**Business plan for sales and representation FJ Dynamics products for 2022. Year**

***Considering the current flow of sales, for 2022. we expect to sell 100 navigations, so there is a list of marketing campaigns we are planning for this year:***

* Continuation of the campaign on Google Adwords ( budget 150€ per month, for 12 months)
* Continuation of the campaign on Facebook and Instagram (budget 150€ per month, for 12 months)
* International agricultural fair in Novi Sad on May 2022. (total participation 15.000€/ part of it is for needs FJ Dynamics)
* Engaging Uroš Davidović (Uroš is author and presenter of one program about agriculture on television with an National frequency) to record an attachment that will be broadcast on television, on his Youtube channel, and on social media
*- Uroš Has two pages on Facebook and Instagram with 600.000 folowers-*
* Engaging Radoslav Adamović ( Radoslav is influencer, a farmer who tests machines and reviews them) to record an attachment about autopilot navigation and to publish on all his channels

*-Radoslav has 20.000 folowers on Youtube channel-*

* We bought DJI dron to record autopilot navigation work, all the montages, commissioning. We promote the recorded material- pay for commercials and promotional films
* Print 300 sets (shirts and vests) with FJ Dynamics logo- promo to every customer
* We are hiring another team for montage and calibration, which numbers five people to be installers and customer support

***In 2022, we plan to open a chapter on marketing and sales of 5-10 FJ Dynamics tractors, so we are in the process of preparing marketing campaigns for 90HP, 200HP and 220HP. What have we planned?***

* We are starting campaign on Google Adwords ( budget 200 € per month/ for 12 months)
* We are starting campaign on Facebook and Instagram ( budget 200€ per month/ for 12 months)
* It would be ideal to expose a tractor exhibit on International agricultural fair in Novi Sad on May 2022
* Hire Uroš Davidović to go to China with the TV team and make a report about FJ Dynamics Tractors (The approximate cost is 5.000€)
* Hire Radoslav Adamović to make a recorded attachment about FJ Dynamics tractors and to publish them on all his social media
* We will employ two workers which we would send to China for training for FJ Dynamics tractors

***We are thinking about new products of FJ Dynamics:***

* We already cooperate with companies that rents aggregates for large events and construction sites
* We sell and represent a Chinese manufacturer of working machines (excavators and loaders)- Active Machinery, so we could mount the navigation autopilot on excavators and loaders

***We are thinking of opening a company in Croatia in 2022, or to find partner companies for cooperation. The plan is same for Bosnia and for Montenegro***

* Our plan is to cover the territory of the former Yugoslavia, all the republics of the former federation
* Plan for Croatia ( which is a member of the EU, and so the whole of Europe is accessible)
is to open a representative office or to rely on a company with which we would work closely. We would do marketing and train new teams of workers to install, calibrate and support customers. With a croatian company, we would try to attack the European market, primarily Hungary, Slovenia and Austria
* In Bosnia, Montenegro and Macedonia we would recommend a reputable company which are our existing partner and which is a representative of Lemken, Class…We would enable them to be independent for installation and support

**The last part of the plan is a big step for us and our business and we would rely heavily on the logistics, assistance and finances of FJ Dynamics**

We would cover the placement with a guarantee of our business.