






## BUSINESS PLAN V2.0

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## *Executive Summary*

### 1.0 Executive Summary

211 Tech is a three member corporation being formed by Adam Gross, WiL Yeung, and Kyle Guilfooy. The company is founded to offer affordable web design to small businesses in the Tri-State area of Angola, IN. The following plan will serve as a guide to starting and managing the startup and growth of 211 Tech. The following are a few of the main points of the plan.

- The objectives of 211 Tech are to generate a profit, maintain growth, and provide timely service.
- The mission of 211 Tech is to provide a timely and outstanding service to promote small business growth in the Tri-State area.
- The keys to success are focused customer relations, focused turnaround time, and team collaboration.
- The primary service offered will be small business web development.
- The local market is under developed allowing 211 Tech to be an industry leader.

As a result of these highlights, 211 Tech forecast immediate profit and rapid sustainable growth. Focus will also remain on continued development of the organization of 211 Tech's resources and organization. A periodic review of this plan will ensure continued success.

### 1.1 Objectives

The objectives of this business plan are:

1. To provide a written guide for starting and managing the startup and success of 211 Tech's web design business.
2. To provide outside ventures knowledge regarding 211 Tech's organization, structure, and business related goals.
3. The scope of this plan is to provide a structure for the organization and a plan for future growth to ensure continued success.

The objectives for 211 Tech are:

1. **Profit:** Consistent with all business ventures 211 Tech plans to generate sufficient profit to finance future growth and to provide adequate return for any investors, including that of 211 Tech's corporate board.
2. **Growth:** To grow the business at a rate that keeps 211 Tech as a prominent leader of the local industry.

### 1.2 Mission

211 Tech's mission is one that is straightforward

- **Purpose:** 211 Tech exists to provide affordable technology consulting services to small businesses in the greater Tri-State area of Angola, Indiana.

## 211 Technology Business Plan

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- **Vision:** To help to spur new business opportunities in the Tri-State area of Angola, Indiana by helping local businesses progress with the most current technologies and web strategies.
- **Mission:** To provide a timely and outstanding service that allows companies to grow by using and updating new technologies.
- **Slogan:** “Helping you find the technology to grow.”

### 1.3 Keys to Success

The keys to success for 211 Tech are:

- Focused customer relations through limited contracts in progress.
- Short turnaround time from initial customer contact to completion.
- Team collaboration to enhance the quality of the final product.

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## ***Company Summary***

### **2.0 Company Summary**

211 Tech will be a start-up venture of small scale with the following typical characteristics:

- 211 Tech will be a limited liability corporation with full control retained in equal share by the share three founding members.
- The main start-up goal is to remain as inexpensive as possible with limited financing.
- All income will be reinvested back into the company to spur continued growth.

### **2.1 Company Ownership**

211 Tech will be operated as a limited liability corporation. Full control will be divided among the following initial founders:

- Adam Gross
- WiL Yeung
- Kyle Guilfooy

All executive decisions will be made unanimously by the three executive members named above.

### **2.2 Start-up Summary**

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### **2.3 Company Locations and Facilities**

The venture has obtained a small office in Best Hall.

- Computers will initially consist of systems provided by the executive members.
- One laptop will be purchased to be used to present final products to customers.
- Additional hardware will be purchased as the venture grows.
- Utilities, including a telephone line, are provided as part of the office rental.



## *Services*

### **3.0 Services**

211 Tech will offer various companies and organizations both large and small, quality economic websites in a time-oriented manner that meets and exceeds all customer expectations.

- 211 Tech will offer only one service, website design and creation. Additional services may be considered at a later time.
- Competition consists of the following sectors:
  - Private users creating their own website.
  - Other, similar ventures.
  - Online ventures creating mass products.
- Technology is an important part of web design, therefore staying up-to-date with it will ensure our continued success.

### **3.1 Service Description**

The nature of 211 Tech's product requires that all contracts will be project based. In some select cases, additional work may be completed after the initial project is completed in order to maintain or update a particular site.

### **3.2 Competitive Comparison**

There seems to be three major classes of competition in the industry.

- Private users: either employees or owners of a company creating their own site for the company.
- Other small companies: similar regionally owned and operated ventures.
- Web based companies: larger companies creating mass-produced sites or templates.

As in many similar ventures the size of 211 Tech is what gives us the biggest advantage. Our small size will allow us to focus our efforts on one or two projects at a time to ensure the best quality website we can produce.

### **3.3 Sales Literature**

211 Tech will use various forms of informative advertisement formats.

- Website: As a company that creates websites, this is the most powerful tool we can use in advertisement. This will also serve as an example of our product to customers and as a communication tool with clients.
- Brochure: Many of our potential customers may not realize the power of a website. Because they don't know they need a site, a brochure with examples will be an ideal method to convey our method.



- Traditional and electronic business cards: Much of our business will come from word of mouth contacts. Business cards will help obtain “on the spot customers.” Additionally, a way of tactfully adding our logo to created websites must be developed so visitors to our completed site can contact us.

### **3.4 Technology**

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## *Market Analysis Summary*

### **4.0 Market Analysis Summary**

211 Tech will focus on the small business segment of the market. By focusing on locally owned companies in the Tri-State region of Angola, Indiana we will best focus our efforts and resources.

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*Strategy and Implementation Summary*

**5.0 Strategy and Implementation Summary**

**5.1 Strategy Pyramids**

**5.2 Value Proposition**

**5.3 Competitive Edge**

**5.4 Marketing Strategy**

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## *Management Summary*

### **6.0 Management Summary**

211 Tech is a small venture consisting of the three employees that also act as the executive board.

- Adam Gross: Chief Communications Officer, Spokesperson
- WiL Yeung: Chief Information Officer
- Kyle Guilfooy: Chief Technical Officer

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***Financial Plan***

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