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BADM 430 - Entrepreneurship in Net Gens

Personal Business Plan

**Vision and Opportunity**

* After I graduate, I either want to go into the military or find a logistics or warehousing management job in the civilian sector.
* I also want to create my own computer shop that works with and encourages small local companies to learn and implement computer systems especially for inventory management systems.
* My three questions
  + How can I provide a better service?
  + How can I make an impact initially with the local business community?
  + How can I make a difference?
* I am going to start with fixing computers and building custom computers. I then want to move on to business service contracts and also towards teaching and helping local businessmen how to implement technology to better their businesses.

**Marketing and Implementation Strategy**

* I will be positioning myself as a lower cost alternative with excellent customer service interactions with my customers.
* I will specialize in small business development.
* I will add a level of safety, security, and reliability. I want small business owners to not be afraid to use technology and to know that it will work. If it should so happen to stop functioning, I want them to know that the solution is just a phone call away and that I will be there to deliver a superior product and an excellent experience.
* I already have a strong background in both logistics and customer service so I wish to implement a total experience strategy toward my customers instead of just giving them a finished product.
* I also have a long history of information technology work.
* I have also worked at one IT startup company, so I have the knowledge and the tools to be able to start this venture and I should have the ability to succeed now since I have analyzed the faults and the mistakes with the startup company.

**Risks and Mitigation**

* Key Milestones
  + Attaining business licenses
  + Generating revenue of over $2000 in one month
  + Open physical location
  + Create a company website
* External factors
  + Large number of recent startup companies
  + Many competitors in the market for PC repair, but:
    - Long turnaround times
    - High, almost criminal prices
    - Poor customer service (generally speaking)
  + Risk Strategy
    - Design inventory databases for smaller retail and warehousing companies
    - Train small businesses in using basic computing skills all the way to advanced programs to help develop and streamline their business

**Personal “Board of Directors”**

* SMSgt. Michael E. Pawlak, USAF – My father is a highly experienced communications and navigations professional who has spent a lot of his career supervising and leading technicians. He will not put up with too much frivolous activities and he hates wasted electronics.
* Col. Livingood, USAF – She was a commander of a maintenance unit and she holds people accountable their actions. She is extremely fair, but she does tend to come down hard on those that break protocol, especially if it was a safety protocol.
* Professor Al Katz – He is a very connected individual and he stresses connections well to all those who have dealings with him. I believe he would be an asset to me and my company by encouraging to expand professional networking and to expand my market base.