

Business Plan: Software Development Division for MTI Inc.

Executive Summary:

MTI Inc. aims to establish a software development division. This new division would be tasked with, delivering innovative, user-friendly, and scalable applications tailored to meet MTI's client needs. Our focus is to provide customized app solutions, ensuring optimal functionality and a seamless user experience. This plan outlines the steps MTI Inc. will take to achieve financial sustainability, and build a robust software division.

Mission Statement:

To create cutting-edge software development that empower businesses and individuals to achieve their goals, fostering innovation, usability, and digital transformation.

Objectives:

- Launch MTI software development department.
- Find third party development company for initial app builds
- Staff up software dev division with designers and coders
- Build Field Tech Services mobile app for MTI field services workers
- Work with Sales to offer software solutions to new and existing partner companies
 - What solutions would customers need or want that MTI has the competency to do well
 - Example would be to use a mobile app to replace card keys for locking mechanisms on cabinets.

Market Analysis:

Industry Overview

The global software development market is projected to grow at a CAGR of 14.3%, reaching \$407.31 billion by 2026. With the increasing reliance on mobile solutions, businesses are prioritizing app development to enhance customer engagement and streamline operations.

Target Market

MTI Inc. would target current customers such as Best Buy and Costco to offer software dev services. Current customers are well suited to have MTI enhance current offerings and or build new solutions that solve problems for current customers. Enhancing or adding capabilities to existing software that is used by retail employees for existing clients offers a very good starting point.

Example; Best Buy currently uses very outdated web services for vendor logins as well as shipping and receiving. These could be redone or enhanced to increase efficiency as well as employee satisfaction.

Competitive Analysis:

MTI is uniquely positioned to change how retail works. Mobile applications could be built to take on many of the tasks done by retailers currently. If even enabling a mobile app that replaces key card used to unlock cabinets.

Services Offered

- Custom Software Development
- Cross-platform Development for mobile devices iOS and Android
- UI/UX Design Services
- App Maintenance and Upgrades
- App Testing and Quality Assurance

Business Model

MTI software division would operate on a hybrid model of fixed-cost projects billing, depending on client requirements. Subscription-based app maintenance plans will provide recurring revenue streams for non MTI internal development.

Financial Plan:

- Startup Costs (Estimates):
 - Initial Investment: \$250,000
 - Breakdown: Office setup (\$50,000), technology tools/licenses (\$100,000), marketing (\$50,000), recruitment and training (\$50,000).
- Revenue Projections:
 - Year 1: \$500,000
 - Year 2: \$850,000
 - Year 3: \$1.2 million
- Expense Allocation:
 - Salaries (40%), Marketing (20%), Technology Upgrades (15%), Operations (15%), Miscellaneous (10%).

Building a software development division for MTI Inc. will require strategic planning, resource allocation, and execution. Here's a step-by-step roadmap:

Objectives

- **Mission:** Determine the division's primary purpose (e.g., build proprietary software, support existing systems, drive innovation).
- **Goals:** Set clear, measurable goals such as product launches, customer acquisition, or tech innovation timelines.

Develop a Structure

- **Roles & Hierarchies:**
 - **Leadership:** Division Head or Director.
 - **Teams:** Teams for Development, QA, UI/UX Design, Product Management, and DevOps.
 - **Support:** HR, Finance, and Admin.
- **Team Size:** Begin with a lean team, 3 developers and 2 designers, expanding based on workload and project scope.

Core Team Recruitment

- **Key Roles to Fill Initially:**
 - **Software Developers:** Backend, Frontend, Full-stack.
 - **QA Engineers:** Testers for functional and automated testing.
 - **Product Manager:** Oversees projects and aligns with company goals.
 - **UI/UX Designers:** Build user-friendly designs.
 - **DevOps Engineer:** Handles infrastructure and deployment.
- **Hiring Process:** Use platforms like LinkedIn, Indeed, or specialized recruiters.

Establish Technology Stack

- **Programming Languages:** Depending on the projects (e.g., Xcode ,Python, HTML 5, JavaScript, Java, etc.).
- **Frameworks:** Based on needs (e.g., React for UI, Django/Flask for backend).
- **Tools:**
 - **Version Control:** GitHub/GitLab.
 - **CI/CD:** Jenkins, CircleCI.
 - **Project Management:** Jira, Trello.
 - **Collaboration:** Slack, Microsoft Teams.

Infrastructure Setup

- **Hardware:** Workstations, servers, networking equipment.
- **Software:** IDEs, debugging tools, licenses.
- **Cloud Services:** AWS, Azure, or Google Cloud for scalability.

Development Workflow

- Agile Methodology: Implement Scrum or Kanban for iterative development.
- Version Control: Set up repositories and branching strategies.
- Quality Assurance: Include automated testing and peer reviews in workflows.
- When progressing to beta testing will need for real world testers.

Build a Knowledge Base

- Documentation: Maintain detailed records for codebases, workflows, and policies.
- Training Resources: Offer learning paths for new tools or technologies.

Foster a Collaborative Culture

- Work Environment: Encourage innovation and open communication.
- Feedback Loops: Conduct regular retrospectives to improve processes.
- Recognition: Reward achievements to boost morale.

Launch Initial Projects

- Pilot Project: Start with a manageable, high-impact project to prove the division's value, Field Services mobile app would be the starting place
- Stakeholder Communication: Regular updates to management about progress and milestones.

Monitor & Optimize

- Metrics to Track: Delivery times, code quality, team efficiency.
- Continuous Improvement: Regularly refine tools, processes, and training.

Conclusion:

MTI Inc. is positioned to capitalize on the burgeoning demand for software development. With a clear strategy, a dedicated team, and a client-centric approach, the company is set to achieve its objectives and establish a strong base to build on.