

Bryan Stanley

Business Studies Coursework

Centre No:

Candidate No:

Task 1

Introduction to Task 1

I have decided to set up and run a company designing and updating web sites on the Internet, called webpages-r-us.co.uk. I decided upon this by the ever-growing business opportunities being noticed by business owners. To get live on the Internet, a web site must be produced. Most people do not know the required language and other knowledge to do this. I however, do. This can be used to my advantage and I can develop web sites for businesses.

I have used the Internet for over 5 years and have been interested in designing web sites for 3 of these years. I have previously worked on other sites before setting up this company and have enjoyed doing them. I have a large interest in computers and the Internet and I think that if businesses from thousands of miles away can help each other, then why halt the process? We should get on and do it.

Only myself, therefore making me a sole trader, will run the business. Advantages of this mean that I make all my own decisions and can do what I want, when I want, instead of having to consult a board of directors previously. This was the main reason I decided to become a sole trader. Disadvantages of this option are that I will have to raise all the money for my business myself and that I will be entirely at fault if the business folds.

My main objective within the first year is to make a tidy profit, to set me up for the next years trading. Whilst I intend to make my business grow fast and employ another person every 2 months, starting at just three people working for me, to nine at the end of the year. Each person will need a computer station to work at. I will also need an office, from which to run my business from. At the moment I intend to rent a floor in a business park office block. These being my costs, my charges will have to be a little higher than I first intended them to be.

I estimate I will need to use about £15,000 of my savings, which I will pay back gradually, through a small pay rise every two months and I will also take out a small loan of £5,000 to cover all my start

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up costs. This way, my loan repayments will be smaller and I will get my savings back within a few years.

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BUSINESS PLAN

Prepared by Bryan Stanley

Name of Business: webpages-r-us.co.uk

Field of Business Activity: Web Development

Location: TBA

Production or Services: Web and Graphic Design

Competition: All other web design companies, based all over the world, these include, design-red.co.uk and orangewebdesign.com

Customer Benefits: 24 hour access to developers and support. Affordable, quality web design.

Management Expertise: Previously worked as a web developer, since September 2000. Knowledge of HTML, JavaScript and Flash. Slight knowledge of Java and Visual Basic.

Personnel: 3 developers working 8 hour shifts around the clock for the first two months. I will gradually increase my workforce, to allow time off for employees.

Task 2

Introduction to Task 2

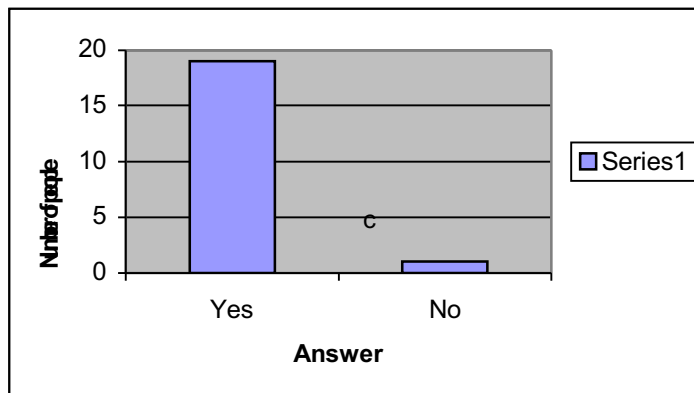
MR is Market Research. It consists of asking people certain questions, to find out what they want from a product or service or what they think about different companies and ideas.

To do this task I asked closed questions, to members of my family and friends. Using closed questions, I could easily come to conclusions about the questions. Although, if I had asked open questions, I would have been given the consumer's real opinions from the answers.

I selected 20 members of my family and friends, although if I could have asked random members of the public, I would have done. At this time, it wasn't appropriate to do so.

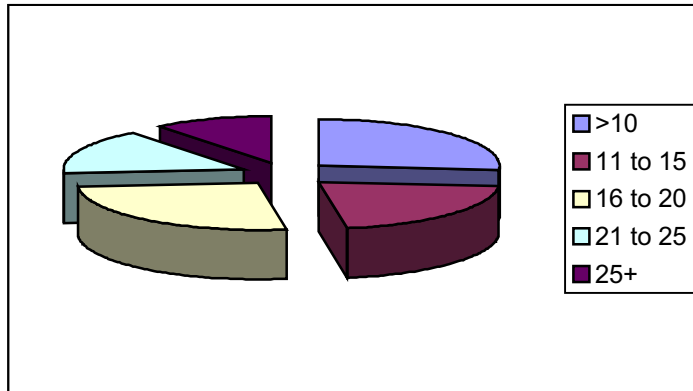
My Market Research Results

Q1. Do you have access to the Internet at work or home?



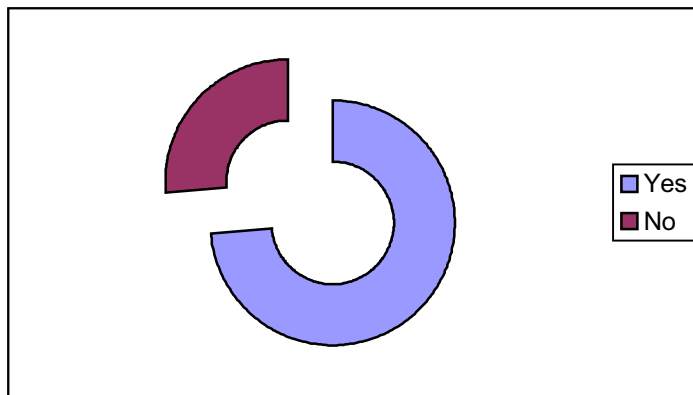
This tells me that most people in modern times have access to the Internet, this tells me, that nearly everyone in the world is a potential customer.

Q2. If yes, to Q1, how many hours a week do you use it?



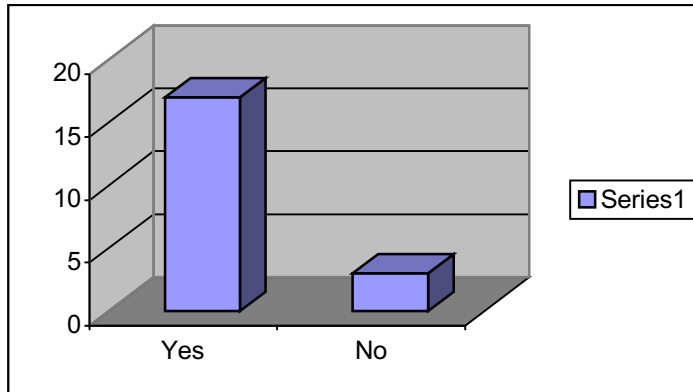
A lot of people only use the Internet a few hours a week, only two people used it more than 25 hours a week, which tells me that I would have to compete for their surfing time.

Q3. Do you use the Internet to shop?



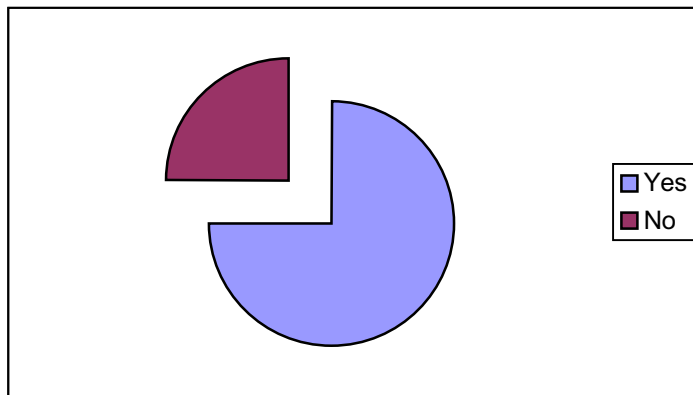
A lot of people today use the Internet to shop, as it is quick, easy and hassle free, it can be done without leaving the house. I would have to have be able to let people contact me, by way of email or telephone and without leaving the house

Q4. Will the Internet be the way forward for the future of businesses?



Many people think that advertising on the internet, by way of a website would boost the sales of a company, as it provides another virtual sales office, which can do the same, maybe more business, but is cheaper.

Q5. Would you be willing, if you had a company, to promote your business by way of a website?



This graph shows me that my company would be successful, as many people would be willing to purchase a website to promote sales of a company. My company would do, just that.

Analysis and Results of my Market Research

Socio economic groups A and B will mainly use my web design company, as web design can be expensive and large companies to promote their products use the Internet. These companies could include, Littlewood's Index and Argos Stores. They called also include small companies, such as a High Street jewellers, who simply wish to expand.

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I have researched other companies who provide the same service as myself and I have listed the companies I have used and how much they charge.

Company	Basic design charge	Domain Charge
design-red.co.uk	£750	£15 / £30
orangewebdesign.com	£800	£17 / £32
blue-halo.co.uk	£770	£16 / £30
ignius.co.uk	£675	£15 / £30
axiscentre.com	£825	£17 / £37
webpages-r-us.co.uk	£625	£10 / £20

My competitors are charging more than myself and although this may sway people into thinking that their products may be better, I will prove myself by giving the consumer access to sites I have designed previously. In general, it should persuade my customers to pay for my product, it being cheaper and just as good.

For each page after the basic design I will charge £3 per page and for each additional graphic I will charge £2. The basic design always contains 5 pages and 15 graphics, designed in ASP, HTML or PHP.

For my first month in business I will offer an extra 25% off each basic design and additional graphic or page. This should attract customers, who will pay for updates monthly afterwards. This will be keeping my income steady, as well as the prospect of new clients all the time.

My company offers a service of being able to design your site within the month, by putting people dedicated to each site.

Task 3

Introduction to Task 3

I must now choose a suitable location for my business to be situated. With most of my business coming from the Internet, I don't really need it to be anywhere where people can walk by and see it. My requirements are, a decent sized office, located near to my home. It must look smart and have easy access to, as my clients might need to visit me at some point to have a meeting.

Possible Properties

Address	Size	Rent	Area	Owner	AOD
3 Park Road	250 sq. m	£250 p/m	Good	Mr Bolis	Bad condition
1 Holwell Bus. Park	750 sq. m	£350 p/m	V. Good	Mr Tholwell	Great Property
76 Crowe Lane E.	1000 sq. m	£200 p/m	Bad	Mrs Stith	Bad area, worse property
Unit 97, Crot Park	750 sq. m	£300 p/m	Average	Mr Tillywith	Nice owner, too expensive for what it is.

	FACTOR	PARK ROAD	HOLWELL	CROWE LANE	CROT PARK
1	Rent (£ p/m)	250	350	200	300
2	Rates (£ p/q)	300	250	350	250
3	Area of office (sq.m)	250	750	1000	750
4	Type of Area	Good	Very Good	Bad	Average
5	Close to Shops?	Yes	Yes	No	No
6	Easy Road Access?	No	Yes	No	No
7	Parking Slots	5	25	10	17

I have decided to rent the property of Mr. Tholwell. It is in good condition and has easy access to roads and motorways around it. Although it is the most expensive one I chose, the rates for it are

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low, being £250 per quarter. It has a broadband tap nearby, which means BT are able to connect it up to ADSL connection, for fast Internet upload and download speeds. It already has fittings for an office set up, with seven different office / conference rooms, all around 70 – 90 sq. m each. It has a large reception area of 100sq. m and toilet facilities for both male and female. This should reduce start up times and cost, as I will not have to refit it all. The property contains the right to 25 car park spaces on the shared car park just in front of the building.

It has a new residential area nearby, so this will attract young couples that are first time buyers and are looking for a job near their new home.

The property has been certified safe by an independent surveyor, for at least the next 10 years, which means that no structural changes will be required within this time.

Task 4

Introduction to Task 4

I raised my start up capital through both my savings and a £5,000 bank loan. I will repay this loan over a 5 year period and I will gradually pay back the £15,000 from my savings, back into my savings. To repay this loan I will need to pay back £109.56 per month at 11.9% APR. (Annual Percentage Rate)

Breakeven Point

Fixed Costs p/m -