

BUSINESS PLAN

2025

DIGITAL TRANSFORMATION SOLUTIONS



TAMRINOTTE

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EXECUTIVE SUMMARY

MISSION

At Tamrinotte, our mission is to create digital solutions and products that empower businesses and users worldwide.

VISION

To become a globally recognized brand known for delivering innovative products and software solutions.

The Problem	Small and medium-sized enterprises (SMEs) often struggle to adapt to rapidly evolving digital technologies. They face challenges in creating efficient online processes, integrating software solutions, and leveraging digital tools to grow their business, resulting in lost revenue opportunities, inefficiencies, and limited market reach.
The Target Market	Small and medium-sized businesses seeking digital solutions, including websites, apps, and technical support services, primarily in Canada, Turkey and international clients open to remote services.
The Competitors	Local and international software development agencies, freelance developers, and off-the-shelf software providers. Competitors often lack personalized service or tailored solutions.
The Financial Status	Tamrinotte is currently self-funded, generating revenue through client projects, partnerships and maintaining lean operations to maximize profitability while scaling services.
Future Plans	Expand service offerings, develop and sell proprietary apps and games, strengthen online presence, and become a recognized software solutions provider for SMBs globally.

MARKET ANALYSIS

OUR TARGET MARKET

Tamrinotte primarily serves small and medium-sized businesses (SMBs) seeking digital transformation solutions. These clients often need custom software, responsive websites, mobile applications, and technical support but lack the in-house expertise to develop or maintain these solutions. The target market spans multiple industries, including retail, hospitality, services, and startups, with a focus on businesses in Canada and Turkey while remaining open to international clients who can benefit from remote development services. These businesses value personalized, cost-effective, and high-quality digital solutions that improve their operational efficiency, enhance their customer experience, and provide a competitive edge in their markets.

SWOT ANALYSIS

Strengths <ul style="list-style-type: none">• Lean operations allow for agility and cost-efficiency.• Broad service offering: web, mobile, software, technical support.• Strong personal expertise and experience in development.	Weaknesses <ul style="list-style-type: none">• Limited brand recognition as a small company.• Reliance on a single founder for all projects.• Limited marketing budget.
Opportunities <ul style="list-style-type: none">• Growing demand for digital solutions among SMBs.• Expansion into proprietary apps and game development.• Potential for partnerships with local and international clients.	Threads <ul style="list-style-type: none">• High competition from larger software agencies and freelancers.• Rapid technology changes requiring continuous skill updates.• Economic downturns affecting client budgets.

OPERATING PLAN

OUR ROADMAP TO SUCCESS

Tamrinotte's roadmap to success is centered on steady, sustainable growth through automation, client-first approach and continuous innovation. In the short term, the company will focus on delivering high-quality web development, mobile applications, and technical support to small and medium-sized businesses while maintaining lean operations. Mid-term goals include expanding service offerings, enhancing the company's online presence, and building long-term partnerships with clients. In the long run, Tamrinotte aims to diversify revenue streams by developing proprietary applications and games, and by becoming a trusted global provider of custom software solutions. This roadmap ensures a balance between immediate results and long-term scalability.

KEY ACHIEVEMENTS

ESTABLISHED COMPANY FOUNDATION

Tamrinotte was founded with a clear vision of helping businesses overcome digital challenges by offering tailored software solutions, web development, mobile app development, and technical support services.

MARKET ENTRY

Established early relationships with clients and partners in Toronto and international markets.

DIVERSE PORTFOLIO OF PROJECTS

Successfully completed and showcased more than a dozen projects across different industries, demonstrating versatility, adaptability, and the ability to deliver customized solutions.

STRATEGIC DEVELOPMENT AND MARKET READINESS

Launched proprietary products such as Magical Ball and Shoplis, demonstrating Tamrinotte's ability to create market-ready applications alongside client projects. Built operational readiness by preparing essential business documents including Privacy Policies, Terms and Conditions, and Distance Sales Agreement, while transitioning Tamrinotte from a personal brand into a standalone identity. Additionally, implemented a full marketing mix (7Ps) by establishing a digital presence through tamrinotte.com and Google Play Store, producing multiple promotional videos, adopting a competition-focused pricing strategy, showcasing a portfolio with a client success story, enabling recruitment features on the website, and outlining transparent processes for each service.

FINANCIAL PLAN

CAPITAL REQUIREMENTS

Tamrinotte operates with lean overhead and is currently self-funded. To scale effectively and achieve its mid- and long-term goals, additional capital will be required to cover company registration, marketing, technology infrastructure, and business development initiatives. The initial funding goal is modest, focusing on the essentials that will enable growth without unnecessary expenditure.

Category	Estimated Cost (CAD)
Company Registration & Legal	1000
Marketing & Branding	3000
Technology & Tools (software, hosting, licenses)	2000
Business Development (networking, outreach, partnerships)	2000
Contingency Fund	2000
Total Required Capital	10000

FINANCIAL OUTLOOK

Tamrinotte's financial outlook is based on steady revenue growth through service-based projects, with additional income streams from proprietary products in the future. In the short term, revenue will come primarily from client work in web development, mobile apps, and technical support. As brand recognition grows and proprietary applications such as Shoplis and games like Magical Ball are further developed and monetized, the company expects to diversify its income streams. By maintaining lean operations and focusing on automation, Tamrinotte aims to remain profitable while reinvesting in growth.

Year	Projected Revenue (CAD)	Projected Expenses (CAD)	Projected Profit (CAD)
Year 1	30000	18000	12000
Year 2	60000	32000	28000
Year 3	100000	55000	45000

**CONTACT US FOR
FURTHER INQUIRIES**



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