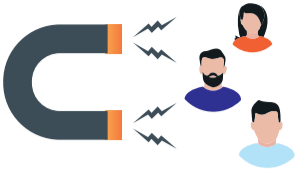


# BUSINESS MODEL PROJECTION

01



## Customer Segments

People & Businesses In WY 1 8280, USA User Age : 30 +

B2B - BUSINESS TO BUSINESS  
Micro, Small and Medium Enterprise (MSME) & SMB

B2C - BUSINESS TO CUSTOMERS  
Residential Houses, Villas, Apartments, Gated Community, Luxury Residences.

B2CH - BUSINESS TO CHANNEL  
Security System Integrator  
Computer Support & Services  
Telecom Solutions Provider...

02



## Value Propositions

Expll helps people and businesses everywhere secure their lives and work with the backing of innovative electronic security Equipments products.

Satisfying Commercial and Residential Customer Needs of Security, Safety and Smarter.

Manufacturing  
Distribution  
Technology Solutions  
After Sales Support  
Product Category Value

03



## Business Channels

Website, Blog

Telephone, Email

Sales Team

WhatsApp, Telegram

Google My Business

Social Media

Engineers On-Site

Rotary & Yes

04



## Customer Relationships

Get, Keep, Grow

Social Media,  
Onsite,  
Online Support,  
Product & Services.

Educate & Engage them with social media about a product or service.

Email Campaigns,  
WhatsApp  
Communications  
Sales & After Sales  
Dedicated Customer Support.

05



## Revenue Streams

Product Manufacture,  
Supply, Install &  
Support Service  
Expll Products Sales

Existing &  
New Customer Projects -  
B2C : Business To Customer,  
B2B : Business to Business

Distribution  
B2CH : Business To Channel.  
On Product Service

Support Onsite -  
On Call, ASC, AMC, CMC

Support Online -  
Software Support

06



## Key Resources

Website

Social Media

Product Design & Brand

Expll - Trademark  
Registered

16+ Years of Industry  
Experience

20+ Dedicated, competent  
and  
technology-enriched team

07



## Key Activites

Manufacturing -  
Product assembling tesing  
and packaging.  
Distribution-

Marketing  
Product Sales, Support,  
Restocking.  
Technology Solution,  
Marketing, Product Sales,  
Install & Service.

Customer Support -  
Complaints & Issues.

08



## Key Partners

Electronic Security  
Equipments:  
Product Providers,  
Distributors  
, System Integrators.

Connect - N e tworking  
Products  
Expll- X-ray Baggage  
Scanner  
Walk Through Metal  
Detector /  
Turnstile gates  
& Boom Barrier /Under  
Vehicle Inspection System  
/Access control system/  
CCTV Smart Network  
Camera/Hand Held Metal  
Detector Etc.

09



## Cost Structure

Employees -  
Marketing, Sales,  
Operations.

Overhead -  
Rent, Telephone, Internet,  
Fuel Expense, Marketing,  
Advertisement,  
Subscription.

Financial Expense -  
Audit Fee, Account Fee,  
Bank Charges.

Repairs & Maintenance  
Cost