Business Plan

Turtle Drop Studios

Contents

1. Executive Summary

Turtle Drop Studios is based in the US out of West Lafayette, Indiana and was made to be a world renowned web design company. While only based out in a small area we have the ability to reach our company on a global scale via the internet.

Turtle Drop Studios will offer all aspects of web design and graphic design services to our clients as our business goal is to become a leading web design company in the United States. We believe we can provide something of this level for our clients due to our varied but skilled backgrounds we have as a company. Our workers are from a pool of the most innovative minds at Purdue University with skills that focus on all aspects of web design such as user experience, web programming, and graphic design.

We will make sure our clients best interest always come first at Turtle Drop Studios, and everything we do will be to ensure we hold ourselves to the highest standards by meeting our clients needs and wants precisely and completely.

2. Business Focus

2.1 - Mission Statement

Our mission statement is to provide clients with a highly professional and creative web design service that will assist in developing and reaching the needs of our clients. Our company wants to be one that can compete with other leading brands in the industry on the level of design and professionalism.

2.2 - Business Details

Turtle Drop Studios is a business created in West Lafayette, Indiana by a group of Purdue University students who each had a similar skill to provide to companies. With 3 full stack web developers and a UX developer our company is on the forefront of new design theories and technologies always pushing ourselves to see what we are able to do as a company.

2.3 - Personal Profiles

- Zach Vallow - Web Developer (Experienced computer programming student with skills in web programming, SQL databases, PHP, and minoring in management to pursue a career in a collaborative business environment), Manager
- Ben Carpenter -
- Alan McBee - Web Developer (HTML, CSS, PHP, Bootstrap, SQL, JavaScript, jQuery), Video Editor (After Effects, Nuke, Fusion, Photoshop, Illustrator, Maya, Houdini)
- Joseph Hoggatt -

2.4 - Aims & Objectives

- **Short Term**
- Establish ourselves as a web design company in the market by pitching and starting development on a project for our first client.
- **Medium Term**
- Develop prototypes for our first client from a range of choices for them to make while also developing as a company. .
- **Long Term**
- Become a strong established company within the web design market and have a portfolio to show off to future clients.

3. Market Research

3.1 - Client Research

The trend we've begun to notice within our own client research is that the market for web designers is constantly growing as more and more companies realize the need for a well designed website. An example of client research we have done is through our own capstone projects we have found clients in need to work on websites with massively outdated designs. These poor design trends are more common the more we kept digging so we believe there is a market out there with a demand we can fill. We hope to fill that need in our own corner of the world or wherever we may be able to reach, as we will drive our focus to creating designs that are effective and show off our companies abilities.

3.2 - Competitor Profiling

We are aware that to be competitive in the web design industry means you are expected to be able to deliver consistent, highly creative, user friendly websites but also be able to create those with strict deadlines. If you are unable to deliver your product to a client in time then why would any other company hire you? So from looking at the competition we realize that our team needs to work hard in order to compete with the bigger companies. Our advantage lies in our teams flexibility in skills as we have members who are highly creative UX and front end designers and a few that are highly skilled back end web developers, a team with qualifications that can hit those targets our clients would need.