

Executive Summary



Computer Peripherals Inc. (CPI) will be established as a computer peripheral company that specializes in the development of devices that will increase the reliability of remote computer system connections. Remote system connection is very useful in both business and personal usage. It allows users to manage various types of data from remote locations. The current problems with remote connections are that in the event of a power outage or a system-freeze that is no way to resume a remote connection thus costing business to loose both time and money. The first product that our company will develop will be the Remote System Restart (RSR). It will be a device that connects to a system's motherboard and will allow a user to place a telephone call to the device and perform various power options to the connected system.

We believe that in order to have a successful business there are certain factors that lead to success. These factors are both tangible and intangible, but they both will lead to the tangible goals that CPI has set. The key intangible factors that we believe will be the key to our success are honesty, integrity and first class service to our customers. These factors are involved in all aspects of CPI from the lowest to the highest ranking employee and must be followed to insure success. These three intangible keys to success will increase the likelihood of our success be establishing a relationship with our customers. By following these intangible goals a strong customer base will be developed, allowing our company to prosper.

The other keys that will play a part in the success of CPI are considered to be tangible. We will have to put forth a substantial amount of effort to increase the public awareness of the benefits of remote system connection. This will require a successful marketing campaign directed toward both large businesses and individuals. Also for CPI to meet its financial goals, a contract with one of the larger computer companies must be obtained. Engineers, management, marketing, and customer service will work together to find unique approaches to new problems.

With the keys to success being followed closely will greatly increase the probability of our company goals being met. One of the most important goals that our company must meet is the break even goal. CPI's financial goal of breaking even is planned to be met within the second and third year of the company's existence. These expenses included marketing and materials. After meeting the break-even point, we will increase our profits 100% by the third year of business. CPI will initially secure 90% of the market and will be the leading producer of remote system connection peripherals.

In order to meet our initial goals we will rely on a successful marketing campaign. Our marketing specialist will be responsible for increasing the overall awareness of the advantages of remote system connections and will aggressively promote the RSR.

1.0 Objectives

- To develop reliable computer peripheral devices
- To produce a product that surpasses similar products in functionality and size
- To offer equipment that works at a very competitive price

1.1 Mission

We want to become the market leaders in the design and sales of remote PC power devices and other computer peripherals. Our company's number one goal is to offer a quality product at a reasonable price while still earning profits. Our mission is to provide users with an assurance that in the event of a system problem, the user will be able to restart their system in a timely manner. In a society where "time is money", we will offer a product that will save the customer money by allowing them to reboot a computer from a remote location, which saves employees' time and keeps the customer offline for the shortest amount of time possible.

1.2 Keys to Success

We have a responsibility to the people who make our company grow and prosper. We are devoted to providing relationships of honesty, integrity and first class service to our customers. Keeping the customers needs first will insure the success and growth of our company.

1.3. Target Market

The remote system restarter's target market will be both individual computer owners and larger computer companies. The RSR will be marketed for all individuals who already own a computer as a device that will allow them to regain remote connection if it is lost due to a system freezing up. Our product will also be beneficial to any company running servers that are accessed remotely, such as web servers for FTP servers.

1.4. Competitive Advantage

The RSR is designed to be integrated with ATX form factor PCs and will allow users to make a telephone call to the device and perform various power options on a system. Although, there are other devices that offer similar functions as the RSR, we are not aware of any that are completely internal to the PC. The added security of disabling the device after three unsuccessful password attempts will make it difficult for people with bad intention to repeatedly try passwords until the correct one is found. Not only will our device offer more functionality, it will also be offered at a price that is lower than that of our competitors.

1.5. Basic Strategies

There are several strategies that will be taken to insure the success of our company. The first action is to begin with a strategic manufacturing process. This will insure that our device is developed in the most effective manner. With this issue being considered first, it will allow us to offer the RSR at a price that will be beneficial to our company and to the consumer. Another important issue is the hiring of experienced employees. This will help ensure that our products are designed and manufactured in the most effective and efficient manner possible. Once the products are manufactured, it will be essential to provide effective advertising. Although remote connection is possible in almost all PC's, there are still many people that don't understand the importance and the luxury that remote connection provides. With strategic advertising of remote connection and its uses,

the RSR will be a device that will increase the reliability of the remote connection. Once this product is manufactured and begins to appear in computer system around the world, it will be essential to respond to customer needs. We will listen to our customers needs and design new products based on these needs. We will offer professional technical support that will be able to solve user's problems and have their device working as quickly as possible. We will do everything possible to make certain that our customers remain satisfied with our company.

2.0 Company Summary

Our founding members Bret Birdwell BSEE, Thomas Brown BSCPE, Ken Bush BSEE and Lindsey Coggin BSCPE came forth with the idea to establish a product that would resolve the problem of hindered remote connections. Computer Peripherals Inc is a privately owned sole proprietorship corporation based in Starkville, Mississippi. Our company specializes in the development and manufacturing of the Remote System Restarter. Specifically we aim to manufacture a product that will be essential for the stability of remote computer system connections.

2.1 Company Location

Computer Peripherals Inc. central headquarters will be located in a leased building in Starkville, Mississippi. This location will insure that there is an adequate amount of qualified workers in a close range which will contribute to the success of the development of our products. Also, by having our company near Mississippi State University, it will allow us to directly target a volume of people in which a high percentage own computers. With a successful and well know university in the immediate area, it will allow us to provide our service to the University in the attempt to gain the attention of other major universities and computer businesses.

2.2 Company Facilities

CPI will operate from a single existing 40,000 square foot building that will be divided into the necessary facilities. Our building will consist of offices for major departments such as business, accounting marketing, and web developer offices. There will also be a repair lab, shipping/stock room, manufacturing room, and an engineering lab that will consume the majority of the building. The remaining space will be used for break areas, restrooms, president and vice president offices, and a conference room.

2.3 Company Strategy

Although most computer systems are equipped to perform remote connections, it is not a very well known feature. Therefore, it is essential that a very aggressive marketing approach be used to establish an individual customer base. Also, larger computer companies such as Dell and HP will be targeted in an attempt to integrate the RSR as a common component in computer systems. In order to sell our product to these large companies, it will be essential to demonstrate the effectiveness of our product and also make them realize that they are providing a feature that needs some type of support in case of failure. Once a customer base is established, CPI will focus its attention on hiring skilled workers to develop only quality