

GrimCo IRAC : Business Formation

- Issue** The task at hand is creating the documentation to properly establish an LLC. What are the required pieces of information that need to be completed in order to have a professional business? Specifically, what planning needs to be done to start and market a successful web development company.
- Rule** The rule for determining what makes a group of people into a legal business is defined clearly by the law. There are a few types of classifications for a business to be legally recognized by the state. In this case, we were told to establish an LLC, so we provided the correct documentation that would have been submitted to the state of Indiana. The structure of a web development company can vary and has no set standard, however there are similarities that can be found between the top companies in the industry.
- Analysis** Those similarities create a set of industry standards that guide us to provide a full range of services, which allows the company to provide the appropriate services to each client. Specifically, those include web design, web development, web hosting and maintenance, and marketing support. This ensures that our business is competitive and professional. We have provided the documentation to set up the management of a business that provides all these services. Each team member helps GRIM Co provide the full range of services of an online marketing agency. Maxwell and Gabby provide the capabilities to design web pages and other marketing items. Ryan and Isaac support the team's ability to manage and develop secure and functional websites for the clients of GRIM Co. We have fully documented this information on our website, which also markets our services to the public and attracts clients.
- Conclusion** Grim Co has established and fulfilled all of the necessary steps to becoming a functional small business. Updates to the marking of GRIM Co as well as changes to the management can be made as the managing members see fit, but as it is GRIM Co is ready to take on projects.