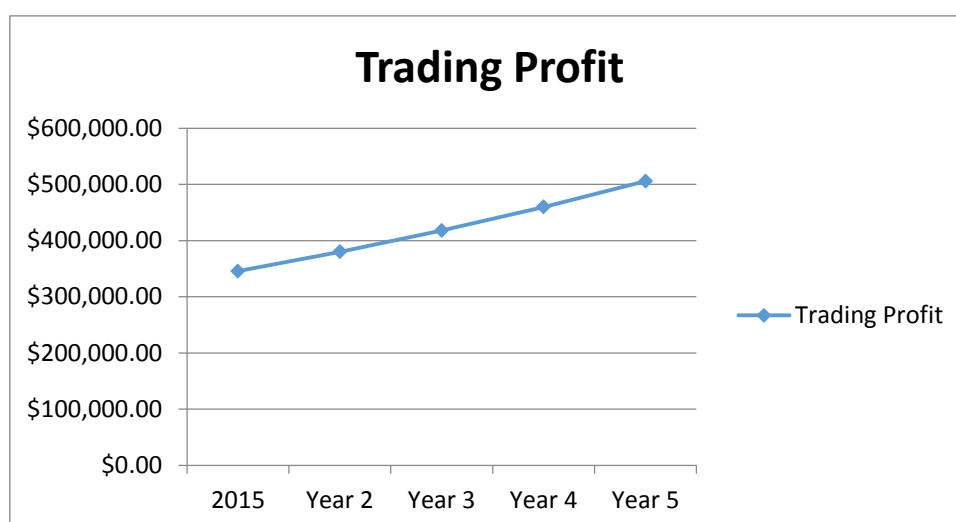
The aim of the business' marketing strategy is to spread awareness of Dot Net IT Solutions and its services. The business' current leadership will ensure that current and new marketing initiatives will continue to exist. This includes initiatives that may be realised, should the business choose to expand its operations, either by utilising network marketing more effectively or through the expansion of its distribution channels.

Through a detailed analysis, it has been identified that Dot Net IT Solutions' core marketing strategy will be relationship-based marketing. It will be about building and managing relationships and generating ongoing referrals from those relationships. The industry and the offering revolve around loyalty and word of mouth, which has proven to be a strong form of marketing not only for consultancies but also for businesses in other industries as well.

## FINANCIAL FORECASTS

The following figures is a 5 year projection of the business' performance, utilising the assumption that its trading income will grow by 10% over time, after the implementation of effective sales and marketing activities as well as the added manpower in employing an ICT Support Technician.

Below is a depiction of the business' trading profit progress over the next 5 years.





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> [www.laboursupport.com.au](http://www.laboursupport.com.au)

Financial Inputs for Business Plan					
	2015	Year 2	Year 3	Year 4	Year 5
<b>Income</b>					
Trading Profit	\$345,449.00	\$379,993.90	\$417,993.29	\$459,792.62	\$505,771.88
<b>TOTAL REVENUE</b>	<b>\$345,449.00</b>	<b>\$379,993.90</b>	<b>\$417,993.29</b>	<b>\$459,792.62</b>	<b>\$505,771.88</b>
<b>Expenses</b>					
Accounting	\$136.00	\$136.00	\$136.00	\$136.00	\$136.00
Consultant fees	\$454.00	\$454.00	\$454.00	\$454.00	\$454.00
Contract payment	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00
Domain and website exp	\$1,559.00	\$1,559.00	\$1,559.00	\$1,559.00	\$1,559.00
Disbursement Kashif	\$41,751.00	\$41,751.00	\$41,751.00	\$41,751.00	\$41,751.00
General Expenses	\$708.35	\$708.35	\$708.35	\$708.35	\$708.35
Staff Wages (exc. Superannuation)	\$63,390.00	\$63,390.00	\$63,390.00	\$63,390.00	\$63,390.00
Fuel and oil	\$979.00	\$979.00	\$979.00	\$979.00	\$979.00
Insurance	\$118.00	\$118.00	\$118.00	\$118.00	\$118.00
Material and supplies	\$65,181.00	\$65,181.00	\$65,181.00	\$65,181.00	\$65,181.00
MV car other	\$2,443.00	\$2,443.00	\$2,443.00	\$2,443.00	\$2,443.00
Parking and toll	\$7.20	\$7.20	\$7.20	\$7.20	\$7.20
Printing and stationery	\$397.00	\$397.00	\$397.00	\$397.00	\$397.00
Staff Amenities	\$25.45	\$25.45	\$25.45	\$25.45	\$25.45
Subscriptions	\$136.00	\$136.00	\$136.00	\$136.00	\$136.00
Training	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00
Telephone/mobile	\$828.00	\$828.00	\$828.00	\$828.00	\$828.00
Travel, Accommodation and Conference	\$3,136.00	\$3,136.00	\$3,136.00	\$3,136.00	\$3,136.00
Superannuation	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>TOTAL EXPENSES</b>	<b>\$211,949.00</b>	<b>\$211,949.00</b>	<b>\$211,949.00</b>	<b>\$211,949.00</b>	<b>\$211,949.00</b>
<b>Profit Before Tax</b>	<b>\$133,500.00</b>	<b>\$168,044.90</b>	<b>\$206,044.29</b>	<b>\$247,843.62</b>	<b>\$293,822.88</b>
Taxes	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Profit after Tax</b>	<b>\$133,500.00</b>	<b>\$168,044.90</b>	<b>\$206,044.29</b>	<b>\$247,843.62</b>	<b>\$293,822.88</b>
<b>Growth in Income</b>		10.00%	10.00%	10.00%	10.00%
<b>Growth in Expenses</b>		0.00%	0.00%	0.00%	0.00%
<b>Growth in Profit</b>		25.88%	22.61%	20.29%	18.55%

## **FUTURE PLANS**

Given the strong values and associations and the need created by a likeminded community, Dot Net IT Solutions will owe its success to the continued support and dedication not only from its current and potential clients and customers in Australia and overseas but also to the dedication from its employees.

As the business inevitably grows and gains reputation, so will the potential customer and client base of Dot Net IT Solutions. With the rival of similar IT solution provider and consulting businesses and the high possibility of the business being substituted for other more well-known Australian businesses, as well as the growing power and importance of client opinions and satisfaction, it is crucial for Dot Net IT Solutions to develop and sustain its standing in the community by garnering more public awareness. Their future marketing activities as described earlier in the report will propel the business to the next level.

More awareness within the community can provide the business with more opportunities to grow its customer base and loyalty and thus successfully expand and better spread its operations and customer base through the expansion of its distribution channels and the development of more relationships with other businesses.

These are possible future ventures for Dot Net IT Solutions that tie in with the future marketing activities and the increased awareness it could result in. Such ventures include operations to better establish its presence in the public by expanding its operations in Australia and India.

## CONCLUSION

Dot Net IT Solutions is a well-established IT solutions provider and consulting business with a loyal client base. Dot Net IT Solutions has the potential to grow as a business especially due to its specialty in its target market, its ability and drive to expand, its business reputation and connections, as well as the dedication of its staff and customers to the business' operations.

There are a number of key opportunities for Dot Net IT Solutions to gain better exposure through more intensive network marketing and relationship-based marketing, which will inevitably lead to the optimum amount of customer awareness that will then give the business the ability to expand and implement the business' future objectives through the development, emphasis, and incorporation of its current and future sales and marketing plans to encourage business growth.

Its future plans in marketing and expansion aligns with the organisation's vision, mission and objectives to become a renowned IT solutions provider and consultancy in Australia and around the world. Garnering wider customer awareness through effective marketing and expanding the business' operations will ensure that Dot Net IT Solutions will grow to be a broadly successful business.





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> [www.laboursupport.com.au](http://www.laboursupport.com.au)

## APPENDIX: BUSINESS ACTIVITY STATEMENTS

**PART A****Electronic Lodgment Declaration (Activity Statement)****01/01/2015 to 31/03/2015**

This declaration is to be used if an entity chooses to use a third party for returning an Activity Statement to the Tax Office. It is the responsibility of the entity to retain this declaration for a period of five years after the declaration is made.

**Privacy**

Taxation laws authorise the ATO to collect information including personal information about individuals who may complete this form. For information about privacy and personal information go to [ato.gov.au/privacy](http://ato.gov.au/privacy).

ABN and CAC; or	25 769 461 209
TFN	
DIN of the activity statement	31 016 070 164
BPAY Biller Code - 75556	EFT Code
Contact your bank, credit union or building society to make a payment from your cheque or savings account. Your EFT Code is the Customer Reference number.	

**Entity's Declaration**

- I declare that the information provided to ICONZ BUSINESS SOLUTIONS PTY LTD for the preparation of the activity statement is true and correct, and that I am authorised to make this declaration.
- I authorise ICONZ BUSINESS SOLUTIONS PTY LTD to give my activity statement to the Commissioner of Taxation.

Important: The tax law imposes heavy penalties for giving false or misleading information.

Entity's signature

Date

**PART B****Tax Agent's Declaration**

I declare that :

- I have prepared this activity statement in accordance with the information supplied by the entity;
- I have received a declaration made by the entity that the information provided to me for the preparation of this activity statement is true and correct; and
- I am authorised by the entity to give the information in this activity statement to the Commissioner.

Agent's signature

Date

Contact Name

AMEEN SHARIF

Client Reference

MIBGLOB

Agent's Phone No.

02 97406503

Agent's Reference No.

07830004

## Business Activity Statement

MIB GLOBAL TRUST

ICONZBUSINESSSOLUTIONS

P O BOX - 6

LAKEMBA

NSW

2195

Client Ref: MIBGLOB

Quarterly

01/01/2015 to 31/03/2015

Document ID A1 31 016 070 164

ABN A2 25 769 461 209

Form due on A5 28/04/2015

Payment due on A6 28/04/2015

Contact phone number 02 97406503

Revision Indicator

## Summary of amounts

Use the Business Activity Statement Instructions to complete this form

## Summary of amounts you owe the ATO

GST on sales or GST instalment 1A 3,221

Wine equalisation tax 1C

Luxury car tax 1E

Add 1A + 1C + 1E 2A 3,221

If the result is positive, this is your net amount of GST.  
 If the result is negative, this is your net amount of GST credit.

PAYG tax withheld 4 1,500

PAYG income tax instalment 5A

FBT instalment 6A

Deferred company/fund instalment 7

Fuel tax credit over claim (Do not claim in litres) 7C

Add 2A + 4 + 5A + 6A + 7 + 7C 8A 4,721

If the result is positive, the amount is payable to the ATO.  
 If the result is negative, the amount will be refunded to you or offset against any other tax debt you have.

## Summary of amounts the ATO owes you

GST on purchases 1B 829

Wine equalisation tax refundable 1D

Luxury car tax refundable 1F

Add 1B + 1D + 1F 2B 829

Subtract 2B from 2A  
 GST net amount 3 2,392

Credit from PAYG instalment variation 5B

Credit from FBT instalment variation 6B

Fuel tax credit (Do not claim in litres) 7D

Add 2B + 5B + 6B + 7D 8B 829

Subtract 8B from 8A  
 Net amount for this statement 9 3,892

## Goods and services tax (GST)

## Calculate GST and report quarterly or monthly

GST Option 1 [Y] Y

Total sales G1 35,430

Does the amount shown at G1 include GST? Y

Export sales G2

Other GST-free sales G3

Capital purchases G10

Non-capital purchases G11 32,728

Show actual GST at 1A and 1B in Summary

## Calculate GST and report annually

GST Option 2 [Y]

Total sales G1

Does the amount shown at G1 include GST?

Show actual GST at 1A and 1B in Summary

## Pay GST instalment amount

GST Option 3 [Y]

ATO instalment amount G21

Show this amount at 1A in the Summary. Leave 1B blank.  
 If varying your amount, complete G22, G23 and G24

Estimated net GST for the year G22

Varied amount for the quarter G23

Show at 1A in Summary

Reason code for variation G24

Sensitive (when completed)

PAYG tax withheld

Total of salary, wages and other payments	W1	14,000	
Amount withheld from payments shown at W1	W2	1,500	
Amount withheld where no ABN is quoted	W4		
Other amounts withheld (excluding any amount shown at W2 or W4)	W3		
Total amounts withheld	Show at 4 in Summary	W5	1,500

PAYG income tax instalment

Pay a PAYG Instalment amount		Calculate PAYG instalment using income x rate	
PAYG Option 1 [Y]		PAYG Option 2 [Y]	
ATO instalment amount	T7	PAYG instalment income	T1
If varying this amount, complete T8, T9 and T4 in this section		Commissioner's rate	T2
Estimated tax for the year	T8	OR	
Varied instalment amount for the quarter	T9	Varied rate	T3
Show at 5A in Summary		T1 x T2 (or x T3)	T11
Reason code for variation	T4	Show at 5A in Summary	
		Reason code for variation	T4

Fringe benefits tax (FBT) instalment

ATO instalment amount	Show this amount at 6A in Summary	F1
Estimated FBT for the year	If varying this amount, complete F2, F3 and F4	F2
Varied amount for the quarter	Show at 6A in Summary	F3
Reason code for variation		F4

Declaration:

I declare that the information given on this form is accurate and complete, and that I am authorised to make this declaration. The tax invoice requirements have been met.

Signature

Date

(BAS Quarterly - 01/01/2015 to 31/03/2015)

Please provide an estimate of the time taken to complete this form.

hrs

mins

EFT Code:

**PART A****Electronic Lodgment Declaration (Activity Statement)****01/04/2015 to 30/06/2015**

This declaration is to be used if an entity chooses to use a third party for returning an Activity Statement to the Tax Office. It is the responsibility of the entity to retain this declaration for a period of five years after the declaration is made.

**Privacy**

Taxation laws authorise the ATO to collect information including personal information about individuals who may complete this form. For information about privacy and personal information go to [ato.gov.au/privacy](http://ato.gov.au/privacy).

ABN and CAC; or	25 769 461 209
TFN	
DIN of the activity statement	31 088 171 470
BPAY Biller Code - 75556	EFT Code
Contact your bank, credit union or building society to make a payment from your cheque or savings account. Your EFT Code is the Customer Reference number.	

**Entity's Declaration**

- I declare that the information provided to ICONZ BUSINESS SOLUTIONS PTY LTD for the preparation of the activity statement is true and correct, and that I am authorised to make this declaration.
- I authorise ICONZ BUSINESS SOLUTIONS PTY LTD to give my activity statement to the Commissioner of Taxation.

Important: The tax law imposes heavy penalties for giving false or misleading information.

Entity's signature

Date

**PART B****Tax Agent's Declaration**

I declare that :

- I have prepared this activity statement in accordance with the information supplied by the entity;
- I have received a declaration made by the entity that the information provided to me for the preparation of this activity statement is true and correct; and
- I am authorised by the entity to give the information in this activity statement to the Commissioner.

Agent's signature

Date

Contact Name

AMEEN SHARIF

Client Reference

MIBGLOB

Agent's Phone No.

02 97406503

Agent's Reference No.

07830004

## Business Activity Statement

MIB GLOBAL TRUST

ICONZBUSINESSSOLUTIONS

P O BOX - 6

LAKEMBA

NSW

2195

Client Ref: MIBGLOB

Quarterly

01/04/2015 to 30/06/2015

Document ID A1 31 088 171 470

ABN A2 25 769 461 209

Form due on A5 28/07/2015

Payment due on A6 28/07/2015

Contact phone number 02 97406503

Revision Indicator

## Summary of amounts

Use the Business Activity Statement Instructions to complete this form

## Summary of amounts you owe the ATO

GST on sales or GST instalment 1A 2,830

Wine equalisation tax 1C

Luxury car tax 1E

Add 1A + 1C + 1E 2A 2,830

If the result is positive, this is your net amount of GST.  
If the result is negative, this is your net amount of GST credit.

PAYG tax withheld 4 390

PAYG income tax instalment 5A

FBT instalment 6A

Deferred company/fund instalment 7

Fuel tax credit over claim (Do not claim in litres) 7C

Add 2A + 4 + 5A + 6A + 7 + 7C 8A 3,220

If the result is positive, the amount is payable to the ATO.  
If the result is negative, the amount will be refunded to you or offset against any other tax debt you have.

## Summary of amounts the ATO owes you

GST on purchases 1B 593

Wine equalisation tax refundable 1D

Luxury car tax refundable 1F

Add 1B + 1D + 1F 2B 593

Subtract 2B from 2A  
GST net amount 3 2,237

Credit from PAYG instalment variation 5B

Credit from FBT instalment variation 6B

Fuel tax credit (Do not claim in litres) 7D

Add 2B + 5B + 6B + 7D 8B 593

Subtract 8B from 8A  
Net amount for this statement 9 2,627

## Goods and services tax (GST)

## Calculate GST and report quarterly or monthly

GST Option 1 [Y] Y

Total sales G1 31,133

Does the amount shown at G1 include GST? Y

Export sales G2

Other GST-free sales G3

Capital purchases G10

Non-capital purchases G11 6,524

Show actual GST at 1A and 1B in Summary

## Calculate GST and report annually

GST Option 2 [Y]

Total sales G1

Does the amount shown at G1 include GST?

Show actual GST at 1A and 1B in Summary

## Pay GST instalment amount

GST Option 3 [Y]

ATO instalment amount G21

Show this amount at 1A in the Summary. Leave 1B blank.  
If varying your amount, complete G22, G23 and G24

Estimated net GST for the year G22

Varied amount for the quarter G23

Show at 1A in Summary

Reason code for variation G24

Sensitive (when completed)

PAYG tax withheld

Total of salary, wages and other payments	W1	8,890	
Amount withheld from payments shown at W1	W2	390	
Amount withheld where no ABN is quoted	W4		
Other amounts withheld (excluding any amount shown at W2 or W4)	W3		
Total amounts withheld	Show at 4 in Summary	W5	390

PAYG income tax instalment

Pay a PAYG Instalment amount

PAYG Option 1 [Y]

ATO instalment amount

T7

If varying this amount, complete T8, T9 and T4 in this section

Estimated tax for the year

T8

Varied instalment amount for the quarter

T9

Show at 5A in Summary

Reason code for variation

T4

Calculate PAYG instalment using income x rate

PAYG Option 2 [Y]

PAYG instalment income

T1

Commissioner's rate

T2

OR

Varied rate

T3

T1 x T2 (or x T3)

T11

Show at 5A in Summary

Reason code for variation

T4

Fringe benefits tax (FBT) instalment

ATO instalment amount	Show this amount at 6A in Summary	F1
Estimated FBT for the year	If varying this amount, complete F2, F3 and F4	F2
Varied amount for the quarter	Show at 6A in Summary	F3
Reason code for variation		F4

Declaration:

I declare that the information given on this form is accurate and complete, and that I am authorised to make this declaration. The tax invoice requirements have been met.

Signature

Date

(BAS Quarterly - 01/04/2015 to 30/06/2015)

Please provide an estimate of the time taken to complete this form.

hrs

mins

EFT Code:

**PART A****Electronic Lodgment Declaration (Activity Statement)****01/07/2015 to 30/09/2015**

This declaration is to be used if an entity chooses to use a third party for returning an Activity Statement to the Tax Office. It is the responsibility of the entity to retain this declaration for a period of five years after the declaration is made.

**Privacy**

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ABN and CAC; or	25 769 461 209
TFN	
DIN of the activity statement	31 173 164 653
BPAY Biller Code - 75556	EFT Code
Contact your bank, credit union or building society to make a payment from your cheque or savings account. Your EFT Code is the Customer Reference number.	

**Entity's Declaration**

- I declare that the information provided to ICONZ BUSINESS SOLUTIONS PTY LTD for the preparation of the activity statement is true and correct, and that I am authorised to make this declaration.
- I authorise ICONZ BUSINESS SOLUTIONS PTY LTD to give my activity statement to the Commissioner of Taxation.

Important: The tax law imposes heavy penalties for giving false or misleading information.

Entity's signature

Date

**PART B****Tax Agent's Declaration**

I declare that :

- I have prepared this activity statement in accordance with the information supplied by the entity;
- I have received a declaration made by the entity that the information provided to me for the preparation of this activity statement is true and correct; and
- I am authorised by the entity to give the information in this activity statement to the Commissioner.

Agent's signature

Date

Contact Name

AMEEN SHARIF

Client Reference

MIBGLOB

Agent's Phone Number

02 97406503

Agent's Reference Number

07830004



## Business Activity Statement

MIB GLOBAL TRUST

ICONZBUSINESSSOLUTIONS

P O BOX - 6

LAKEMBA

NSW

2195

Client Ref: MIBGLOB

Quarterly

01/07/2015 to 30/09/2015

DocumentID A1 31 173 164 653

ABN A2 25 769 461 209

Form due on A5 28/10/2015

Payment due on A6 28/10/2015

Contact phone number 02 97406503

Revision Indicator

## Summary of amounts

Use the Business Activity Statement Instructions to complete this form

## Summary of amounts you owe the ATO

GST on sales or GST instalment 1A 8,040

Wine equalisation tax 1C

Luxury car tax 1E

Add 1A + 1C + 1E 2A 8,040

If the result is positive, this is your net amount of GST.  
If the result is negative, this is your net amount of GST credit.

PAYG tax withheld 4 949

PAYG income tax instalment 5A

FBT instalment 6A

Deferred company/fund instalment 7

Fuel tax credit over claim (Do not claim in litres) 7C

Add 2A + 4 + 5A + 6A + 7 + 7C 8A 8,989

If the result is positive, the amount is payable to the ATO.  
If the result is negative, the amount will be refunded to you or offset against any other tax debt you have.

## Summary of amounts the ATO owes you

GST on purchases 1B 5,630

Wine equalisation tax refundable 1D

Luxury car tax refundable 1F

Add 1B + 1D + 1F 2B 5,630

Subtract 2B from 2A GST net amount 3 2,410

Credit from PAYG instalment variation 5B

Credit from FBT instalment variation 6B

Fuel tax credit (Do not claim in litres) 7D

Add 2B + 5B + 6B + 7D 8B 5,630

Subtract 8B from 8A Net amount for this statement 9 3,359

## Goods and services tax (GST)

## Calculate GST and report quarterly or monthly

GST Option 1 [Y] Y

Total sales G1 88,440

Does the amount shown at G1 include GST? Y

Export sales G2

Other GST-free sales G3

Capital purchases G10

Non-capital purchases G11 61,925

Show actual GST at 1A and 1B in Summary

## Calculate GST and report annually

GST Option 2 [Y]

Total sales G1

Does the amount shown at G1 include GST?

Show actual GST at 1A and 1B in Summary

## Pay GST instalment amount

GST Option 3 [Y]

ATO instalment amount G21

Show this amount at 1A in the Summary. Leave 1B blank.  
If varying your amount, complete G22, G23 and G24

Estimated net GST for the year G22

Varied amount for the quarter G23

Show at 1A in Summary

Reason code for variation G24

Sensitive (when completed)

PAYG tax withheld

Total of salary, wages and other payments	W1	20,250	
Amount withheld from payments shown at W1	W2	949	
Amount withheld where no ABN is quoted	W4		
Other amounts withheld (excluding any amount shown at W2 or W4)	W3		
Total amounts withheld	Show at 4 in Summary	W5	949

PAYG income tax instalment

Pay a PAYG Instalment amount		Calculate PAYG instalment using income x rate	
PAYG Option 1 [Y]		PAYG Option 2 [Y]	
ATO instalment amount	T7	PAYG instalment income	T1
If varying this amount, complete T8, T9 and T4 in this section		Commissioner's rate	T2
Estimated tax for the year	T8	OR	
Varied instalment amount for the quarter	T9	Varied rate	T3
Show at 5A in Summary		T1 x T2 (or x T3)	T11
Reason code for variation	T4	Show at 5A in Summary	
		Reason code for variation	T4

Fringe benefits tax (FBT) instalment

ATO instalment amount	Show this amount at 6A in Summary	F1
Estimated FBT for the year	If varying this amount, complete F2, F3 and F4	F2
Varied amount for the quarter	Show at 6A in Summary	F3
Reason code for variation		F4

Declaration:

I declare that the information given on this form is accurate and complete, and that I am authorised to make this declaration. The tax invoice requirements have been met.

Signature

Date

(BAS Quarterly - 01/07/2015 to 30/09/2015)

Please provide an estimate of the time taken to complete this form.

hrs

mins

EFT Code:

**PART A****Electronic Lodgment Declaration (Activity Statement)****01/10/2015 to 31/12/2015**

This declaration is to be used if an entity chooses to use a third party for returning an Activity Statement to the Tax Office. It is the responsibility of the entity to retain this declaration for a period of five years after the declaration is made.

**Privacy**

Taxation laws authorise the ATO to collect information including personal information about individuals who may complete this form. For information about privacy and personal information go to [ato.gov.au/privacy](http://ato.gov.au/privacy).

ABN and CAC; or	25 769 461 209
TFN	
DIN of the activity statement	31 541 336 578
BPAY Biller Code - 75556	EFT Code
Contact your bank, credit union or building society to make a payment from your cheque or savings account. Your EFT Code is the Customer Reference number.	

**Entity's Declaration**

- I declare that the information provided to ICONZ BUSINESS SOLUTIONS PTY LTD for the preparation of the activity statement is true and correct, and that I am authorised to make this declaration.
- I authorise ICONZ BUSINESS SOLUTIONS PTY LTD to give my activity statement to the Commissioner of Taxation.

Important: The tax law imposes heavy penalties for giving false or misleading information.

Entity's signature

Date

**PART B****Tax Agent's Declaration**

I declare that :

- I have prepared this activity statement in accordance with the information supplied by the entity;
- I have received a declaration made by the entity that the information provided to me for the preparation of this activity statement is true and correct; and
- I am authorised by the entity to give the information in this activity statement to the Commissioner.

Agent's signature

Date

Contact Name

AMEEN SHARIF

Client Reference

MIBGLOB

Agent's Phone Number

02 97406503

Agent's Reference Number

07830004

## Business Activity Statement

MIB GLOBAL TRUST

ICONZBUSINESSSOLUTIONS

P O BOX - 6

LAKEMBA

NSW

2195

Client Ref: MIBGLOB

Quarterly

01/10/2015 to 31/12/2015

Document ID A1 31 541 336 578

ABN A2 25 769 461 209

Form due on A5 29/02/2016

Payment due on A6 29/02/2016

Contact phone number 02 97406503

Revision Indicator

## Summary of amounts

Use the Business Activity Statement Instructions to complete this form

## Summary of amounts you owe the ATO

GST on sales or GST instalment 1A 17,313

Wine equalisation tax 1C

Luxury car tax 1E

Add 1A + 1C + 1E 2A 17,313

If the result is positive, this is your net amount of GST.  
 If the result is negative, this is your net amount of GST credit.

PAYG tax withheld 4 949

PAYG income tax instalment 5A

FBT instalment 6A

Deferred company/fund instalment 7

Fuel tax credit over claim (Do not claim in litres) 7C

Add 2A + 4 + 5A + 6A + 7 + 7C 8A 18,262

If the result is positive, the amount is payable to the ATO.  
 If the result is negative, the amount will be refunded to you or offset against any other tax debt you have.

## Summary of amounts the ATO owes you

GST on purchases 1B 14,086

Wine equalisation tax refundable 1D

Luxury car tax refundable 1F

Add 1B + 1D + 1F 2B 14,086

Subtract 2B from 2A GST net amount 3 3,227

Credit from PAYG instalment variation 5B

Credit from FBT instalment variation 6B

Fuel tax credit (Do not claim in litres) 7D

Add 2B + 5B + 6B + 7D 8B 14,086

Subtract 8B from 8A  
 Net amount for this statement 9 4,176

## Goods and services tax (GST)

## Calculate GST and report quarterly or monthly

GST Option 1 [Y] Y

Total sales G1 190,446

Does the amount shown at G1 include GST? Y

Export sales G2

Other GST-free sales G3

Capital purchases G10

Non-capital purchases G11 154,947

Show actual GST at 1A and 1B in Summary

## Calculate GST and report annually

GST Option 2 [Y]

Total sales G1

Does the amount shown at G1 include GST?

Show actual GST at 1A and 1B in Summary

## Pay GST instalment amount

GST Option 3 [Y]

ATO instalment amount G21

Show this amount at 1A in the Summary. Leave 1B blank.  
 If varying your amount, complete G22, G23 and G24

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Varied amount for the quarter G23

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Reason code for variation G24

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Amount withheld from payments shown at W1	W2	949	
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Other amounts withheld (excluding any amount shown at W2 or W4)	W3		
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ATO instalment amount	T7	PAYG instalment income	T1
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Estimated tax for the year	T8	OR	
Varied instalment amount for the quarter	T9	Varied rate	T3
Show at 5A in Summary		T1 x T2 (or x T3)	T11
Reason code for variation	T4	Show at 5A in Summary	
		Reason code for variation	T4

Fringe benefits tax (FBT) instalment

ATO instalment amount	Show this amount at 6A in Summary	F1
Estimated FBT for the year	If varying this amount, complete F2, F3 and F4	F2
Varied amount for the quarter	Show at 6A in Summary	F3
Reason code for variation		F4

Declaration:

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Signature

Date

(BAS Quarterly - 01/10/2015 to 31/12/2015)

Please provide an estimate of the time taken to complete this form.

hrs

mins

EFT Code:



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• empowering businesses •

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## APPENDIX: TRAINING PLAN

## **TRAINING PLAN**

### **MIB Global Trust (Dot Net IT Solutions)**

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#### **Introduction**

This is a training plan to be implemented by “MIB Global Trust (Dot Net IT Solutions)” in reference to its obligations under the Australian Migration scheme for the approval of Sponsor Status for Australian Visa Subclass 457 visa holders.

#### **Expenditure**

Approximately 1% of the company’s projected payroll budget over the next 12 months to cover training and learning outcomes for the business as stipulated in the guidelines for meeting Australian Training Benchmark B. As a new business, there is currently no previous expenditure on training to be shown.

#### **Training Objectives**

The company will pay for recognized formal courses of study for the business’s employees that is in keeping with the employee’s skills and qualifications who are Australian citizens and Australian permanent residents and that is for the benefit of the business development and growth.

This is the course that the company intends to pursue in relation to the employee’s training objectives to ensure that the business and the employee both benefit from the training to support and grow the business.

However there are the following alternatives that are available for the training which are as follows:

- Funding a scholarship in a formal course of study approved under the Australian Qualifications Framework for the business’s employees who are Australian citizens and Australian permanent residents – that is of benefit long term to the business and business growth and to the employee’s careers, skills, qualifications and goals and objectives.
- Employment of apprentices or trainees through a recognized training apprentice scheme on an ongoing basis in numbers proportionate to the size of the business.
- Alternatively through the employment of a person who trains the business’ Australian employees who are Australian citizens and Australian permanent residents as a key part of their job.
- Payment of external providers to deliver training for Australian employees.

#### **How the training will be undertaken:**

On-the-job training that is structured with a timeframe and clearly identified increase in the skills at each stage, and demonstrating:

- the learning outcomes of the employee at each stage,
- how the progress of the employee will be monitored and assessed;
- how the program will provide additional and enhanced skills;
- the use of qualified trainers to develop the program and set assessments; and
- the number of people participating and their skill/occupation



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> [www.laboursupport.com.au](http://www.laboursupport.com.au)

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