BUSINESS PLAN

Computer Developers Union

Mark Stumbris, Owner

Created on April 9, 2016

1. EXECUTIVE SUMMARY

1.1 Product

Google AdWords sales and computer training courses.

1.2 Customers

Begining developers and local businesses

1.3 What Drives Us

Help guide and train technicians and engineers, help local business with technolgical needs.

2. COMPANY DESCRIPTION

2.1 Mission Statement

To help people follow a path toward continued education, while helping other business with their technological needs.

2.2 Principal Members

Mark Stumbris

2.3 Legal Structure

Sole proprietorship

3. MARKET RESEARCH

3.1 Industry

Computer development is the fastest growing field in the United States. The Computer Development Union will be a business that can build applications for iOS, Android and others, as well as train future developers.

3.2 Customers

Local businesses with technological needs, data storage, application development.

3.3 Competitors

Other software developers, Microsoft Partners, Google Partners

3.4 Competitive Advantage

The Computer Developers Union will be able to employee the best graduates from its training classes.

3.5 Regulations

Google Partner agreement

4. PRODUCT/SERVICE LINE

4.1 Product or Service

Google Adwords, website and application development.

4.2 Pricing Structure

Hourly service rate, 25% markup google AdWords

4.3 Product/Service Life Cycle

The Computer Development Union is in a growth stage we are looking for new businesses and new business locations.

4.4 Intellectual Property Rights

The Computer Development Union is a Google Partner, Microsoft Partner and iOS developer.

4.5 Research & Development

We are currently constructing a website using a Ruby on Rails application