|  |
| --- |
| **Thrifa** |
| Business Plan |
|  |
| This plan is written as a guide for starting and managing this new business and will also serve as the basis for a separate, detailed marketing plan. |
|  |
| **Umara Imtiaz** |
| **2/28/2017** |
|  |

Executive Summary

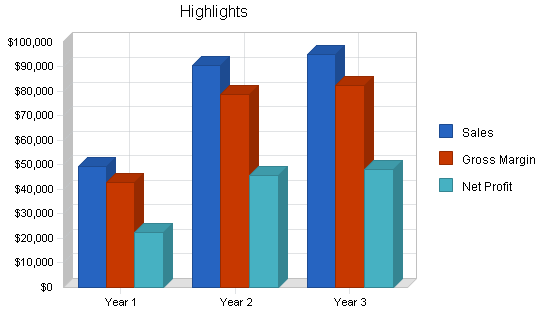
Thrifa is a Seattle-based software development company owned and operated by Alan Hou and Quang Ngynun . This plan is written as a guide for starting and managing this new business and will also serve as the basis for a separate, detailed marketing plan. Following is a summary of the main points of this plan.

The objectives of Thrifa are to generate a profit, grow at a challenging and manageable rate, and to be a good citizen.

* The mission of THRIFA is to provide fast and reliable technical assistance to small office computer users.
* The keys to success for THRIFA are marketing and networking, responsiveness and quality, and generating repeat customers.
* The initial primary service offered will be hourly technical aid, although retainer contracts and projects will be considered in the future growth.
* The local market for this business, while not new, is wide open for new and expanding consulting firms.
* An initial financial analysis of the viability of this venture shows outstanding promise and results. Several sources note that the computer consulting business is easy to start, requires little up-front capital, and has the potential to be quite lucrative in today's high tech world.

In conclusion, as shown in the highlights chart below, this plan projects rapid growth and high net profits over the next three years.

Implementing this plan, in conjunction with a comprehensive and detailed marketing plan, will ensure that Thrifa will rapidly become a profitable venture for the owner



Objectives

The objectives of this business plan are:

* To provide a written guide for starting and managing this computer consulting business; a strategic framework for developing a comprehensive tactical marketing plan.
* The intended audience is the owner of this business only; this plan is not intended to obtain financing from outside sources.
* The scope of this plan is to provide detailed monthly projections for the current plan year, and yearly summaries for the following two years.

The objectives of Thrifa are:

1. **Profit** - To generate sufficient profit to finance future growth and to provide the resources needed to achieve the other objectives of the company and its owner. (Net profit of at least 45% of sales in first year).
2. **Growth** - To grow the business at a rate that is both challenging and manageable, leading the market with innovation and adaptability. (Grow from 24 billable hours/week at end of Year 1 to 35 hours/week in Year 3).

Mission

Thrifa mission is simple and straightforward:

* **Purpose** – Thruifa exists to provide fast, reliable technical assistance to local business/small office/home office computer users. Thrifa sells solutions & results!
* **Vision** - By providing fast response, informed expertise, and consistently high quality solutions, Thrifa generates enough satisfied repeat customers to provide a stable retainer base. This generates sufficient profit to provide a comfortable living for the owner.
* **Mission** - The short term objective is to start this company quickly and inexpensively, with a minimum of debt. The long term objective is to grow the company into a stable and profitable entity that the owner can easily and comfortably manage.
* **Marketing Slogan** - "come together, build great things and make them affordable"

Keys to Success

The keys to success for Thrifa are:

* Marketing and Networking (getting the name out there -TOMA).
* Responsiveness (being an on-call computer paramedic with fast response time).
* Quality (getting the job done right the first time, offering 100% guarantee).
* Relationships (developing loyal repeat customers - retainers).

Company Summary

Thrifa will be a start-up venture with the following characteristics:

* Thrifa will initially be a partnership between Alan Hou and Quang Nugyen.
* The goal will be to start the venture as inexpensively as possible, with no debt financing.
* Thrifa will be a home office start-up, utilizing one studio room in the owner's home.

Start-up Summary

In keeping with the company philosophy of avoiding the use of debt, the goal is to start-up as inexpensively as possible. This is in line with industry figures that show that computer consulting start-ups are ideal entrepreneurial opportunities with very low start-up costs. Total start-up expenses for Thrifa come to $20,000/-, all of which will be financed through owners investment.

Most expenses are typical start-up paperwork fees (legal, accounting, etc.).

Cash requirements consist of three month's Salary as a reserve.

$500 for expensed equipment will be used to purchase a new All-In-One printer, fax, answering machine to replace an aging inkjet printer.

|  |  |
| --- | --- |
| *Start-up* |  |
|  |  |
| Requirements |  |
|  |  |
| Start-up Expenses |  |
| Legal | $250 |
| Stationery etc. | $100 |
| Brochures | $125 |
| Hosting and domain | $75 |
| Web site Development | $500 |
| Salary | $18900 |
| Total Start-up Expenses | $19950 |
|  |  |
| Start-up Assets |  |
| Cash Required | $0 |
| Other Current Assets | $0 |
| Long-term Assets | $0 |
| Total Assets | $0 |
|  |  |
| **Total Requirements** | $1,9950 |

Start-UP-Funding

|  |  |
| --- | --- |
| *Start-up Funding* |  |
| Start-up Expenses to Fund | $19,950 |
| Start-up Assets to Fund | $0 |
| Total Funding Required | $19,950 |
|  |  |
| Assets |  |
| Non-cash Assets from Start-up | $0 |
| Cash Requirements from Start-up | $0 |
| Additional Cash Raised | $425 |
| Cash Balance on Starting Date | $425 |
| Total Assets | $425 |
|  |  |
| Liabilities and Capital |  |
| Liabilities |  |
| Current Borrowing | $0 |
| Long-term Liabilities | $0 |
| Accounts Payable (Outstanding Bills) | $0 |
| Other Current Liabilities (interest-free) | $0 |
| Total Liabilities | $0 |
|  |  |
| Capital |  |
| Planned Investment |  |
| Owner Investment | $20,000 |
| Other | $0 |
| Additional Investment Requirement | $0 |
| Total Planned Investment | $20,000 |
|  |  |
| Loss at Start-up (Start-up Expenses) | ($19,950) |
| Total Capital | $50 |
|  |  |
| Total Capital and Liabilities | $50 |
| **Total Funding** | $20,000 |

Company Locations and Facilities

This is a home office venture, located in one studio of the owner's home.

•Computer facilities will initially consist of the owner's existing system.

•Telephone - one line currently serves the location. A second line for data use should be added soon.

Company Ownership

Thrifa will be created initially as a partnership, owned and operated by Alan Hou and Quang Nguyen. Incorporation, probably as a LLC, will be explored as a later option.

Services

Thrifa will offer small office/home office business owners a quick-response, reliable source of technical help for their computers.

•Thirfa will offer three main services - Hourly Technical Aid, Retainer contracts for specific skills or systems, and Project consulting.

•There appear to be four main classes of competition, the largest of which consists of individual proprietors and smaller consulting firms such as Thrifa. The competitive edge for Thrifa will be to expand on already existing relationships.

•Thrifa will start with some basic sales literature, including logo and stationary, a brochure, and a basic web page.

•Fulfillment of services will be provided exclusively by Thrifa owner.

•Technology is obviously a critical component of this business: It will be important to stay up to date on both equipment and knowledge to remain competitive in the future.

Detailed descriptions of these points are found in the sections below.

Service Description

Thrifa will offer three main services, corresponding to what industry experts have identified as the primary opportunities in computer consulting:

1.Hourly (Temporary Technical Aid) - The less traditional sort of short term assignment helping a company solve a software or hardware related problem. Includes both emergency and non-emergency technical assistance

2. Retainer (Specific Skill) - The more traditional form of consulting, including regular system maintenance, software and hardware upgrades, and network administration. The owner's particular area of expertise is in management consulting with regard to JS .

3. Project (Bail-out or Specific Skill) - This will include such things as consulting on major purchases, system/network installation and testing, and major disaster recovery.

Sales Literature

Thrifa will start with some basic self-generated literature to establish initial positioning:

•Logo and theme - A national catalog sales paper Goods Company has a wonderful line of blank papers with a computer theme that will serve as the "look" for Thrifa. A graphic artist has already commenced work on a matching logo.

•Stationery - The theme paper is available in various formats for use as company stationery.

• Brochure - Likewise, pre-printed paper is available, along with software templates for generating brochures

•Web Presence - Eventually a website will be developed as an "electronic brochure" as well as a resource site for the owner's established client base.

•Response Templates - As common problems/solutions are encountered and solved, a set of standardized templates for initial responses will be developed. This will shorten response time and eliminate confusion in providing quick solutions to routine issues.

Fulfillment

The fulfillment of services for Thrifa is provided by the owner. The ultimate deliverable is the owner's expertise and problem solving ability, coupled with an open mind and ease of communication that will result in the customer's complete confidence in immediate and lasting results.

Competitive Comparison

There seems to be four major classes of competition in the computer consulting industry:

•In-house Development consultants - Usually employed by larger companies that can afford the fixed cost of a salaried or hourly employee.

• Individual proprietors & smaller consulting firms - As noted elsewhere in this plan, the bulk of Yellow Page advertisements are comprised of this group.

•Larger React JS service consulting firms - Large, known-name companies such as CSS Chopper that specialize in providing total JS services to larger companies that choose to outsource