

Imagine More Web Design Solutions

Business Plan

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Executive Summary

Imagine More Web Design Solutions is a small Houston based web design company established in 2015 by Celeste Mouledoux. Imagine More believes that a successful business should build relationships with clients and design websites that are unique to them and specifically addresses their needs. The company's main focus is on developing websites and graphic design projects for local businesses. In this day of technology, it is essential for businesses to have a website and social media presence to market themselves.

Mission Statement

It is Imagine More's mission to help businesses reach their long term objectives and grow by providing high quality web sites and graphics to help them connect with their target audience. We work closely with our clients to make sure we understand their needs and the needs of their customers.

Goals

Our goal is to establish a reputation as one of Houston's top small web design firms that is recognized and sought after by companies based on our quality deliverables, effective marketing efforts, and customer services. We want to establish a loyal customer base who will not only returns for additional services and maintenance but also who recommend us to fellow entrepreneurs and small business owners. Our long term goal is to expand the size of our company to meet the demand of new clients while still committing to our current ones.

Objectives

By August 1, 2016 Our Objectives Are To:

- Have 50 new clients
- Have revenues of \$250,000+ a year
- Hire two new employees
- Expand on e-commerce based websites
- Retain current clients

Services Offered

- Web Design
- Graphic Design
- Logo Design
- Responsive Design
- Database management
- Photo editing
- Video editing
- Flash-based media
- Search Engine Optimization
- Google AdWord Campaigns
- Social Media Campaigns
- Competitive Analysis
- Target Audience Research
- Usability Testing and Focus Groups

Need for Services

- Businesses gain credibility, save money, and keep consumers informed with a website
- 85% of consumers use the internet to find local businesses
- 13% of small business do not have a website but plan to within 12 months
- E-commerce is projected to grow by 14%, with sales at \$350 billion in 2015
- Responsive design is now prioritized by Google's Search Algorithm

Competitive Differentiation

- We build long lasting relationships with our clients.
- We emphasize teamwork in our business environment.
- We stay up to date with current trends and techniques.
- Every website is unique to each client.
- We use search engine optimization techniques to help clients' Google ratings.
- We always conduct competitive and target audience research.
- We offer focus group and usability testing services.

Market Size

- **Industry Sales Revenue:** \$24 billion
- **Market penetration:** While no one company dominates the web design industry, the highest concentration of web design and technology based companies is in California at 14.9%. New York has about 10.1% of the share of industry establishments.
- **Industry Trends:**
 - Solid growth in web design industry since 2010 due to company websites wanting to reach customers
 - Increasing demand for mobile-optimized website designs due to popularity of smartphones and tablets
 - New platforms such as Wordpress and template sites limit growth of industry by enabling people with limited experience in design and code to create their own website

Target Market

- **Gender:** Male
- **Age:** 40-50
- **Annual Income:** \$150,000+
- **Education:** College Graduate
- **Race:** White

Marketing Strategy

- Company website: Optimized for ‘Houston Web design’ searches
- Google AdWords pay-per-click advertisement campaign
- Social media campaigns
- Establish positive relationships with clients for returning services and word of mouth
- Networking with other web designers and technology based companies
- Print materials such as fliers and business cards
- Merchandise including pens and magnets

Projected Profits

- **Plan to break even**

A strong focus on e-commerce websites:

- Hire more expertise

- 20+ more e-commerce websites in the next fiscal year

- Charge \$5,000- \$20,000 for each e-commerce website

More marketing for exposure

- **Projected profits:**

In twelve months: August 1, 2016

Between \$20,000 - \$200,000

Web Design Contract

Parties

This agreement, dated _____ is entered between Imagine More (Web Designer) and _____ (Client) for web design services agreed to within the terms and conditions defined in this contract.

Project Description

During the three week term beginning _____, a website that meets the standards of IWA and W3C will be created for the client _____.

Schedule

Services provided by the web designer shall last the duration of _____ from the date of _____ until _____, unless terms of the contract change.

Alterations to the Project

The client may request alterations to the design within ____ days after signing this contract under the agreement that additional days may be required and deadlines may be delayed. Should any requested changes after the date of _____ result in additional work exceeding 10 hours, an extra compensation of **\$30/Hr** to the web designer will be required.

Confidentiality Clause

All information provided by the client is private and shall not be distributed to any other person, organization, or legal entity.

Remedies

Should there be a breach of contract, the non-breaching party may be entitled to compensatory and punitive damages in a court of law. Should the web designer fail to produce a finished web site within 60 days of the stated due date, a full refund shall be returned to the Client. Should the Client fail to pay the Web Designer the amount agreed upon in this contract, the Web Designer has the right to remove the web site from the internet and retain all rights and ownership to the work created.

Payments

At a rate of \$30/hour, the client agrees to pay the total amount of \$ _____ by the end of the _____ week term. A down payment of \$300 is required by the date of _____.

Client Responsibilities

- Provide materials, text, and photographs for the website
- Reimbursement of additional costs such as stock photography, fonts, and web hosting fees
- Provide feedback in a timely manner

Signature

Both parties hereby agree to the terms and conditions outlined in this contract. Any changes must be in writing and signed by both parties.

Signature of Web Designer

Date

Signature of Client

Date

Ethics Plan

Imagine More Web Design Solutions values ethical behavior in its business practices.

Business ethics defined in the following policies applies to all stakeholders in the company including management, employees, and investors. Should an employee be unsure of what constitutes right and wrong in a given situation, they should consult a manager.

Insider Trading: Should Imagine More ever become publicly owned, insider trading is forbidden. The employee will be terminated and possibly face legal consequences.

Confidentiality: All client information including addresses, telephone numbers, and email addresses are to be kept confidential. Failure to do so will result in a formal evaluation of the employee with possible termination.

Copyright: All materials including logos, photographs, videos, graphics, code, and text used for a website should be original and created by the employee unless given permission by the owner. Credit for the owner is required to be documented on the website. If breached, copyrighted material will be immediately removed, the employee will be written up and evaluated, with the additional risk of legal action from the original owner.

Supply and Demand

- **Pros:**

- Increase in profits
- Larger portfolio
- More experience and practice
- Exposure to more of the current demands in design and technology
- Creative and intellectual challenges

- **Cons:**

- Limited man power
- Turning down clients can have a negative impact on reputation
- Time constraints from taking on too many clients can lead to poorer quality work

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