Target Business: Bus Boys

History: Bus Boys is a failing public transportation company. Their sales have been dropping off slowly over the past few years due to their inability to keep up with the competition. They have decided to take a more tech savvy route and have come to us for help to make an application that would attract more people and retain old customers. Their company has all the right stuff to succeed. The only problem is they are late in transitioning to a more computer friendly world. They need an electronic database maintain their company and an application that will bring in new people and help retain older people.

Location: Baltimore, Maryland

Number of branches: Currently 3 branches

Size of the business: about 20 people

Total sales: Bringing in about 1,500,000 per year

Target Area: Maryland near Baltimore Area. Hoping to branch out as time goes on.

Services: Public transportation. Public busing system. Private bus reservation system with driver. Taxi reservation system.