

WEPTIM WEB SOLUTIONS

Business Plan

Wepukhulu Timothy, Owner
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Executive Summary

Service

Weptim Web Solutions provides Web Design services to brands, companies and businesses. Our services include Web Design, Web Development and Web maintenance to help businesses and brands go further online.

Customers

The target audience for Weptim Web Solutions is small business , brands, companies, schools, who want to increase productivity and reduce overhead costs.

Future of the Company

Web Development is a fast-paced, evolving industry. In response to this climate, Weptim Web Solutions will offer other services, including Hosting and requirements analysis in the future.

Company Description

Mission Statement

To provide quality services to our clients that will help their brands prosper and grow online.

Principal Members

Wepukhulu Timothy— owner, primary consultant

Wepukhulu Timothy— business manager/sales

Wepukhulu Timothy— account manager

Legal Structure

Weptim Web Solutions is an S Corporation, incorporated in Mbale, Uganda.

Market Research

Industry

Detailed Description of Customers

The target customers for Weptim Web Solutions are business owners, schools, Personal Brands, businesses, companies who want to increase productivity and reduce overhead costs.

We will focus on small businesses and institutions that are looking to develop or upgrade their web presence. Our approach will be step-by-step; starting with a simple, basic website and improving it to meet their changing needs.

Company Advantages

Because Weptim Web Solutions provides services, as opposed to a product, our advantages are only as strong as our consultants. Aside from ensuring our team is flexible, fast, can provide expert advice and can work on short deadlines, we will take the following steps to support web design and development services:

- Ensure account team members use our proprietary planning and reporting process to stay in touch with customers and keep them updated on projects
- Develop close relationships with subcontractors who can support us in areas such as graphic design, to ensure materials and presentations are always clear and maintain a consistent brand
- All our team members have at least a wide range of web development skills with over 3years in the industry.
- We are a virtual company without a lot of overhead costs or strict corporate rules, which saves time, money and creates a flexible workplace for getting things done

Regulations

Service Line

Service

Services Include:

- Web Design
- Web Development
- Web maintenance
- Web Hosting
- Domain Name
- On-site SEO

Pricing Structure

Weptim Web Solutions will offer its services at a fixed rate using the following labor categories and rates:

- Web Design, 500,000/=
- Web Development, 800,000/=
- Upgrading of Websites, 300,000/=
- Web Maintenance, 200,000/=
- Web Hosting, 200,000/=
- Domain Name, 100,000/=
- On-site SEO, 100,000/=

Services Life-cycle

All services are ready to be offered to clients, pending approval of contracts.

Intellectual Property Rights

Weptim Web Solutions is a trademarked name in Mbale City Uganda, and we have filed for protection of our proprietary processes and other intellectual property, such as our logo. We have also registered our domain name and parked relevant social media accounts for future use and to prevent the likelihood of someone impersonating one of our clients.

Research and Development

The company is planning to conduct the following research and development:

- Determine the need for additional web design services within our market related to tying improved processes to opportunities for increased sales and promotion to potential customers
- Find trends in software solutions that may provide potentially competitive automated services in order to ensure Weptim Web Solutions continues to carefully carve its niche in the marketplace

Marketing & Sales

Growth Strategy

To grow the company, Weptim Web Solutions will do the following:

- Establish a company website that contains engaging multimedia content about our services
- Upgrade on our working space
- As the business grows, advertise in publications that reach our target industries

Communicate with the Customer

Weptim Web Solutions will communicate with its customers by:

- Meeting with local managers within targeted companies
- Using social media such as Twitter, Facebook, and LinkedIn
- Providing contact information on the company website

How to Sell

Currently, the only person in charge of sales for Weptim Web Solutions is the business manager, Wepukhulu Timothy. As profits increase, Weptim Web Solutions will look to add an employee to assist with account management/coordination. This individual will also provide company social media and online marketing support. The company will increase awareness to our targeted customers through online advertising, proactive public relations campaigns, and attending trade-shows.