

Maintenance Plan

Get Rid Of It

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A. GENERAL INFORMATION:

1.1 System Overview

Our maintenance plan is composed of 7 major pieces, outlined below. These will be discussed in further details among the following pages.

1. Pay the monthly description to GoDaddy to continue hosting our site
2. Gather feedback from our users
3. Continue Facebook marketing
4. Create a reliable tracking system for items
5. Hire new employees
6. Testimonials & Ratings & Referrals
7. Continue with site updates

Note: Our product owner is Christian Lyche, he currently owns the domain for Get Rid of It, as well as working with Inershe, his marketing group. All prices for Facebook advertising, site updates, and add creations are reflective of Inershe's pricing. All references in this manual to the product owner refer to Christian Lyche.

B. Step One

The first and most important step is for us to continue paying our monthly subscription to GoDaddy in order to host our website. We have chosen GoDaddy because of their low monthly hosting costs (\$8 a month) as well as the ample data base space they provide with a subscription. The total cost of hosting on GoDaddy will be \$1 for the first month plus \$8 x 11 for the other 11 months coming out to a total of \$89. GoDaddy is currently doing a promotion in which new users can get their first month of website hosting for only \$1.

C. Step Two

Step two involves gathering feedback from our users. Our users are able to contact admin through the “Contact Us” page on our site. This could be anything from not being able to log into their account, the site working slowly, or not enjoying the layout/ finding it confusing. This feedback will all be logged in our admin database and can be viewed by our employees. If we begin to notice lots of feedback that is the same (i.e. the home page is confusing, etc.) then we will look into a developer fixing the issue. As of right now, if the front end needs work anyone on the team will be able to fix it. If the problem is more intricate, the product owner will have his marketing group work on the problem. Assuming his software group fixes bugs for 2 hours a month over 12 months at a rate of \$75/hr, the total upkeep cost of the site will cost roughly \$1800 for the first year. This price will likely decrease after the first year because many of our bugs/errors have been fixed.

Gathering feedback is also necessary to make sure that our customers feel listened too, and that everyone is able to access our site. This means that one job of the employee who watches over the site will be to respond to all inquiries within 24 hours, then generate a weekly report which they will give to our product owner for review. Whenever this weekly report shows strong evidence that something needs to change, Christian will pay his Marketing group to make the necessary changes. If the changes are simple cosmetic fixes then a member of our team will make the fixes at no cost.

D. Step Three

The third step will be continued Facebook marketing. While we will begin our deployment with some Facebook marketing, after analyzing the results we get from our first round of advertisements. We will chart the number of clicks we got on our advertisement in comparison to the demographics of the person shown the ad. When we find the most successful demographic, we will attempt more targeted advertising to save money. If we find multiple demographics with high view to click rates, then we may split our second round between the more promising groups and use that to decide where to place our third round. The first round of advertisements will cost \$5,000 for 20,000 Facebook impressions. Once we have decided where to specifically target our ads, we will release a second round of ads (\$5,000). If the second round is unsuccessful, we will not push a third round of advertisements. If, however the second round is successful, we will likely push a third round of advertisements before the end of the first year. This will bring our total cost of Facebook marketing up to between \$10,000 and \$15,000.

E. Step Four

Step 4 will require keeping detailed records of all transactions so that taxes can be filed on behalf of Get Rid of IT's LLC. As it stands there is no way to keep track of item's after they have been purchased. Some sort of system (could be as simple as an excel sheet) will need to be implemented to keep track of every item and how much it was purchased for. Then when items are sold they will be put on a new sheet which has their purchase price, the amount of time the item sat on our shelf, and the amount it was purchased for. This will make accounting and taxes relatively easy. The amount of time that an item is kept with the company will need to be accounted for as the cost to rent space for the item over that time will be added to the purchase price and then be subtracted from the final sell price. Finally, taxes must actually be filed, under the new LLC created for Get Rid of It.

F. Step Five

The fifth step will be continually hiring new employees to manage the site. While at first only one employee will be delegated to managing the site, if traffic begins to increase more employees will need to be hired. The first employee has already been hired for this position and is currently working at a store owned by our product owner in Dallas Texas. As soon as the site is launched, he will begin to spend a portion of every day managing the site, reviewing submitted items as well as messages submitted via the “contact us” page of the site. New employees will be found via LinkedIn, college career fairs in the local area, or from current employee referrals. The first stage an employee must go through is training. The employee will be trained by current employees on how to evaluate items, how to make offers, how to navigate the site, how to use the admin side of the site, and how to keep track of/ store items received. The employee will also need to be informed about all company policies so that they may accurately answer questions from users. Once an employee is proficient in use of the site as well as policy they will be given their own admin access so that they may access the items submitted by users. As it currently stands the site will have one employee being paid \$500 per week.

G. Step Six

The sixth objective will be gathering real testimonials and ratings from our customers. As it stands our site has fake testimonials from our team members pretending to be customers. We would like to put real testimonials from customers on the site. The way we will gather testimonials is by reaching out to customers and asking if they are satisfied, and if so if they would be willing to provide us with a testimonial and/or leave us a Google review. Leaving us good Google reviews will help to lift our site to the top of search results, so we are easier to find. We believe testimonials are important in order to encourage consumer confidence and allow customers to see how other customers have used our site. We believe that having good reviews and accurate testimonials will encourage new customers to join and use our site, leading to increased traffic, increased referrals, and increased profitability. We would also like to implement a referral program to encourage usage. The details of the referral program have not been

solidified yet but it will be something along the lines of inviting a friend who submits an item will get you both \$5-\$10 cash just for using the site once. Once a new customer submits an item, it is our hope that they will be pleased with the service and choose to use it again. The referral program could involve sending codes to individuals who have been invited and keeping track of which codes correspond with which corresponding members. As it stands, this process could all be done via excel documents, but it would be practical to implement a new table in our database to hold these codes later on. Because we do not know how many referrals we will receive, it is impossible to estimate how much this program will cost the company.

H. Step Seven

Step seven will be continual site updates, not coming from user feedback. This could include:

- Making the site more compatible with smartphones
- Changing the color scheme of the site
- Making the admin side more visually appealing
- Changing the message board to send push notifications to phones
- Adding video advertisements/ logos to the site

The price for all of these updates has been factored into the previous price of \$150 per month for 2 hours of professional development work per month.

Total Cost of Maintenance:

GoDaddy + Employee + FaceBook ads + Site updates

\$96 + \$26,000 + \$10,000 + \$1800 = **\$37,896 Total Deployment Cost**