WaynePC Tech Business Plan

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1

Outline

- Description
- Wayne PC Tech System Diagram
- Corporate Leadership
- Security Threats
- Risk Analysis Matrix
- Marketing Plan & Strategy
- Online Payment System Diagram
- Shopping Cart Diagram
- Synergy
- Demonstration
- Conclusion

2

Wayne PC Tech Description

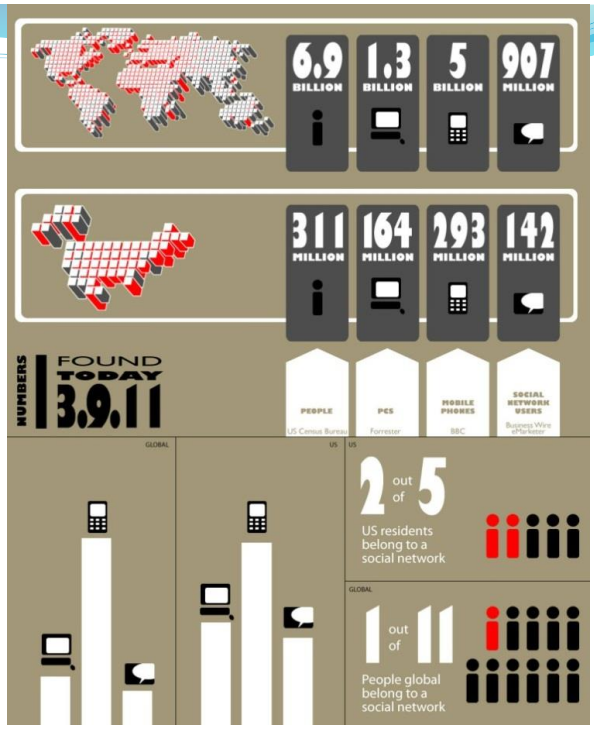
- Wayne PC Tech is an Limited Liability Company located in Fort Wayne, IN. owned by Cesar Ruiz. One-employee company based in the owner's garage and spare room, but plans to grow within a year
- The owner, Cesar Ruiz, has over 10 years of experience in the technology fields and IT support, networking, computer training and repair and over 2 years on Mobile support.

3

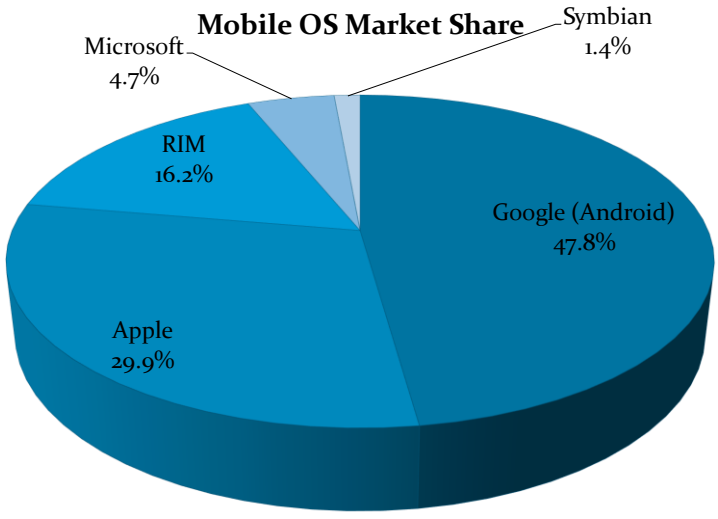
Competitors

FACTOR	Wayne PC Tech	Strength	Weakness	A plus	Best Buy Geek Squad	Importance to Customer
		warranty				
Selection	Low		Not established business	High	High	Medium
Service	High	Ease of access	Visits without payment	low	low	Very High
Reliability	High	Free of cost follow up	Longer commitment	Medium	High	High
Stability	High	Thorough check		High	High	High
Expertise	Medium	Computer software	Experience	High	High	High
Company Reputation	Low		Recognition with time	High	High	High
Location	On site visits	Convenience for customers	Fuel costs	Medium	Medium	Medium
Sales Method	Medium	Cash flow and no liability	No E-payment	Medium	Medium	Medium
Advertising	High	Online ads and newspapers	Low investment	High	High	High
Image	Low	Build with time		Medium	High	Medium

4

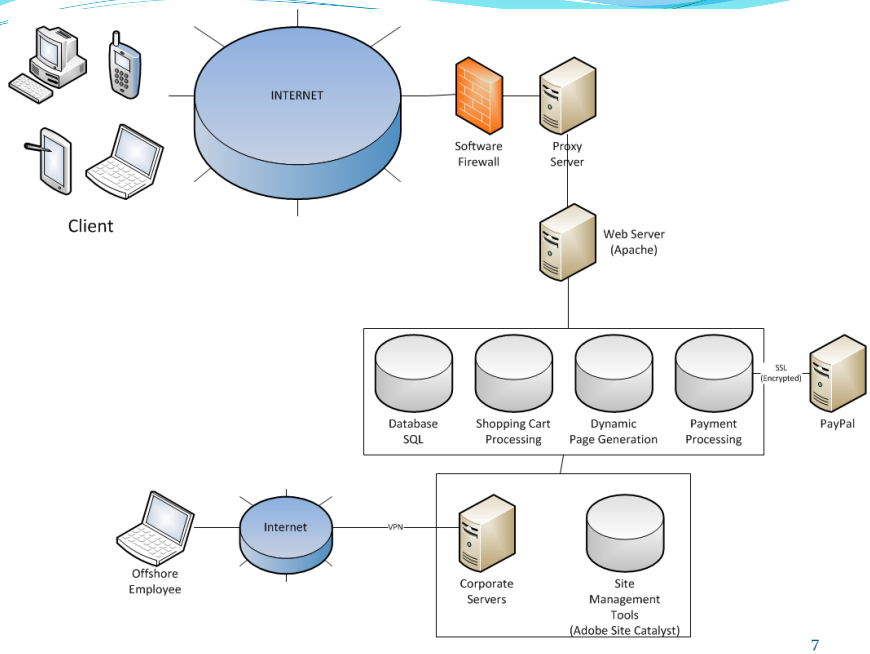

6.9 BILLION
1.3 BILLION
5 BILLION
907 MILLION
311 MILLION
164 MILLION
293 MILLION
142 MILLION
NUMBERS
FOUND TODAY
3.9.11
PEOPLE
PCS
MOBILE PHONES
SOCIAL NETWORK USERS
GLOBAL
US
2 out of 5
US residents belong to a social network
1 out of 11
People global belong to a social network

5


Mobile OS Market Share
Microsoft 4.7%
Symbian 1.4%
RIM 16.2%
Google (Android) 47.8%
Apple 29.9%

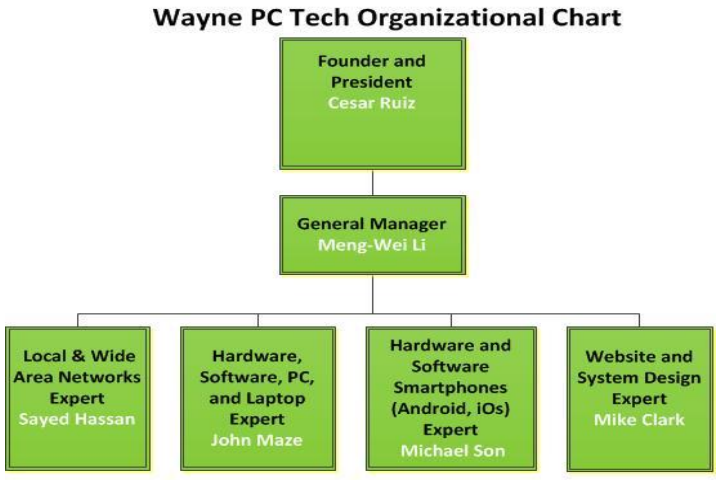
6

System Diagram



7

Future Leadership



8

Wayne PC Tech **SWOT Analysis**

Strengths

Innovative Company
Great Customer Service
Flat Rate Fee
Bi-lingual Service
No waiting time
Extensive Skills and Experience
Free Diagnose and On-site Visits

Weaknesses

No Physical Location
Investors' Confidence
Not Enough Employees
Low Budget
No Name-Branded

Opportunities

Advantage of Social Media Advertising
Advantage of Globalization
Develop Android Applications
Consumers Demand
Competitors Bad Reputation
Increase Virus

Threats

Too Many Comp. Repair Shops
Competitors Charging Low Fee
Bad Economy
New Close-ended Computer Platforms

9

Key External Factors	Weight	Rating	Weighted Score
Opportunities			
Advantage of Social Media Advertising & Advantage of Globalization	**0.10**	**4**	**0.4**
Develop Android Applications	**0.24**	**4**	**0.96**
Consumers Demand	**0.15**	**3**	**0.45**
Competitors Bad Reputation	**0.10**	**2**	**0.2**
Increased Virus	**0.08**	**2**	**0.16**
Threats			
Too Many Comp. Repair Shops	**0.07**	**2**	**0.14**
Competitors Low Fee	**0.06**	**3**	**0.18**
Bad economy	**0.12**	**1**	**0.12**
New Close-ended Computer Platforms	**0.08**	**2**	**0.16**
TOTAL	**1.00**		**2.77**

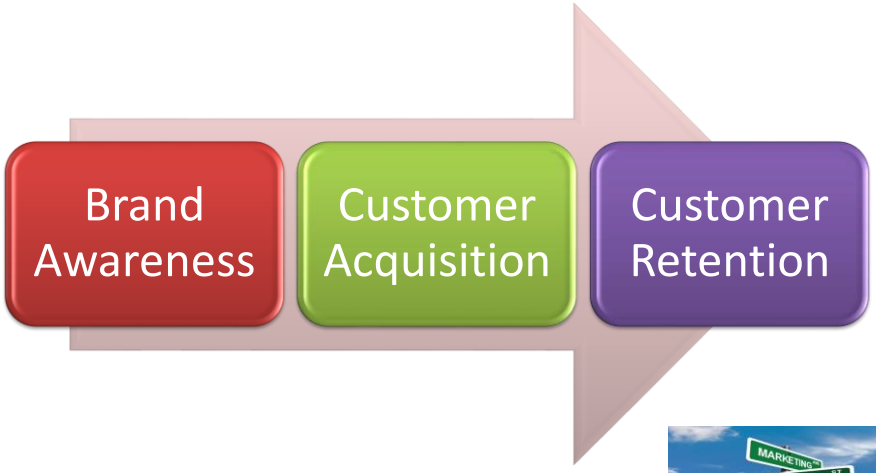
10

Marketing Plan

- The Wayne PC Tech market strategy is mixed bricks-and-clicks strategy based on our customer's location
  - Remote assistance - this method is convenient and customer's computer equipment don't leave their location.
  - In-store- customer can bring their computer equipment to Wayne PC Tech and have our technicians diagnose and fix their computers.
  - Onsite - Customer can call Wayne PC Tech and schedule an onsite visit to diagnose the computer issues

11

Marketing Strategy



13

Marketing Performance Gauges

14

Marketing Performance Gauges

Traditional Media Marketing
(Performance Gauges)

Feed Back Surveys	Reviews	Polls

15

Marketing Performance Gauges

Online Marketing
(Performance Gauges)

• Click Thorugh Rate • Impressions • View Through Rate • Hits	• Stickiness • Unique Visitors • Loyalty • Recency	• Acquisition Rate • Conversion Rate • Browse to Buy Ratio • View to Cart Ratio	• Abandonment Rate • Retention Rate • Attrition Rate

16

Security Threats

- Malicious Code
  - Drive-by download, virus, worms, Trojan Horse, Spware and Malware
- **Preventive Measures**
  - Anti-virus installed and regularly updated, Up-dated software versions of platforms such as OS

17

Security Threats

- Data Breach of customer and credit card information
  - SQL injection, Hacking
- **Preventive Measures**
  - Encrypt customer information

18

Security Threats

- Spoofing/ Pharming
  - Website masquerading as business website and alter/disrupt orders
  - Tracking order placements and credit card thefts
- **Preventive Measures**
  - IT security team identifying Spoofing sites and reporting to authorities
  - Use SSL and Sophisticated encryption during exchange of valuable information

19

Risk Analysis Matrix

Item	Knowledge and experience risk	
K1	an issue outside of the scope	Pre-Testing to identify issues
K2	Human error	System backup
K3	highly intricate UNIX issues	Increase expertise by certifications
K4	consequences due to issues resolution by trial and error	System backup
Item	**Budget**	**Mitigations**
B1	Inadequate allowance for inflation	Careful budgeting
B2	Underassessment of service demands from customers	outsource
B3	Unexpected increased cost of Partnership Arrangements	Redundant partners
B4	Increased/unexpected competition	Vigilant pricing policy
B5	Downturn in the economy	Adjust prices
Item	**Technology**	**Mitigations**
T1	technology being obsolete	Keep updated with latest trends
T2	no compatibility of current software and very high up-gradation fees	
T3	Hardware out of date	Schedule timely up-gradations
T4	High cost of certifications to service operating system	
T5	Intrusion of hackers into system infrastructure	Firewalls, secure shell, close insecure ports
T6	Technical failure	Redundancy
Item	**Team factor**	**Mitigations**
F1	Conflicts	Synergy
F2	High turnover ratio	Career oriented jobs, create redundancy in skill set

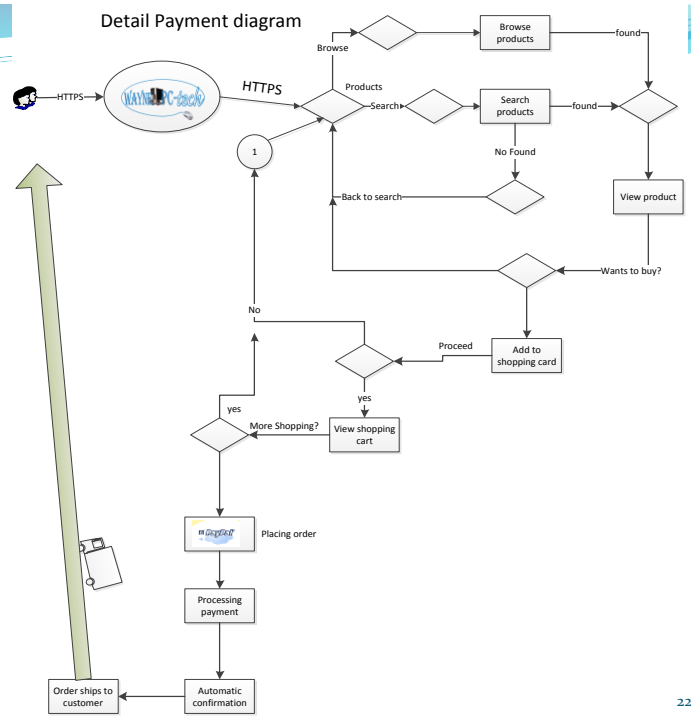
20

Risk Analysis Classification

	Impossible	Improbable	Remote	Occasional	Probable	Frequent
1. Catastrophic			**T6**		**T5**	
2. Critical		**B5,F2**	**K3,K4,T1**	**K2, B4**	**B3,T2,T4**	
3. Marginal		**B1,F1**	**K1,B2,T3**			
4. Negligible						

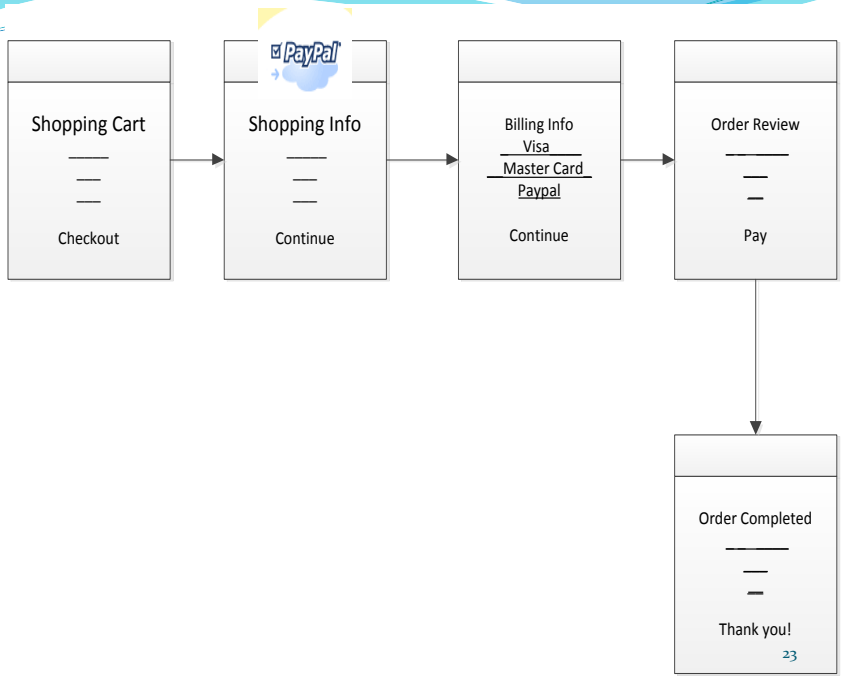
21

Online Payment System



22

Shopping Cart Detail



23

Synergy

- We didn't assign specific roles; instead, we assigned weekly task to each team member.
- We met at least once a week for a minimum of 3 hours.
- Every time we met, we discuss the assigned tasks and then we wrote the weekly report

24

Demonstration Waynepctech.com

- Demo of waynepctec.com eCommerce website
- www.waynepctech.com

Conclusion

- In this project we identified various cutting edge e-commerce technologies prevalent in the market. We combined class materials together with online research to successfully achieve the deliverables of the ecommerce project.
- This project gave us a detailed insight on project management from the conception to the completion phase. We identified various key aspects that determined the success of the project. Different facets of the project including budget, finance, risk management, quality management and marketing helped us to see the big picture pertaining to project management in real world applications.
- Another significant aspect of this project was that we did not only identify the managerial constraints but also delved deep into the technical challenges. During the scope of the project we had to take technical decisions ranging from web hosting to the identification of security threats in an ecommerce environment. This has greatly increased our technical skills and understanding of innovative technologies.
- When we land in an industry we will be just responsible for one of the aspects of a project but because of this class project experience we can better quantify the constraints of other departments involved in the project.
- This project has also enabled us to understand the significance of synergy and making things possible by team effort.

Thank You