

Summary

[Business](#)



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Business description

The proposed project is the setting up of a computer retail store called the computer heavens that plan to establish a marketing niche through offering low prices of their product and repair. Its main business will be the sale software such as antivirus, computer parts, customization, upgrading of computers and hard disk data recovery of computers.

Vision and Mission statement

Vision: Offer value and performance through their products and services thereby satisfying consumers needs.

Mission: Become the leading provider of low cost customized computers and computer repair in the next three years.

Marketing Plan

Computer Heavens wish to have a competitive advantage over other branded computer companies by offering their products and services at low cost. They also plan to win offer their customers through the after sale services of repair. The target market of this corporation is the small businesses and the home PC users. It wishes to promote its product and

services using local media such as local newspaper and radio. This is because at this developmental stage its main target market is local. It will also distribute fliers within the vicinity of the company to attract the local clientele.

The manager will be the owner of the business whose responsibilities will be to oversee the daily operations. Originally the staff will consist of only three individual, the technicians, sales persons and the administrative staff.

Organizational Chart for the first six months

Developmental Plan

Since the organization will be dealing with an area that requires great technical knowledge, it s crucial that the integration of the necessary hardware be done with precision. The customers will choose the desired look they need o their customized computers and then the company technical expert will work with this. The company will minimize costs of production by ordering computer parts in large scale form the suppliers.

Operation Plan

Daily operations will involve consultations with the salesperson and technicians and sales. The employees will be expected to work 8 hours a day for five days. In case they are required to work extra hours, this will be paid different. IN all operations, efficiency and quality will be emphasized so as to retain and attract more customers through word of mouth.

Personnel Plan

The first six months, the workers will be maintained at only three staff members and this will minimize the cost. After one year into operation, computer heavens will increase its staff depending on the requirement. It is believed that the company will have a larger customer base. The staff could

be increased up to six members but this will highly depend on the business requirements of that time. At its third birthday, Computer Heavens will have proved its viability and should have an even larger staff and even have plans of expanding the business to other areas.

The company plans to recruit its personnel for the technical college and university. With increased expansion, it plan to have an internship programs where the students can work in the store while still studying giving them experience that they can use after school (Pink, 2011). The company aims to have competitive advantage over its rivals by having a lean and effective workforce. The employees will then be evaluated through regular performance appraisal. To avoid loosing its talent to other company, Computer heavens will develop an attractive remuneration and incentive plan that will give the staff job satisfaction buying their loyalty to the organization (Pink, 2010).

References

Pink, Daniel (April 06, 2010). Full Interview: Daniel Pink on Motivation 3. 0. Retrieved at <http://www.cbc.ca/spark/2010/04/full-interview-daniel-pink-on-motivation-3-0/>.