1. Introduction

Recent period of life has shown very strong affect and contribution of information in our business and day-to-day activity. This affect is becoming even stronger with new technologies coming to our life. The modern means of communication enable to receive and process information regardless geographical location and number of queries. Accessibility to operative and reliable sources of information lets come to effective decisions in business. Possessing information channels lets keep in touch with business and social communities.

Today Internet Application Services can provide all requirements to receive, process, analyze and publish information. Internet is becoming more and more effective way to spread information and has direct access to best minds of mankind.

Unlike television technology Internet provides with unique communication means to arrange for effective information interaction between various stratums of society.

Increase of electronic MEDIA meaning is expected. Those who can handle IT the first can claim to control and effect the way of thinking.

2. Objective and Goals of the Project

Objective of the Project is to create commercial competitive information channel(s) on the bases of which a number of payable services can be rendered. The set of services has to include all modern means of communication based on web -technologies, tools for collecting, processing, analyzing, and publishing information, tools for marketing and electronic business / commerce activities. The services have to cover arranging for PR events to increase the value of information published via established information channel(s) to assist the participants with promoting their goals and achieving their targets.

Goals. To achieve the mentioned Objective the Project has to solve several goals.
1. To provide collection of information from various existing sources, processing information subject wise, analyzing information with publishing analytical reports, publishing reports of relevant events, resources, data bases, etc., publishing materials as per consumer requirements.
2. To launch and maintain technical unite to provide with communication means equipped with the latest web-based technologies.
3. To create conditions for fast launching projects related with electronic marketing, business, and commerce

3. Fulcrum

One of the ways to gain topical information concerning various segments of global market, creating information structure of related community is to establish **Information-Analytical Center (IAC)** based on Internet technologies. Via such Center people involved into the subject markets will have timely access to required information of the desired volume. It will enable to make comprehended decisions based on various sources of information, participate in world information exchange process.

With developing number of services the Information -Analytical Center within the range of main tasks can provide its customers with more types of services including such as implementation of applications concerned electronic business and commerce.

4. The Information-Analytical Center services
- **Information support**
- Monitoring of standard and electronic MEDIA, both Russian and foreign, to search and collect information subject wise as per the request of the customer. For example, Russian – Target Country relations and/or related information, which could be of interest to the target audience.
- Arranging for several types of publishing information:
  - News-line open to wide audience,
  - Mail-list for closed membership (members of the given project, sponsors, etc.)
  - Mail-list to target channels (government channels, press, partners, etc.)
  - Other news distribution as per the requirements
- **Analytical service**
  - Issuing and publishing analytical reports, digest and surveys
  - Based on the information gained both from open and own sources
  - Involving named analysts-professionals both own and on freelancer terms

- Compiling own and custom made data and knowledge bases concerning the following information:
- Companies and enterprises being interested in developing relations between named regions (Russia – Target country),
- Catalogues of solutions, products, services provided /demanded in various market segments
- Publication of Success stories related to cooperation between named regions
- Helpful information for business and public communities: addresses and links to various official/government bodies and departments such as embassies, consular offices, humanitarian departments, funds, business-associations, and etc.

- **Communicative services**
  - Creation, launching, and maintaining internet portal(s) to provide with rubrics on news, economics, business, humanitarian events, education as well as forums and other means for personal communication
  - On the basis of high-quality communication means using web-technologies to provide
  - IP telephone communication,
  - Secured e-mail,
  - IP conferences with audio and video transmission
  - Call-center services
  - Offline events
    - Seminars, round tables on various subjects
    - Exhibitions
    - Help in representing Target Country companies and organizations on the Russian market: arranging for representative offices, recruiting, and presentation of interests to the local official bodies

5. Project execution

The Project assumes involving minimum material resources, which can be built up during the Project run.
The Project consists of three stages and can be realized as per the following cost estimations.

5.1 Initial stage (4-5 months)

5.1.1 Goals of initial stage
1. To create web -site/portal of Information -Analytical Center. This includes engineering, design, and initial publishing of materials.
2. To start Information promotion of the site via mass MEDIA and official/ channels, creating target audience, creating initial mail-lists.
3. To complete a list of stuff, to form recruiting list.

5.1.2 Output

In the end of the stage term the Project has to present the following results.
1. To set up office.
2. To create recognizable website/portal
3. To generate
(a) News-line of 5-6 pieces of news per day
(b) 1 piece of analytical material per fortnight
(c) 200 subscribers in the mail-list
4. To form start target audience
5. To identify "hot" topics for further handling
6. To estimate labor and time resources

5.2 Second Stage

5.2.1 Goals of the Second Stage (4-5 months)

1. To finalize 50% of complete functionality of website/portal
2. To start payable/commercial services on analytical reports and data bases

3. To increase target audience up to 3 -4 subject groups
4. To increase subscribe list up to 1500 addresses
5. To enhance news -line up to 15-20 pieces of news per day
6. To start off -line promotion services. For example, 1 round table/seminar per month.
7. To work -out main subjects for commercial projects: 2-3 tentative projects
8. To involve sponsor capital

5.2.2 Output

In the end of the stage term the Project has to present the following results.
1. To start sale of commercial information
2. To get basic data as bases for commercial projects
3. To get business plans for tentative commercial projects

5.3 Final (Third) Stage (6-10 months)

5.3.1 Goals of Final (Third) Stage

1. To finalize 100% of complete functionality of web -site/portal
2. To achieve full swing of payable services on analytical reports and data bases
3. To generate profit approximately 20% of Expenditure budget for the period of the Project stage
4. To increase target audience to 5 -6 subject groups
5. To increase subscribe list as per subject groups up to 3000 -5000 addresses
6. To maintain regular news -line(s)
7. To launch 2 -3 working commercial projects
8. To have regular event promotions. 1 round table per month, 1 seminar per month, 2 -3 upcoming events per month
9. To prepare 3 -4 tentative commercial projects per 2 months.