



GRIM Co.

Business Plan

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Contact Information

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I. Executive Summary

Product

GRIM Co. is a web development business that provides individual support to a limited number of clients. The business will act as a single web development freelancer, usually taking on only a single project at a time. Our service is to provide front-end web design, and back-end site management to help small businesses or entities deploy and effective presence on the web.

Customers

The target clients for GRIM will be small companies looking to improve their website's effectiveness, and that have limited monetary budget. Because our team is students looking to gain experience, our clients can expect limited costs. While our clients can enjoy the benefits of almost no costs compared to hiring a professional contractor, they must be willing to support the process of review committee required by GRIM Co. and our advisor.

Future of the Company

GRIM Co. is currently planning to complete a single project over the course of 8 months. Because of the demand for web development services, GRIM Co. may consider undergoing more projects if the first is completed before the expected date. Any further projects accepted must respect that GRIM Co. plans to dissolve by the second week of May 2020. It is assumed that all projects will be finished by the date of dissolution, unless provisions are made otherwise to continue work. These provisions are made completely by the discretion of unanimous vote by the members of GRIM Co.

II. Company Description

Mission Statement

To service our clients needs such that the success of their endeavors flourish in a way that is above and beyond their expectations.

Problem Summary

Many small businesses struggle from having an ineffective or outdated website and web presence. When the cash flow of a small business does not allow for expensive web development contracting, the business needs an effective and inexpensive solution. Ideally, every business needs and engaging and interactive website in order to compete in corporate America. Specifically, they need to have a website that is mobile friendly first and foremost. Their customers should be able to easily navigate and interact with the company website. Using animation and careful layout will help to ensure that customers stay on and engage with the what the company has to offer.

Solution Summary

GRIM Co. is a Web Development company with a goal of creating modern, elegant, and efficient websites for our clients. We take great pride in our work and have a strong team of designers, developers, and innovators that love to work with the latest technology. We believe in doing the job right the first time and will work with our clients to make sure that job is always 100% done for a competitive cost. Will will consult with our clients throughout the process to ensure that their specifications are met, and we will provide our insight and suggestions on how to make their website more successful. Our deliverables will match industry standard in quality, at a discounted industry rate. Working with GRIM Co. will provide a way for businesses to increase their competitiveness without taking a huge initial investment.

III. Market Analysis

Market Projections

According to a study the US Small Business Administration conducted in 2018, there are 30.2 million small businesses in America. According to another research report on the Web Design Services industry, the industry is expected to see a 6.0% rise to total of \$38.3 billion in 2019. One of the main reasons for this consistent growth is rapid increase in numbers of high speed internet connections, both mobile and broadband. As the internet is still growing in popularity, the number of websites being built by individuals and businesses is also expected to rise.

Our tasks as a web development company entails designing a website, building the actual site, deploying the website seamlessly using the latest technology and maintaining the deployed website. Some of the most successful companies that are in the industry include Willowtree and Unleashed Technologies. Clients they have worked with include AOL, Time Warner, Johnson & Johnson, and the United States Army.

We plan on taking advantage of that massive market by presenting ourselves as developers for small businesses by working hard to promote positive customer service and good relationships with our clients.

Competitors

Looking at the major competitors in the web development industry, the finding is that a well rounded company provides broad services that cover the entirety of online marketing. Relatively small teams of people are providing the complete suite of digital branding. In the case of Architects and Ramotion, the teams are smaller than 40 people, yet they provide marketing, design, and development services to their clients.

When examining smaller local businesses, such as Kalamazoo Web Design LLC, their approach is similar, but their target audience is different. They still market themselves as aiding in marketing as a whole. To adjust their business to the right audience they emphasize easy and cost effective. The goal is to keep the capabilities broad so as to not limit your clients to very specific types of projects. More clients obviously leads to a more successful company.

IV. Organization and Management

Principal Members

Brindle, Maxwell – designer, front-end developer

Carpenter, Isaac – social media manager, podcast host, back-end developer

Giannini, Gabby – domain owner, creative lead, primary front-end developer

Kim, Ryan – primary back-end developer, podcast co-host

Legal Structure

GRIM Co. is a Limited Liability Company (LLC), founded in West Lafayette, Indiana

Management

GRIM Co. will function as a democratic committee on all decisions involving the brand, clients, project, and as deemed necessary. The committee will provide guidelines for project timeline and expectations. As a system of checks on the committee, an advisor will be appointed, who can provide input on all aspects of the company. Although power of the advisor is checked by the committee's power to oust the advisor. Any decisions with a monetary impact will be reviewed first by the committee and then by the advisor. The other main function of the committee is to perform review of all deliverables before submission to client.

SOP

Method of communications:

- Slack channel - for document sharing
- Google docs - for collaborating on documents/powerpoints
- GroupMe - for quick communication
- Google Drive - for file storage and file sharing

Standards for files:

- Format the document in a readable, organized fashion

- Give every group member full access to edit and view
- Give all documents meaningful names
- Give all documents meaningful headers
- Provide page numbers, a cover page, and a table of contents for all business related documents

Policies

Once the timeline has been reviewed and submitted, all members of GRIM Co. are subject to the following penalties. All instances of penalty are open to appeal and review by advisor.

1. failure to complete deliverable : forfeit of voting rights in committee
2. failure to appear for meeting (without reasonable notice) : buy a round of drinks
3. being rude and in compliant : shunning

V. Service

Service Description

GRIM Co. provides a service to its clients. That service can vary based on the clients needs, but the basis of our service is web development. The goal of our service is to provide our clients with a more effective solution to their web presence.

Project Lifecycle

Each project will dictate its own needs, however part of the process can be guaranteed. That is, every project will include a planning and review stage where the project schedule and prototype will be presented and approved. Completion of a project will be considered when all new work has been finished. Any routing maintenance and support after all new work has been completed for a project must be agreed upon by both parties before the end of the planning stage. These agreements will be non-binding on behalf of the GRIM Co. although we will make efforts to ensure that the project will be self-sustaining after the dissolution of GRIM Co.

Intellectual Property

All deliverables submitted to a client will be considered the intellectual property of said client. This claim is only valid as long as the client allows the members of GRIM Co. free use of the deliverables for self-promotional use. Terms of this use can be discussed before the completion of the project. Any scrapwork and non finalized pieces will be the property of GRIM Co. The members of GRIM Co. are free to use any work completed by the company for non-commercial use as long as proper credit is given to all contributors.

VI. Marketing and Sales

GRIM Co. has a very limited budget (of time), as well as little to no cash flow in. As such marketing will have to be restricted to cost free methods. This harshly limits the reaches of our business, but our clients are looking for niche work and are somewhat of a captive audience. We will use tactics and visuals to be comparable to a professional web development and marketing strategies company, but our efforts will be solely intended for specific clients. Any marketing material should be made in house and should specifically address how GRIM Co. can solve the problems for a specific project.

Our product is an easy sell because it will most likely be free. Before pursuing a project with a client, GRIM Co. will take steps to analyze the prospect of being paid, and if it is found that monetary reimbursement be a reasonable demand, then GRIM Co. will offer competitive pricing based on our position in the industry.

Because the Company will most likely dissolve Immediately in May of 2020, The goal should be to convince potential clients that we will be the best solution to their pressing need. Future employment should not be of major concern.

If a client approaches GRIM Co. to commission a project we will draw a contract with terms for each section of the project to be completed. Each section will receive an estimated cost (valued in time), that is determined by the set of deliverables for the section. Based on the need, there will be terms for revision and terms for the conclusion of the project. A major consideration for any project undertaken by GRIM Co. will be the future responsibility of maintaining the project as well as any financial liability during or after the project.

Resumes

Maxwell Brindle:

<https://web.ics.purdue.edu/~mbrindl/ArtPortfolio/documents/ResumeNew.pdf>

Gabriella Giannini: <https://gabbygiannini.com/resume.pdf>

Ryan Kim:

<https://docs.google.com/document/d/1kQBO49bQ2cjhLhjbwGY6rrD5B0QHZcLTLDZGAj-wk/edit?usp=sharing>

Isaac Carpenter:

https://drive.google.com/file/d/1dG5c8a97Dp4kpK_Av_cUvjk_4LG5lkor/view?usp=sharing

References

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<https://www.kalamazoo-webdesign.com/about/>

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