

**UNIVERSIDAD ESAN**



**BUSINESS PLAN: PEER TO PEER DELIVERY PLATFORM**

**Thesis presented in partial satisfaction of the requirements to obtain the degree  
of Master in Business Administration by:**

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**Lima, 17 de marzo de 2016**

## **EXECUTIVE SUMMARY:**

This focus of this business plan is to develop the concept of a peer to peer delivery platform. In order to exploit this business idea, several objectives were identified:

- To determine the potential impact of the sharing economy in developed countries
- To develop the design of the mobile application and the security components
- To develop a business model canvas detailing: customer segments, value proposition, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure
- To determine if the French market is attractive for the business
- To research which juridical status is the most adapted for the start-up
- To determine the financial feasibility of the project

The first part of the business plan will focus on the context of the sharing economy in western countries. Moreover, the design of the mobile application will be displayed and explained so that the reader can have a concrete view of the project. Security issues and solutions to mitigate them will be explained in this part.

In the second part of the project, the business model canvas will be developed. it is a new way of displaying business plans that was developed by Alexander Osterwalder. The framework is divided into several parts: customer segments, value proposition, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.

In the third part, the traditional French delivery market will be analysed and a porter's five forces framework will be developed.

In the fourth part, the regulatory environment will be scanned to find the most appropriate juridical status for the business. The data collection methods will be explained and the marketing strategy will be planned.

Finally, in the fifth part, the financial feasibility of the project will be analysed through a scenario analysis and a Monte Carlo analysis