

**COMM 2312 Technical and Professional
Communication
Dr. Jörg Muth
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Section 107
Business Proposal**

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eLandscape

Our services

- Designing professional websites for small-medium businesses.
- Renovating and optimizing existing websites.
- Hosting websites and databases.
- Maintaining websites, which includes databases.
- Offer direct customer service.

Benefits

Locally

- Technologically empower small-medium Saudi businesses.
- Strengthen Saudi Arabia's online businesses (vision 2030).

Globally

- Enable Saudi businesses to compete in the global market.
- Allow Saudi enterprises to attract foreign business.

Our goal

Objective

- To contract 22-24 projects per year.
- Provide these clients with optimized and attractive websites.
- Manage and maintain our clients' databases on our server.

Methods

- Launching guerrilla-style ad campaigns.
- Establishing a presence in the Saudi tech community.
- Hiring and retaining talented employees.
- Maintaining a standard of excellence for all our projects.

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Team Members

2 Project Leads



- ✓ Computer Science Degree.
- ✓ 4+ years.
- ✓ English/Arabic.
- ✓ Proficiency (same as web designer).

1 Customer Service



- ✓ IT degrees.
- ✓ 1+ years experience.
- ✓ English/Arabic.
- ✓ Background in Customer Service.
- ✓ Recommendation Letter.

3 Database Admins



- ✓ Database degree
- ✓ 3+ years experience.
- ✓ English/Arabic.
- ✓ Proficiency: MySQL, Oracle, Server SQL, HTML, CSS, JS, JQuery, Python.

2 Web Designers



- ✓ Computer Science Degrees.
- ✓ 2+ years experience.
- ✓ English/Arabic.
- ✓ Proficiency: HTML, CSS, JavaScript, JQuery, Python.

Team Members

1 Sales Agent



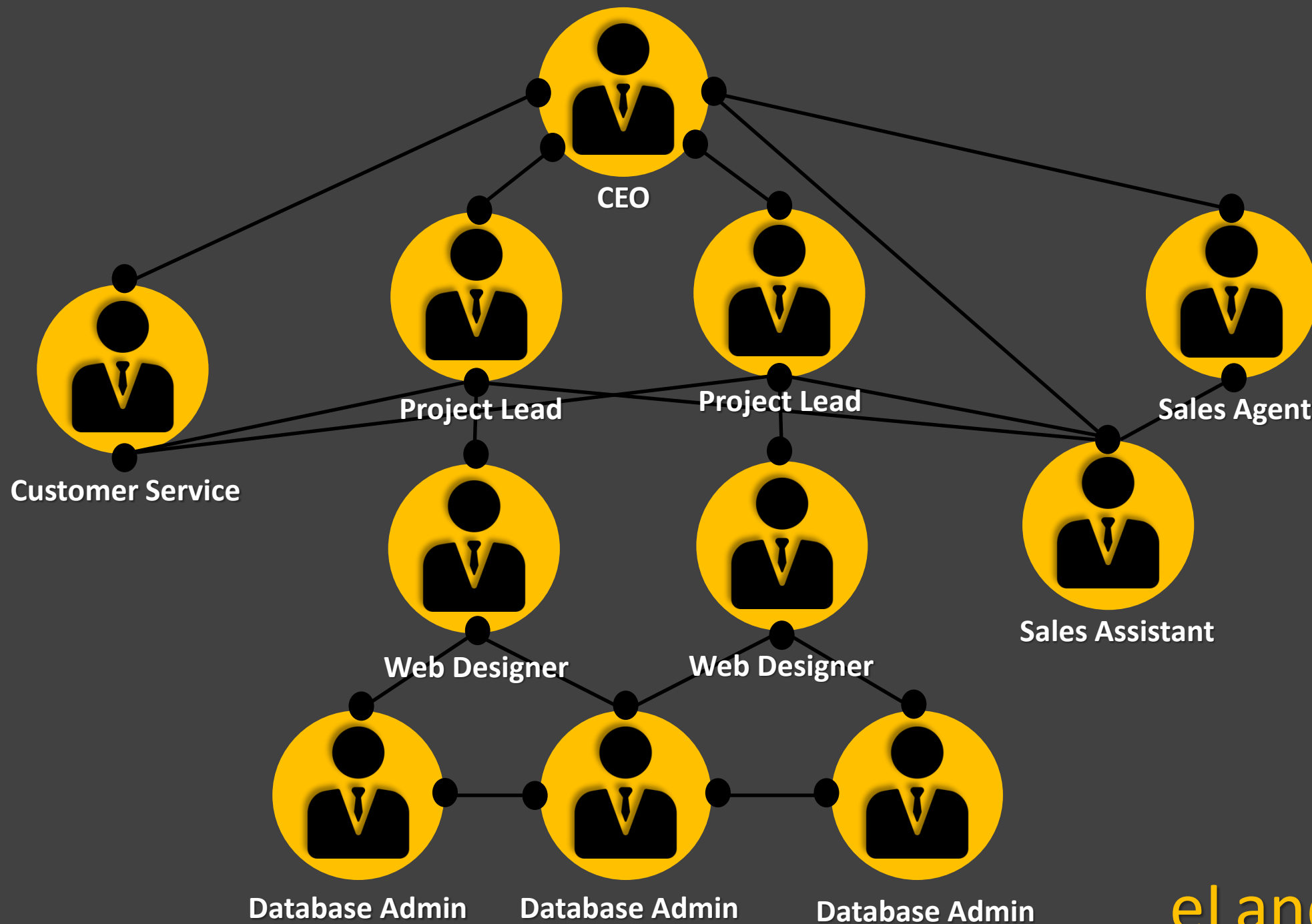
- ✓ MIS degree.
- ✓ 3-4 years.
experience.
- ✓ English/Arabic.
- ✓ Background in
sales.
- ✓ Proficiency:
MS Package.

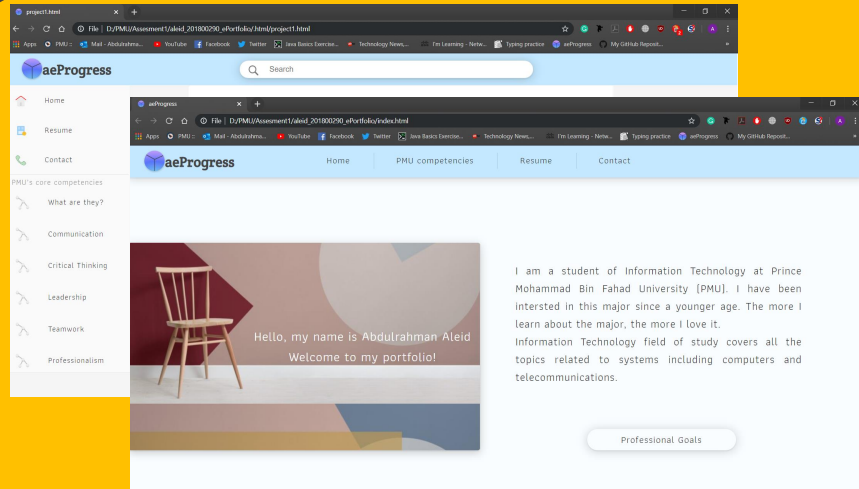
1 Sales Assistant



- ✓ Business degree.
- ✓ 1+ years
experience.
- ✓ English/Arabic.
- ✓ Proficiency:
MS Office.

Work Flow

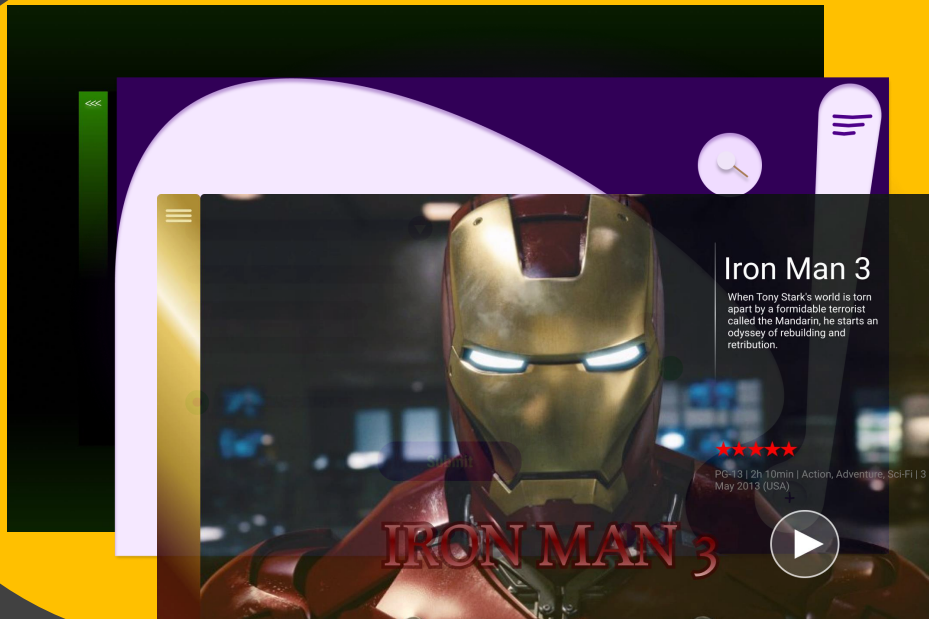




Standard Website Package

Website creation.
Customized design.
Server database.
Continuous maintenance.
Customer Service.

Price: 40,000 SAR + 4,000 SAR/month

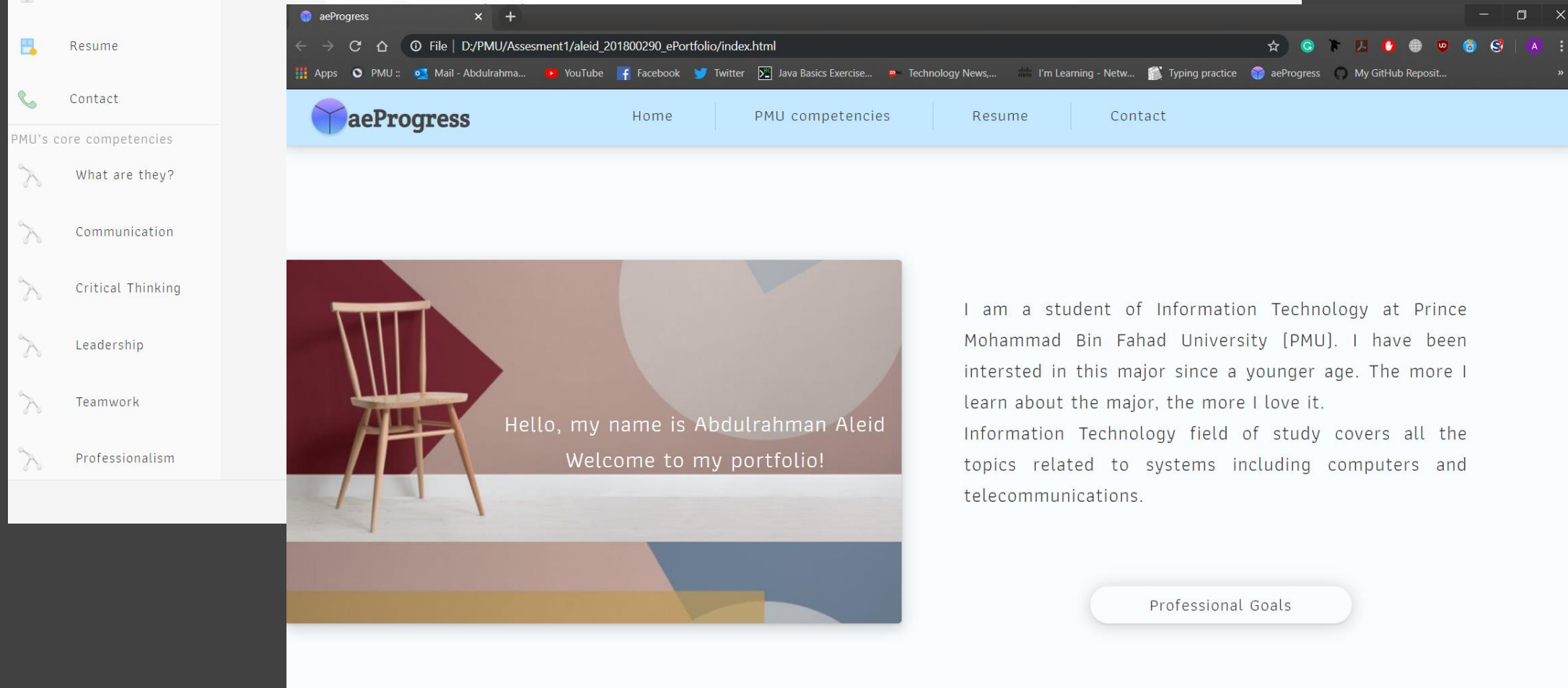
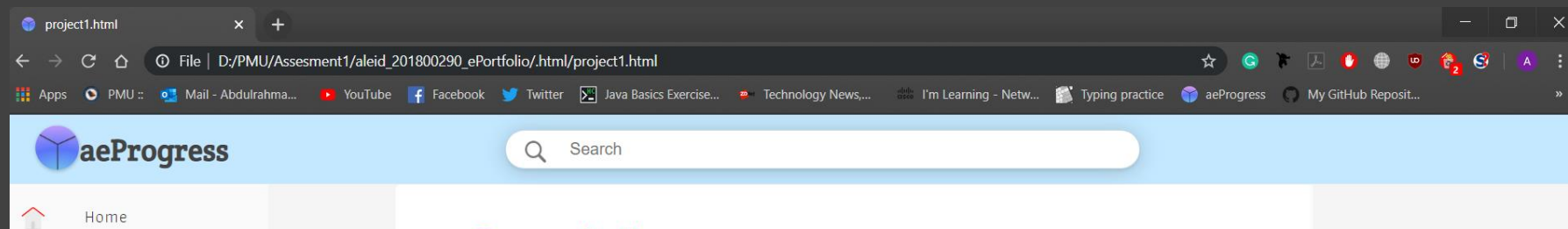


Premium Website Package

Website creation.
Customized design.
Customized server database.
Customized plugins.
Continuous maintenance.
Customer service.

Price: 50,000 SAR + 5,000/month

Sample Website



The form is a white, rounded rectangle with a large, irregular cutout on the right side. It contains the following elements:

- Top Left:** A light purple rounded rectangle with a small dark purple downward-pointing triangle on its right side.
- Top Right:** A circular icon with a white magnifying glass.
- Right Edge:** A vertical white bar with three horizontal lines at the top and a plus sign (+) at the bottom.
- Left Side:** Four horizontal light purple bars of varying lengths. Below them is a green circle with a dark purple dot inside, followed by a horizontal light purple bar.
- Center:** Two horizontal light purple bars. The top one has a dark purple toggle switch to its right, and the bottom one has a green toggle switch to its right.
- Bottom Center:** A rounded purple button with the text "Submit" in white.
- Bottom Left:** Three small dark purple circles arranged horizontally.
- Bottom Right:** Two circular buttons with white left and right arrow symbols.





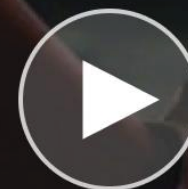
Iron Man 3

When Tony Stark's world is torn apart by a formidable terrorist called the Mandarin, he starts an odyssey of rebuilding and retribution.



PG-13 | 2h 10min | Action, Adventure, Sci-Fi | 3
May 2013 (USA)

IRON MAN 3



Marketing plan

- Convention Booth

Set-up a 5x5 booth at a Saudi Tech Convention

[1 booth/year]

1st year: Saudi International Exhibition for Internet (Feb 2020)

- Referral Program: offer a 20%~25% (1000 SAR) discount on one monthly payment for current clients that refer new projects to us.

[10 referrals/year]

- Advertisement campaign

-30 second ads during convention presentations.

-Targeted google ads (1st page search results)

Costs

- Employee Salaries
- Per Year Purchases
- One Time Payments

Employee Salaries

Costs

Job Title	Salary/Month	Salary/Year	No. of Employees	Total/year
Web Design Leader	8,000 SAR	96,000 SAR	x2	192,000 SAR
Web Designer	6,000 SAR	72,000 SAR	x2	144,000 SAR
Database Admin	7,700 SAR	92,400 SAR	x3	277,200 SAR
Customer Service	5,800 SAR	69,600 SAR	x1	69,600 SAR
Sales Agent	6,500 SAR	78,000 SAR	x1	78,000 SAR
Sales Assistant	5,500 SAR	66,000 SAR	x1	66,000 SAR
TOTAL	39,500 SAR	474,000 SAR	x10	826,800 SAR

Costs: 826,800 SAR

Remaining: 673,200 SAR

Per Year Purchases

Costs

Item	Price/Month	Price/Year	No. of Units	Total/Year
Rent [8x10m^3]	3,720 SAR	44,650 SAR	x1	44,650 SAR
Electricity (extra)	333 SAR	4,000 SAR	x1	4,000 SAR
Internet	1,000 SAR	12,000 SAR	x1	12,000 SAR
Health Care	1667 SAR	20,004 SAR	x10 Employees	200,040 SAR
Convention Booth	-	27,000 SAR	x1	27,000 SAR
Referrals	-	1,000 SAR/Referral	X10 Customers	10,000 SAR
Continued Marketing	-	-	-	120,000 SAR
TOTAL	6,720 SAR	80,654 SAR	-	417,690 SAR

Costs: 1,244,490 SAR

Remaining: 255,510 SAR

One Time Payments

Costs

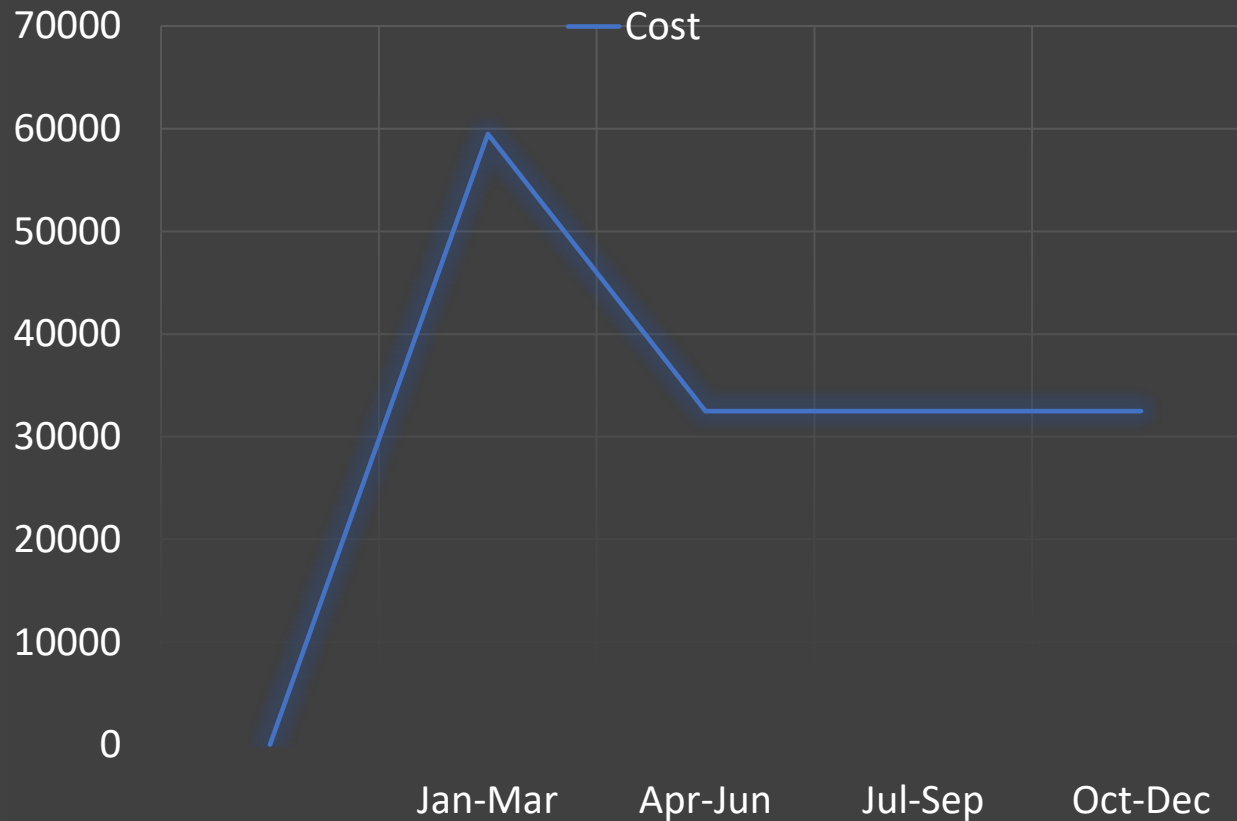
Item	Price/Item	No. of units	Total
Server	136,850 SAR	x1	136,850 SAR
Desk	516 SAR	x12	6,192 SAR
Chair	150 SAR	x22	3,300 SAR
Desktop Computer	5,800 SAR	x11	63,800 SAR
Monitor	444 SAR	x11	4,884 SAR
Keyboard	62 SAR	x11	682 SAR
Mouse	60 SAR	x11	660 SAR
Cables	416.25 SAR/m^3	x80	33,300 SAR
Uninterrupted Power Supply	1,500 SAR	x2	3,000 SAR
TOTAL	-	-	252,668 SAR

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Costs: 1,497,158 SAR

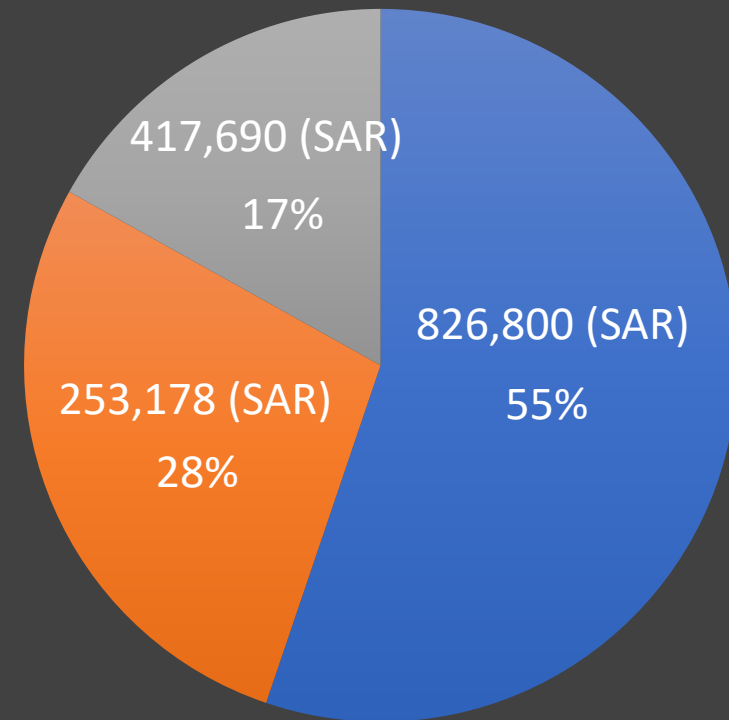
Remaining: 2,842 SAR

Marketing Costs



Costs

- Employee Salaries
- Per Year Purchases
- One Time Payments



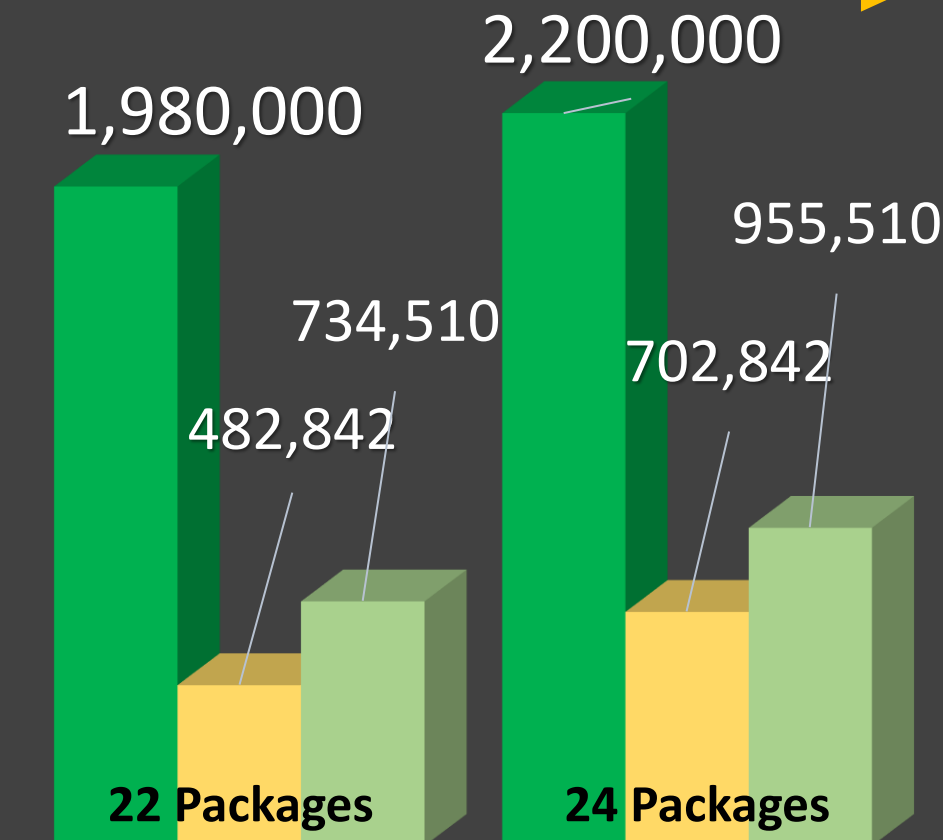
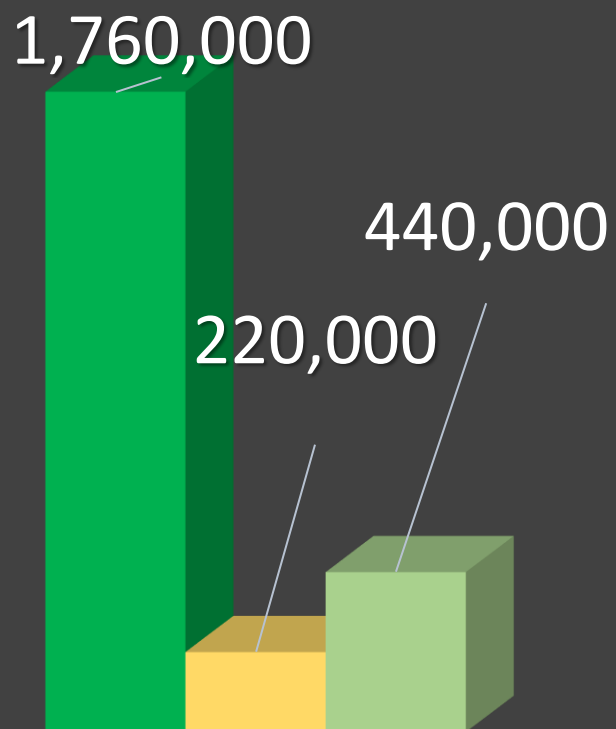
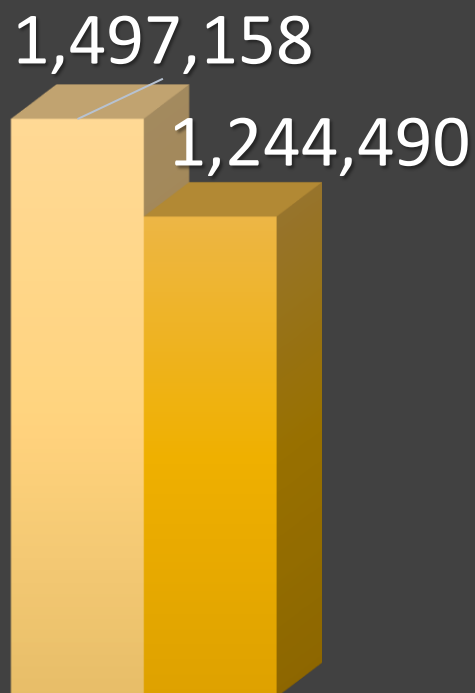
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Costs (SAR)

Packages Revenue (SAR)

Revenue & Profit (SAR)

Estimated Results



1st Year

20 Standard packages/year

2 Premium packages/year

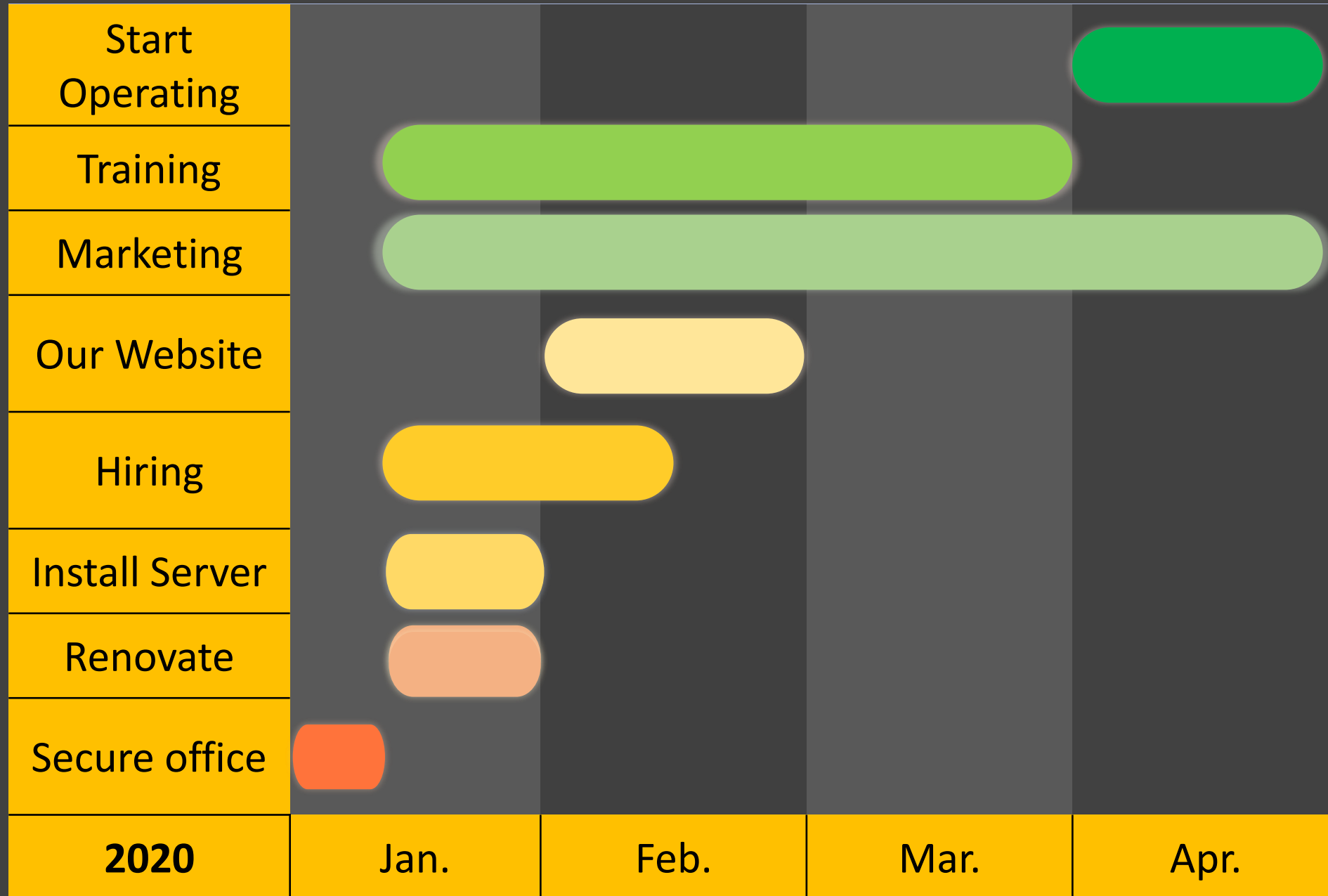
4 Premium packages/year

Revenue

1st year profit

Subsequent year profit

Time Table



Summary

- 22~24 projects by the end of 1st year.
- Continuous marketing via allocated yearly marketing budget.
- Estimated 1st year profit: 482,842 SAR ~ 702,842 SAR
- Estimated subsequent years profits: 734,510 SAR ~ 955,510 SAR

Request for Action

- We ask you to invest 1,000,000 SAR:
 - Our unique advantage in a technologically emerging market.
 - Lack of domestic competitors.
 - Our organized workflow insures 22~24 packages/year.
 - Our operations are easily scaled up.
 - Profits increase by 52% in subsequent years.

References

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