

Fail Safe Communications

Proposal

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Our business name is Fail-Safe Communications. The business specializes in the development of communication systems for emergency and public safety institutions. This name was chosen because it is strong and represents both the quality of our products and peace of mind our service gives to our customers. The industry has low barriers to entry, which means startup costs will be relatively low. There is always a need for communication systems, and with crime being an inevitable factor in life, we need to make sure public safety channels are secure and streamlined so emergency personnel can respond to the scene.

Fail-Safe customers will range from universities to local emergency services. Our company will predominately conduct its business in upstate New York. We will have our facility located in a low-rent district in the region. Since we will only have one facility to maintain, our assets can be spent elsewhere, and we will not incur unnecessary costs. The money saved will enable us to expand our business in the future.

We will have two teams: the technical team and the business team. The technical team will focus on designing and building the system. These people will have more of an engineering background. The business team will be responsible for managing projects, handling finance responsibilities, and hiring future employees.

Our overall business strategy is to provide a superior product and service to our customers. We will design, build, and install communication systems. Our company will have a low inventory, which will allow us to have cash on hand to spend when we successfully win a bid for a new project. Subsequently, we will not incur overhead costs. To further streamline our operations, we will maintain the least number of employees possible. The rest of the workforce will be contracted out. Our competitors are already established firms who have not adapted to new business practices; consequently, they have too many products in inventory or have too many workers. Our low inventory and just-in-time style of service will promote liquidity. In addition, we will hand over these savings to our customers through exceptional service at affordable prices. Going above and beyond consumer expectations will foster a sense of customer loyalty. In turn, they will purchase our maintenance plans

in confidence. This business strategy will ensure our company's success in the competitive field of communications.