



SAN DIEGO STATE
UNIVERSITY

EZ-PC Solutions

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Background

Problem

A significant challenge that our company wants to address is the lack of affordable desktops and laptops that meet today's standards to be fast and reliable for the average user. Individuals who are not tech savvy are prone to get convinced by marketing that they need to purchase expensive hardware such as a MacBook or other high-end laptops/desktops that promote many features, such as touch-screen, faster performance, display quality, that drive the sales price to \$1000 or more. However, if a consumer decides to budget to get a lower end product from those companies, they often sacrifice performance such as using a hard disk drive instead of a solid-state drive which slows down any computer over time when the operating system is installed in addition to the applications and data the user will download. This in turn causes the user to explore alternative options and spend more than they intended.

Business Context

Our business, EZ-PC Solutions, operates in the computer building and hardware industry specialized in San Diego, California. Our core services include custom PC assembly and support while balancing affordability with performance to provide a satisfactory experience for our customers. Our goal is to focus on functionality over features, along with sparing the user with unnecessary bloatware that reputable brands are known to provide. We understand that our target audience value a straightforward and hassle-free computing experience. We will accomplish this objective by working closely with first and third party sellers to provide a quality computer running the latest operating system for the user's casual computing or professional workstation needs.

Business Rationale

The start of EZ-PC Solutions was created from a combination of personal experience, expertise and an understanding of our target audience. We are no strangers to overspending in technology only to discover that we fail to utilize many of the features we have paid for. We identified a growing segment of consumers who are looking for simple and cost-effective computing solutions, but are often overwhelmed with the number of choices and specifications companies offer.

Business Solution

Business Objectives

Our business aims to solve various issues faced by people today. The first of which is providing more affordable technology. We would like to be able to provide products to people with little to no technical knowledge, for a fraction of the cost compared to our competitors. Some of these competitors would be big brands like BestBuy, Walmart, Target, or Amazon who typically sell the same products at retail prices. However, we also aim to be more trustworthy than sellers who tend to provide the products at a similar cost, like eBay. We plan to achieve this by sourcing parts individually and building the computers ourselves. These parts can be brand new parts which are assembled and sold as a new computer, or used parts which are assembled and sold as a “refurbished” computer. We plan to assess the quality and reliability aspect by providing a warranty and 24/7 care and help on all our products. We also aim to achieve eco-friendly solutions. We will achieve this by refurbishing and reusing computer parts, we promote sustainability and reduce electronic waste, contributing to a greener future.

Products/services portfolio

New Computers - We will be selling new computers, which are built by us in-house using brand new parts that we source. We will offer a variety of RAM and CPU, and storage capabilities.

Refurbished Computers - We will also have an option for refurbished computers, which will obviously be sold at a more affordable price point. These will also be built in-house, with various capabilities, however will be built using pre-owned parts.

Custom Computers - Finally, we would like to specialize in custom built computers to fit into a more niche market. If a consumer has an unusual request for a computer customization but does not have knowledge of how to build a computer themselves, we can offer services to build computers based on their requests. These can be done by request, sourcing parts based on what the consumer desires.

Market size and Target Audience

Our target audience primarily consists of middle-aged individuals (aged 40 and above) who may have limited technical knowledge but are looking for dependable computing solutions. This demographic often values reliability, user-friendliness, and

cost-effectiveness. Individuals aged 40-59 are one of the fastest-growing demographics online, with high technology adoption rates. The middle-aged market segment is also expected to grow significantly in the coming years. [In 2022, males and females aged 40-59 made up 82.82 million people in the United States.](#) Ages 43-58 are commonly referred to as Gen X. Statistics show that [91% of Gen X members admitted to feeling overwhelmed by technology.](#) However, [61% of Gen X members still own a laptop,](#) despite feeling overwhelmed by technology. Due to this, members of this generation are commonly scammed into overpaying for technology. Our company plans to target this demographic, while offering them high-quality technology at an affordable price.

Business Plan

Business model

What gives our business a competitive advantage over the listed competitors that have been previously mentioned is that we are sourcing the necessary parts to create our own “custom laptops & desktops” that we can sell at a cheaper price in comparison. We are able to offer affordable and reliable technology solutions to customers with varying technical knowledge, providing cost-effective products that are significantly more affordable than those offered by mainstream retail giants and other online marketplaces. Emphasize trustworthiness and reliability through customized product sourcing and comprehensive warranty and support services. In order to receive computer parts in this manner on a consistent basis, we must cultivate strong relationships with reputable suppliers and eco-friendly organizations to ensure that the components we need are high-quality, and arrive timely when needed.

As mentioned earlier in our product/services portfolio, we would like to sell three different forms of computers that will hopefully reach the needs of all available demographics. When selling new computers, a statistic offered by Statista states the average selling price of a new laptop ranges at about \$630 across the world. This may vary as different computers we sell could potentially have a higher retail, but we would like to offer a slight discount to offer a financial benefit in shopping with us over big distributors. This discount could range between 5%-8% as we look to focus on customizable computers.

When selling refurbished computers/desktops, we would like to build them in-house through the purchase/collecting of computer parts at a cheap price. These pieces could be collected cheap through various organizations around the country and through online marketplaces. This includes new or old components and computers bought in bulk from places like eBay or large organizations, such as universities. From then, the

value we offer to our customers which will potentially profit our business is through the technical skills we possess to build computers from scratch. For instance, we can sell a brand-new computer that typically sells for \$300 at a price of \$150-\$180 and still make generous profits because we obtained the materials individually at a cheaper price.

Our last form of computer we would like to sell involves making custom desktop computers. Due to the fact our service is offering our customers a 1-of-1 computer that suits perfectly to our liking, we can raise the price of our final product higher than what a basic laptop would sell for. This will allow us to use the materials we obtained for cheap (as previously mentioned) and our technical skills to make even more profit during the computer building process. Because we are already building computers and desktops from scratch, having a customizable option for our customers will give us a competitive advantage over other big-time companies who offer no additional value other than the pre-wrapper already built computers they are selling. Since we will be starting out as a small company, we would like to start off with doing the build work, software, business management, customer service, and marketing ourselves. As we look to expand, we would look into part time workers. One place we could look is hiring interns from San Diego State University who have hardware, software, or business experience. We would like to focus on custom computers because generating sales in this matter will lead to a greater profit for our company within a smaller amount of servicing. For instance, a computer that usually sells for \$300 could easily be sold by our company at about \$400-\$450 if we offer the customizable features that are usually unavailable by buying your computer pre-built.

Our company would aim to make a 35-40% return on investment into each computer that we “refurbish” or customize. We are looking to spend about \$80-\$175 in parts on each refurbished computer we build and about \$150-\$200 for builds with new parts. However, this price will fluctuate based on the age, brand, and tech that we decided to place into each computer we sell as well as custom builds for our niche market.

Marketing/Sales plan

In our marketing and sales strategy, we plan to target individuals with limited technical knowledge who are looking for straightforward and budget-friendly computing solutions. Our positioning revolves around being a trustworthy and affordable alternative to mainstream retailers. We emphasize simplicity, reliability, and eco-friendliness in our products. Our marketing efforts include an online platform for showcasing and selling products, active engagement on social media, content marketing to educate and address concerns, partnerships with sellers for increased visibility, and periodic promotions to attract customers. The sales tactics involve online sales through our

website, collaborative sales with partners, and promotional events to entice our target audience.

We would also like to focus on educational marketing initiatives that highlight the benefits of affordable, custom-built technology in addition to the environmental advantages of refurbishing and reusing computer parts. We would like to reach our demographic through informative social media content and community-driven events, creating a sense of inclusivity and sustainability among customers within San Diego. The demographic we are focusing on, [Gen X, makes up 80% of their generation's social media use in the United States alone. Statistics show that the most used social media platform used by Gen X is Facebook, at 81%.](#) We plan on making good use of advertising through social media, especially in the case of Facebook. While this demographic does not prefer to shop online, ["Gen X discovers new products on social media more frequently than any other channel."](#) We also plan to run a stream of television advertisements in the San Diego Area, as our demographic prefers to [discover new products through television ads.](#)

Competition

EZ-PC Solutions faces competition from major retail brands such as BestBuy, as well as online marketplaces like eBay and Amazon. To gain a competitive edge, we leverage our cost-effectiveness by offering better prices for the customer with various options to choose from. These options include new, refurbished, and custom-built computers. We differentiate ourselves by promoting eco-friendly solutions, refurbishing and reusing computer parts to reduce electronic waste. By focusing on simplicity, reliability, customization, and sustainability, we aim to position ourselves as a compelling choice in the market while addressing the needs of affordable technology for our target demographic.

Business Outcomes

Tangible outcomes

We can provide information about affordable desktops and laptops that meet modern standards. This can help users make informed purchasing decisions. We can also offer specific product recommendations based on budget and performance requirements, directing users to suitable options. It can also develop tools that allow users to compare prices and specifications of different devices and can help them find the best deals. We can partner with e-commerce platforms and earn commissions through affiliate marketing by driving traffic to their websites for laptop and desktop purchases. By attracting a substantial audience, you can generate income through

display advertising, such as Google AdSense. Finally, we can encourage users to provide reviews and ratings for various products which can make the website a valuable resource for potential buyers, which can further enhance its credibility and attractiveness. Within our first year, we would aim for 50 sales. The cost made from these sales can heavily vary depending on the model of computer, new or used, custom built or pre built base model, and the cost of the parts at the moment of purchase. Due to supply and demand, the computer parts can be very inexpensive, or a little more on the pricey side. We plan to sell computers from \$150 for a base model built with preowned parts, up to a few thousand for a custom-built computer depending upon what the consumer desires. Online from a trustworthy source, a refurbished (pre-owned) Windows laptop typically sells for around \$200 for a base model. We plan to make our computers more affordable and provide better service. If we reach this goal, and the average amount spent on one computer is \$300, we hope to reach a sales goal of \$15,000 in our first year.

Intangible outcomes

For intangible outcomes, we can raise awareness about the challenges of accessing affordable and reliable computing devices, contributing to a broader societal understanding of this issue. By offering helpful information and recommendations, we can empower users and boost their confidence when making purchasing decisions. Also, fostering a community of users who share their experiences and insights can create a sense of belonging and support among those facing similar challenges. We can become a platform for experts and enthusiasts to share their knowledge about technology and help users navigate the world of computing. By addressing the lack of affordable computers, we can have a positive impact on education, remote work, and digital inclusion, which can be rewarding on a personal and societal level. Finally, by managing and promoting this website we can provide valuable experience and skills in web development, digital marketing, content creation, and community management.

E-commerce Technology

Our website was created using Amazon Web Services by creating an instance on EC2 called EZ-PC Solutions WordPress. An elastic IP (18.144.130.205) was also created and allocated to our instance to keep the IP from changing in case of a server reboot. After that we purchased the domain name **ezpc-solutions.net** using Route 53. By going into our hosted zone in Route 53, we added 2 simple records which are www.ezpc-solutions.net and ezpc-solutions.net to avoid a user from entering the IP address to enter our website. Our group chose to use the Shuttle Bright theme for its clean, simple look which matches with our company purpose. We Created an S3 bucket called ezpc-photos which contains a picture called

refurbish-pic.jpg that advertises that we sell new, used, and refurbished computers. On the homepage of our website, you can view this image which was inserted via “insert URL” using the object’s URL in the WordPress block editor. The WooCommerce plugin was installed in WordPress to help create our products which are prebuilt new and renewed Desktops and renewed laptops. We also set up our payment to be set to Cash on Delivery to allow us to place orders. Contact Form & was installed to request a custom PC for our niche customers which submit their personal info and budget price. Finally, we added All-In-One SEO and MonsterInsights Analytics plugin tools to work with google analytics to view data on how our website is doing in user visits and website quality level.