

Business plan on components of a business case

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Components of a Business Case

The Pen flash drive is a data storage device that will enable companies and individuals to stop losing data. It is smaller and easy to carry using a pen or a key chain, which is convenient. Many companies have had problems with carrying storage devices and losing data, but the solution of data loss prevention is our Pen flash drive. Therefore, take advantage of our Pen flash drive that is smaller and easier to carry together with a pen. The pen flash drive has a flash memory of up to 1, 000 GB, which is rewritable and removable. Physically, it is the smallest flash in the market compared to other varieties of storage devices. It is possible to erase and rewrite the data in the flash (Valiyev, 2011). The new flash drive serves the same purpose with the other flash drives. With its size, there is a greater advantage because it fits into a pen. Lack of moving parts makes it more reliable and durable for businesses users and for personal use.

The flash drive is beneficial to companies and businesses that store volumes of data that need transfer. The customers will benefit because they can easily carry the device using their writing pens and in their office or car key chains. This is important because it is not easy to forget a pen or keys. It is available in different sizes depending on the memory size. Different sizes of memory are available that fits different needs of the users. The flash drive has a guarantee of up to one year after the time of purchase. In case of technical problems, there are technicians who are always ready to check at the problem. The average response time for the services needed is less than two hours. Many customers have already shown interest on the products and

we are ready to work with them and give them a chance to make use of our flash drive product.

As compared to its size, the flash drive can easily be lost or misplaced (Jacobi, 2011, Pp. 54-55). This is because it is not easy to locate it when not attached to the pen or to the key chain. The lost flash may contain sensitive files. To prevent such incidences, we provide encryption services to our customers. That is why it is the size suitable to fit in a pen or a key chain while in use or when not in use. The flash drive is too expensive because of its size and the memory capacity. This makes it different because it is the first one in the market with that size. The services offered by the device and its durability outweigh the cost of the flash drive. If mishandled, the flash drive device can easily receive damages and there is need of handling it properly and always keeping it in a safe place. We recognize the opposing arguments, but they are not strong enough to outweigh the advantages that come along with the use of the new flash drive in the market.

The press packet is being sent to the journalists of the Kings press, before we hold a press conference as we launch the new flash drive. Later we will have time to launch the product and if possible have a press conference and briefing that will tell the customers more about the product. Sending the press packet will help in the introduction of the product to the public (Matsoukas et al, 2011, p. 107-119). We wish to publicize the product and ensure that all people know about the new flash drive in the market.

The main people targeted by the communication piece are the companies that have large data volumes and that would need to transport data to other computers. To prevent loss of important data after accidental deletes or

computer breakdown, the new flash drive will help companies to manage data storage. Another targeted group is the students or other people who may be sharing desktops and laptops. The new flash drive will enable the users to keep their personal information and prevent their information from unnecessary access. A small percentage of the students without computers may share the same computer and they must create space for each other. As indicated by Matsoukas et al. (2011, p. 107-119) the size of the new flash drive will enable them to be able to carry their data in a convenient way. The students can use the flash to store all the library materials they require.

References

- Jacobi, J. L. (2011). Secure Flash Drives Capably Safeguard Your Files. *PC World*, 29(3), 54-55. Retrieved from EBSCOhost.
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- Valiyev, H. H. (2011,). BRIEF: Azerbaijan to produce flash drives. *Trend News Agency*. Retrieved from EBSCOhost.