

Business Proposal

ZLED Lighting

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Starkflow LLC

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I. Problem

1. ZLED Lighting is looking for a professional who is going to be responsible for managing the SKUs and content on both ZLED and TLED.
2. ZLED Lighting is looking for a professional who is going to be responsible for digital marketing of the websites, generation of traffic through SEO and Ads.

II. Solution

1. Starkflow will hire a marketing professional who specializes in promoting omni-channel e-commerce websites.
2. Starkflow will look for a catalog manager who is going to maintain the websites, update and optimize website listings, update the inventory data.

Note: Talent hired by Starkflow is going to solely work for the ZLED lighting on a full time basis.

III. Ideal Candidate Requirements

1. Ideally Starkflow will be looking for a catalog manager from companies like **Amazon, Walmart, Flipkart, Myntra, Alibaba** who will already have prior experience with managing SKUs and handle similar systems.
2. The Marketing professional is going to have experience with Wordpress and WooCommerce and other plugins that improve the visibility of the website, experience with Google SEO Suite (Analytics, Search Console, Tag Manager, Ad Manager).

Note: The Marketing professional will be more effective if ZLED Lighting provides a license to market research software like SEMRush or Ahrefs, licenses usually cost \$50-\$150 a month.

IV. Team Composition Suggestions

1. Catalog Manager & Marketing Professional will be directly reporting to you, and to the system administrator.

V. Suggested Processes

Remote Team

1. In order to make sure that remote teams are synchronized a methodology similar to **AGILE** can be implemented, where teams will sync up with each other on a daily basis and update their statuses.
(<https://en.wikipedia.org/wiki/Kanban> or [https://en.wikipedia.org/wiki/Scrum_\(software_development\)](https://en.wikipedia.org/wiki/Scrum_(software_development)) it's not necessarily used only in software development, methods are applicable to other industries as well)
2. For transparency in the operations, talent can collaborate through tools like **Teamwork**, **Trello** or **BasecampHQ** or whatever Starkflow and ZLED Lighting.
3. For file versioning, tracking and cloud storage, talent can use Google Drive or BasecampHQ.
4. Periodical communication and calls can be done through **Slack**, **Zoom**, and **Skype** or whatever Starkflow and ZLED Lighting decide on.

VI. Timelines Of Building the Team

1. After project kick-off, jobs will be posted on all platforms and 3 headhunters will start working on requirements, the first interview will be expected after 3 days.
2. Hiring shortlisted candidate will require 2 weeks on average.

Note: Starkflow will work with ZLED Lighting and prepare interview questions and assessments for the candidates, after each interview batch list of candidates with their skill matrix will be shared with ZLED Lighting, successful ones will get the contract offers from the Starkflow.

VII. Talent Costs

Catalog Manager - including taxes, compliance and operational costs(infrastructure and equipment) will be roughly \$1950-\$2760 per month.

Marketing Professional - including taxes, compliance and operational costs (infrastructure and equipment) will be roughly \$1850-\$2670 per month.

Costs will vary based on geography, skill level, etc.

VIII. Payments

After the successful hires ZLED Lighting needs to pay Starkflow 1 month of salary as a deposit and 1 month of the salary will be paid to Starkflow upfront, where Starkflow will serve as an Escrow and will release funds to employees during the 1st week of the month.