

Mintzberg company review



**ASSIGN
BUSTER**

The company is a Microsoft certified Partner. The Hosting market in the UK is set to grow by 11.1% CAGR over the next 5 years from a base of £1.5 billion in 2008. This growth being driven by factors that fit well with the economic climate- cost reduction, increased efficiency, scalability and flexibility. In addition, the Hosting market is speculated with a wide range of similar product offerings often only differentiated by relatively technical variables.

Being competitive in this market relies on adding value by additional services such as consultancy and high levels of technical service supported opportunity for "Company A" lies in providing value-added services that deliver cost reduction, increased efficiency, scalability and flexibility. "Company A" has a product range to compete with the best providers with ready-to-go solutions through to highly complex solutions. It is the leading supplier of IT services in the UK and is a Microsoft Certified Partner.

In addition "Company A" through its service levels provides a superior level of hand-holding and technical support that differentiates itself from other hosting providers. "Company A" is well positioned to convert this opportunity into significant growth with increasing product range and high service levels but has identified a need to increase its marketability. It has therefore created a plan to develop its sales and marketing structure which will capitalize on this opportunity and double its revenue over the next three years.

Core to the plan is investment in three target growth areas with low cost of sale that provide low risk and high return. This will increase its

currently low visibility with its customers and in thematic place, develop new sales channels and increase large customer sales. With 75% of revenue currently generated wrought solid and predictable monthly irresistibility, and cash providing xx cover of its monthly overheads the company is in a gastrointestinal position.

It is able to support its growth plans with its current borrowing and does not anticipate any need for further loan or equity finance. Page 3 of 26 "

Company A" Limited - Business Plan Commentary) BACKGROUND" Company A" Limited (" The Company') is a middle tier hosting company based in the UK with an annual turnover of £xxm in the full year to July 2008. It was established xx years ago to provide web-development and outsourcing services and is now 100% focused on providing hosted services - internet hosting, back-up and email services - from its secure data centre in the UK.

The company is the leading supplier of XX hosting solutions and is Microsoft Gold Certified Partner. It offers simple Ready-To-Go-Systems and built-to-order Complex Hosted Systems as well as the ability to host customer hardware in its secure data centre. It also offers Domain Management for its clients.

The Company has a client base of around 600 small, medium and large businesses both internationally and in the UK that include Abacus Media, Prestige

Property, Worldwide [Daily Telegraph, Kodak Dental Systems and Sifts.

Clients are served by XX staff who provide a 24/7 managed service environment and range of expertise that includes Linux, Microsoft Server, Cisco & Juniper Networks, Dell storage, MSN and Apache Servers, SAP,

PH, Ajax and . NET. The Company is run by Managing Director Joe Oblongs who has over 20 years of IT interdependence, and Josephine Oblongs who has guided the growth of the company as Financial undemonstrative Director.

To date the company has been funded by a mixture of loan and equity finance secured by decrement directors of the company. The many is in a stable financial position with good recurring business but has yet to reaching full market potential. With the experience of the current directors and operations team and the recruitment of experiences sales and marketing personnel it has developed a growth plantar will see its revenue double over the next three years to around Exam.