Alorian Web Solutions

ISM4480 | Ref # 448388 | Professor Karen Walker

Group Project Part 1: E-Business Strategy Plan

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**Name of Business:**

Alorian Web Solutions

**Vision/Mission and Objective:**

Alorian Web Solutions (AWS) is a Jacksonville, Florida based company in the field of designing and building web applications. We use the latest technologies and developmental frameworks to provide our clients with cutting edge solutions to meet their needs. All of our developers and designers have worked with small businesses and larger corporate firms alike, granting us a wealth of experience in undertaking and completing both intermediate level and large-scale projects, while remaining on budget and on schedule. AWS was established with the intention of breaking away from the industry standard of recycled “cookie cutter” approaches in order to deliver truly unique web applications that stand out from the crowd. With AWS, you can rest assured you will not be given just another WordPress site. We feel it is necessary to give each client a personal solution that is specifically tailored to meet their individual needs.

**SWOT Analysis:**

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| Alorian Web Solutions | Helpful | Harmful |
| Internal Origin | **Strengths**   * Talented group of UX designers and front-end developers experienced in HTML5, CSS3, and the latest JavaScript frameworks for building UI (React, Redux). * Skilled back-end developers familiar with systems design, data flows, Java, and the latest database technologies (DB2 for transactional SQL, MongoDB for read-only NoSQL). * Strong customer support department which will cultivate positive brand recognition for the business. * In-depth knowledge of WCAG standards so that designs can fall within accessibility guidelines if required. | **Weaknesses**   * Employees are have years of experience individually, but AWS is still a newer company overall, so brand recognition is lacking at the moment. * Need a few more financial investors to maintain sustainability through the beginning stages of opening. * Though there is a wealth of development and project management experience, we currently lack anyone specializing in business marketing. |
| External Origin | **Opportunities**   * New clients looking for unique and exclusive design solutions. * Redesigning existing client websites so that their brands do not grow stale. * Getting clients to sign contracts for future maintenance and support. | **Threats**   * Web design is a saturated market, so hard to separate yourself from the pack. * Work is usually received via contract basis, which means competitors can undercut our bids. * Technologies and development frameworks are regularly changing, so we need to make sure our staff stays up-to-date. |