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Mrs. Hyde

Business Management

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Business Plan

**Part I – Executive Summary**

With an economy that has become increasingly more reliant on the use of information technology through the medium of a computer or laptop, the reliability of these objects must come into question. With products that become decrepit and unreliable, the constant expenditure on additional mediums would only result in the wasting of capital, while at the same time a business that provides services to help fix these products would harbor a significantly lower and more efficient cost and time schedule. Thus, a computer sales and repair business would prove itself to be a prominent player in the economic stage, with its default usage being needed in order to maintain the very essence of our modern economy.

**Part II – Description of Proposed Business**

Our company, Ctrl+Alt, is dedicated to providing quality service to hardware and software for computers. Our idea came largely from the lack of quality service in this economic sector and thus a natural necessity for such a company was born. We will primarily focus on the ability to connect to our customers with their troubles and ambitions with their technology, and help guide them to these ambitions. We will be primarily based out of Michigan and will provide repair services as well as various hardware and software retail options for consumer to choose from.   
  
**Part III – Objectives of the Business**

Our statement, “For a better world; real and digital.”, helps us envision a business that is helpful and caring towards customers as well as giving quality products in an effort to assist all in the fields in which we can assist.

**Part IV – Proposed Business Strategies**

In one year we hope to have the company open for business.

In three years we hope to be a profitable business.

In five years, we hope our business will be expanded to additional employees and thus a larger operation as a whole.

In ten years, we hope for our business to have opened at least one other location within the state and have our initial operation to expanded to a capacity adequate for Clinton and the surrounding counties.

**Part V – Products and/or Services to be Provided**

We plan on providing services to our customers that range in the field of maintenance for computers and technology. Our difference among others is that we strive to serve local customers, rather than becoming a conglomerate with a subpar service. In addition to our service, we will plan on offering parts to computers and laptops in order to help individuals that are capable of repairing their own computers but not necessarily having the parts accessible to them. Our emphasis to a local service will help us create a difference against our competitor by creating direct relationships with customers due to the closely knit community we will be able to foster.

**Part VI – Management and Ownership of Business**

The ownership position will be chosen based on the founders of the company, and subsequently by the most merit and vision displayed by the candidate. They must undertake the proper precautions and policies in order to properly foster the company and the employees. This will be a part time job on account that there are two owners of this company. Due to this, they will be paid a wage that is not extravagant but is still proportionate to the time and effort that they put into the company. Standard health benefits will be given as needed, but cheaper options may be taken if the situation arises. All financing will be taken care of by this or these individuals, due to our local focus. The Managerposition will have topass personal interview and have an adequate education previous to said interview. It will be a full-time position which will mainly focus on ensuring that the workers are on-task and performing to the best of their ability. Benefits will be available but be subject to removal if business demands it. Workers will preferably be local high school students that are interested in computer technology, part time, limited health benefits

**VERTICAL ORG:**

Worker

Worker

N/A

CEO’s

Cy

Lucas

Manager

N/A`

**Part VII – Marketing Analysis**

In our area, we have one main competitor in New Look Computer and Data. They currently offer Cell Phone Repair, Virus and Cleanup, Laptop Screen Repair, IPad and Tablet Repair, Wireless Networking, Troubleshooting, Computer Pick Up, Laptop DC Power Jacks, Computer Upgrades, QuickBooks, Computer Sales/Setup, Remote Support, Trust, Marketing and Web Design, Social Media Marketing, Design and Build, Virtual Tours and Video, Setup and Training, and Domain and Hosting. New trends that are manifesting themselves in the industry are in virtual reality technology and 360 degree cameras.

**Part VIII – Financial Analysis**

Our funding will come from loans applied to the bank and any personal income that is available to invest and not put either of the owners into financial uncertainty. The main expenditures of our capital will be into purchasing the furniture and supplies needed to stock the floorplan of our business. When customers are served, it will be to be a price that is balanced between a good price for the consumer while also a price that is capable of making profit.

This section contains detailed financial information about the organization. The source of start-up cash and major capital expenditures is to be identified. This section will provide a balance sheet as it pertains to the opening day of business. This will define the financial standing and situation when the customer is served. (NOTE: The financial analysis section may be less detailed for Secondary students.)