



THE POWELL GROUP

Presented by Steve Williams, Max Beggelman, Nakia Cunningham, Kris
Suchdeve & Kyle Curran



THE POWELL GROUP

TALLAHASSEE WEB DESIGN'S BEST
OPPORTUNITY FOR ENHANCING
KNOWLEDGE SHARING AND DECISION
MAKING AMONG PROJECT TEAMS



SOFTWARE

- ▣ WINDOWS MOBILE
 - access to mobile versions of Office programs including Word, PowerPoint, Excel
 - sync Outlook information and Office files
 - GPS software





SOFTWARE

➤ MICROSOFT OFFICE SMALL BUSINESS 2007

- Outlook w/ Business Contact Manager
- Word
- Excel
- Publisher
- PowerPoint
- Accounting Express

➤ TOP 10 WAYS OFFICE SB 2007 CAN HELP

1. Find and use the features you need
2. Search, manage, and prioritize your e-mail
3. Manage time and tasks more efficiently
4. Manage all your customer and prospect information in one place
5. Manage sales leads and opportunities better
6. Produce professional marketing materials and campaigns in-house
7. Save and distribute your files in PDF format
8. Manage your marketing efforts more efficiently
9. Create more professional-looking documents and presentations in less time
10. Analyze your information to make better decisions



SOFTWARE

▣ PANDA SECURITY FOR BUSINESS

- keeps you safe from known and unknown threats:
 - viruses
 - worms
 - Trojans
 - spam
 - spyware
 - dialers
 - hackers

▣ MSN MESSENGER, SKYPE, WINDOWS MESSENGER

- video conferencing
- chatting
- FREE!



HARDWARE

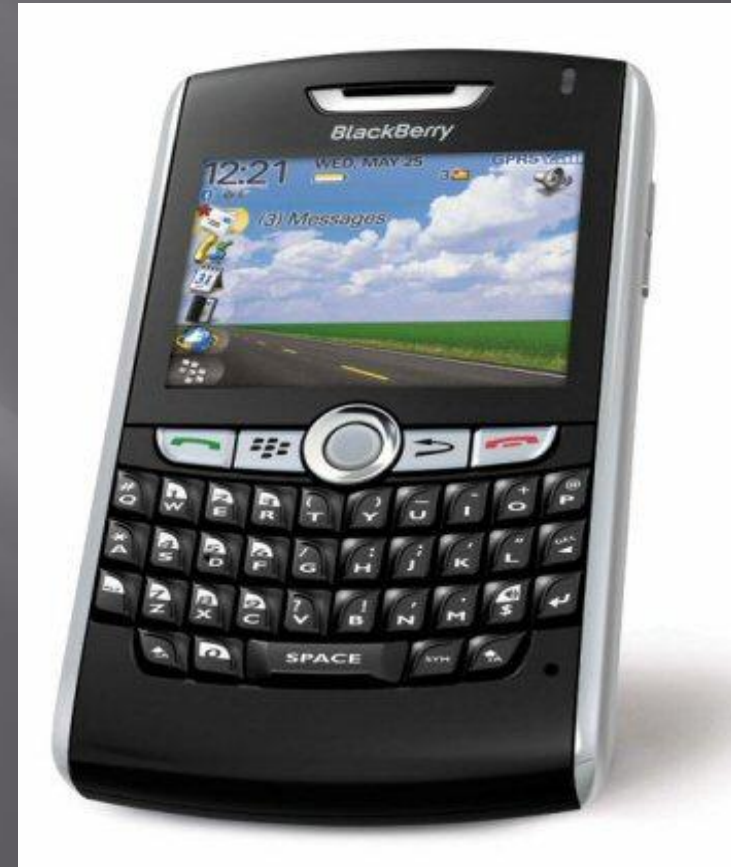
▣ GENERAL FRAMEWORK

- Local offices should utilize portable and wireless technology to greatly expand employees' ability to work
- Each local office should exchange data with a central database server at the main office, which is backed up regularly, to ensure that data flows freely between locations
- Set up company e-mail servers and mandate the use of company e-mail accounts, facilitating easier communication between employees



HARDWARE

- ▣ Set up secure Wi-Fi networks in the office
- ▣ Issue laptops to project teams or important individuals, allowing workers more mobility in their work
- ▣ Webcams should be issued with the laptops in projects where videoconferencing capabilities are likely to be used
- ▣ Issue personal wireless devices such as Smartphones and portable storage devices such as USB flashdrives so employees can work anywhere, anytime





HARDWARE

- ▣ Ensure that computer and network infrastructure is up to date and capable of meeting the company's needs
- ▣ Use multifunction laser printers with copy, scan, and fax capabilities, due to their versatility, durability, and comparatively low cost
- ▣ When buying new machines, take into account the company's growth and choose hardware that will be able to handle future needs as well as current





CONNECTIVITY PACKAGE

On-site Server

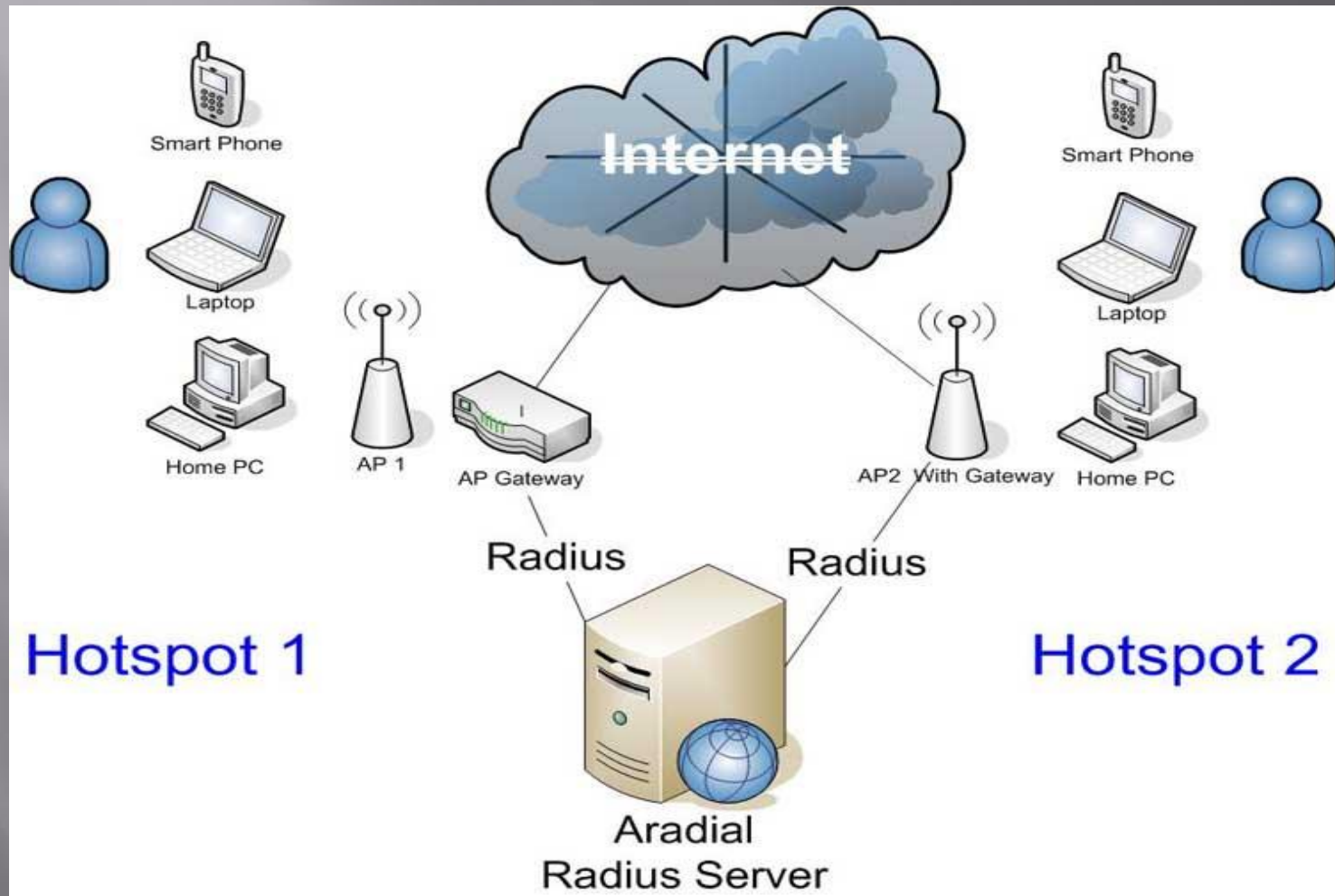
Advantages

- Private network
- Access to e-mails and files
- Employee access from mobile devices (laptops, smartphones, etc)





CONNECTIVITY PACKAGE





CONNECTIVITY PACKAGE

- ▣ No e-mail day
- ▣ Advantages
- ▣ Face-to-face relationships
- ▣ Better overall company communication
- ▣ No charge (It's Free!)





PEOPLE

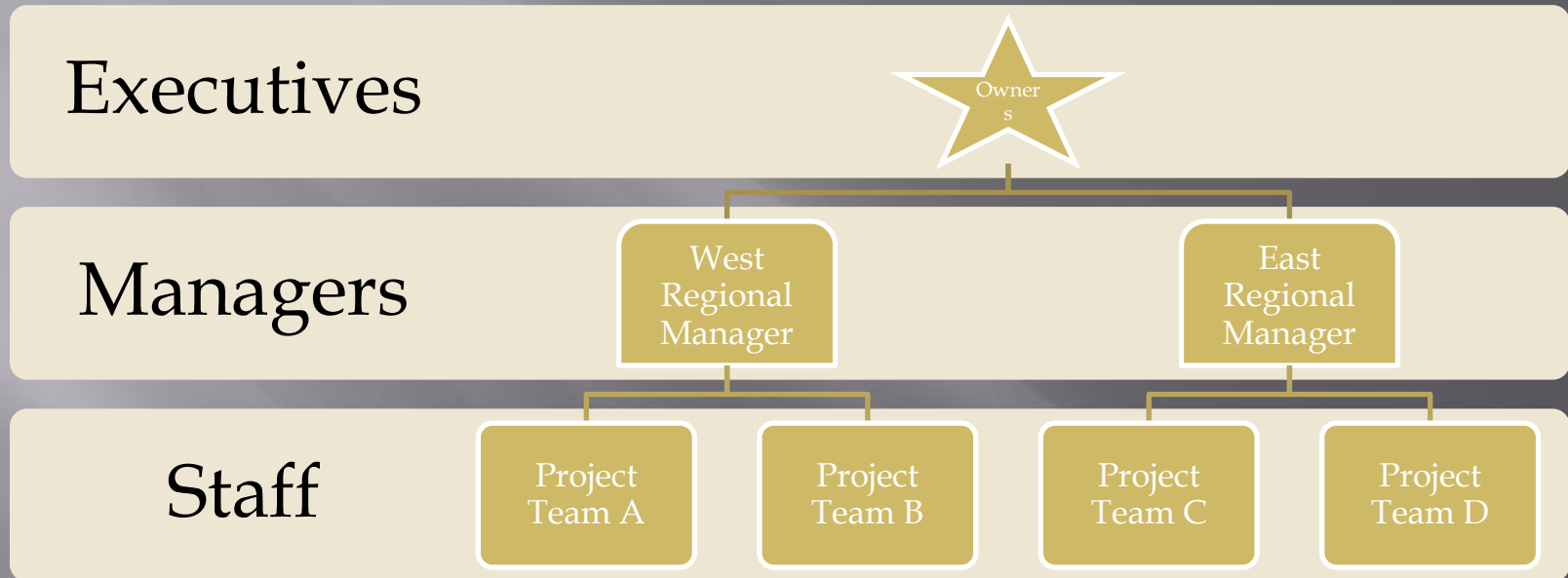
- Look at training as an investment instead of an expense
- Focus on the company's most pertinent needs
- Stress a nonstop learning environment
- Attain the support of management
- Start training on a small scale
- Make quality a priority
- Choose a good learning environment
- Clarify relevance
- Making training continuous
- See how the stats stack up



THE PRICE TAG

- less than \$2000 per employee for training
- a company with 20 employees can expect to spend \$895 for a training video or \$44.75 per person

HIERARCHAL STRUCTURE FOR PROPOSED BUSINESS PLAN





ORGANIZATIONAL STRUCTURE

Sitting at the top of the hierarchal structure, the owners hold the throne and oversee the entire operation. Having all the vested interest in the company and the ability to make critical decisions, the owners have to answer to no individuals within the company infrastructure. His decision making involves evaluating the possible solutions proposed by the regional managers.



ORGANIZATIONAL STRUCTURE

The regional manager's duties are to oversee two teams each. They are the bridge between the gaps from the owners to the project teams. Although the managers are not vested in the corporation, their productivity is a crucial factor when dispensing bonuses and evaluating their yearly progress. This promotes efficiency and reduces the waste within the project plan. They are also responsible for any decision-making that cannot be resolved among the project teams.



ORGANIZATIONAL STRUCTURE

The project teams are the workers in the hierarchal structure. Each team consists of four members that are all assigned specialized duties for the team. By breaking up the group into focused areas, each member will be able to allocate all available resources to a particular job and will also reduce confusion with communicating amongst team members. The first of the four team members is the Project Consultant. His duty is to acquire a complete and accurate description of the goal of the company and the problems they face. He also relays the information given to him from his team to customers in a way that can be understood at all levels of experience in Website Design. He is the link between customer and project team.



ORGANIZATIONAL STRUCTURE

The next member of the team is the Solutions Manager. The primary responsibility of the Solutions Manager is to brainstorm solutions and fit them into an available budget that is dictated by the Project Consultant in his reports. The third member of the project is the Budget Accountant. His job is to take the available funds for the project and stretch every penny. He must improvise the ideas of the Solutions Manager in order to fit the budget. He can also add recommendations to the customer on how he should invest the company's money and how to allocate funds to provide a budget large enough to handle their needs.



ORGANIZATIONAL STRUCTURE

The fourth member of the team is the Web Designer. Like his title says, he designs the layout of the webpage and manages the content on the page. He is also responsible for future updates that may be necessary depending on the needs of the customer's page. By working along a developed plan, each member of the team contributes by adding their own elements to the project and working together until the customer is satisfied with the final product.

PROPOSED BUDGET

| | |
|-------------------------------------|------------------------------|
| laptops | $\$600 \times 18 = \$10,800$ |
| USB drives | $\$20 \times 20 = \400 |
| smartphones | $\$400 \times 20 = \$8,000$ |
| MS Office SB (upgrade for desktops) | $\$280 \times 22 = \$6,160$ |
| MS Office SB (new for laptops) | $\$450 \times 18 = \$8,100$ |
| Panda Security (3 years) | $\$179 \times 40 = \$7,160$ |
| training | \$895 |
| on-site server | \$1,000 |
| TOTAL | \$42,515 |

$\$42,515 \div \$4,000,000 = 1.06\%$ of yearly sales revenue

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QUESTIONS?