

it company business plan pdf

it company business plan pdf documents play a crucial role in the successful establishment and growth of IT businesses. These plans serve as comprehensive roadmaps that outline the company's objectives, strategies, market analysis, financial projections, and operational framework. Whether a startup or an established organization seeking expansion, a well-crafted IT company business plan PDF can attract investors, guide management decisions, and ensure alignment among stakeholders. This article explores the key components of an IT company business plan PDF, provides guidance on drafting an effective plan, and highlights essential tips for optimizing the document for maximum impact. Understanding these aspects will help IT entrepreneurs and managers create strategic documents that drive business success. The following sections will delve into the structure, content, and practical considerations of IT business plans in PDF format.

- Understanding the Importance of an IT Company Business Plan PDF
- Key Components of an IT Company Business Plan PDF
- How to Create an Effective IT Company Business Plan PDF
- Financial Projections and Funding Strategies
- Tips for Optimizing and Presenting Your Business Plan PDF

Understanding the Importance of an IT Company Business Plan PDF

An IT company business plan PDF is a vital document that consolidates the vision and operational framework of an IT enterprise. It not only serves to communicate the business idea to potential investors and partners but also acts as a strategic guide for internal management. The PDF format is widely preferred due to its portability, professional appearance, and compatibility across various devices, making it easy to share and present. Furthermore, a detailed business plan helps identify market opportunities, competitive advantages, and potential risks, which are essential for long-term sustainability and growth in the technology sector.

The Role of a Business Plan in IT Companies

In the highly competitive IT industry, a business plan outlines the company's unique value proposition and operational strategy. It clarifies the target market, service offerings, technology infrastructure, and scalability plans.

By documenting these elements, the business plan supports strategic decision-making and resource allocation. It also serves as a benchmark to measure progress and adjust tactics based on market feedback and performance metrics.

Benefits of Using a PDF Format

Choosing a PDF format for the business plan ensures that the document's formatting remains consistent across different platforms. PDFs are easy to secure, allowing the inclusion of encryption or password protection when sharing sensitive information. Additionally, PDFs support embedding charts, graphs, and images, which can enhance the presentation of data and projections, making the plan more persuasive and professional.

Key Components of an IT Company Business Plan PDF

A comprehensive IT company business plan PDF includes several critical sections that collectively provide a full picture of the business strategy and operational approach. Each section must be detailed, data-driven, and aligned with the overall business goals.

Executive Summary

The executive summary offers a concise overview of the business plan, highlighting the company's mission, vision, products or services, target market, and financial goals. It is typically the first section investors read, so clarity and impact are essential.

Company Description

This section provides detailed information about the company's background, legal structure, location, and the specific IT services or products offered. It also explains the problem the company aims to solve and the market need it addresses.

Market Analysis

An in-depth market analysis identifies the target audience, industry trends, competitor landscape, and potential customer segments. This research supports strategic positioning and marketing efforts.

Organization and Management

Details about the company's leadership team, organizational structure, and human resources are outlined here. This section highlights the expertise and roles of key personnel involved in the company's operations.

Service or Product Line

Descriptions of the IT products or services offered, including their features, benefits, and development status, are included. Intellectual property, technology stack, and lifecycle plans might also be covered.

Marketing and Sales Strategy

This portion explains how the company plans to attract and retain customers, outlining marketing channels, sales tactics, pricing models, and customer engagement strategies.

Funding Request

If the business plan is intended for funding purposes, this section specifies the amount of capital required, its intended use, and the proposed terms.

Financial Projections

Financial forecasts including income statements, cash flow projections, and balance sheets for the next three to five years demonstrate the company's expected performance and viability.

Appendices

Supporting documents such as resumes, legal agreements, technical specifications, or additional market research can be included here to reinforce the plan.

How to Create an Effective IT Company Business Plan PDF

Creating an effective IT company business plan PDF requires a structured approach, attention to detail, and comprehensive market knowledge. The following steps outline a best practice methodology for drafting a high-impact plan.

Research and Data Collection

Thorough research is the foundation of a credible business plan. Collect data on industry trends, customer needs, competitor analysis, and technological advancements to inform each section of the plan.

Outline and Structure

Structuring the business plan logically enhances readability and impact. Use clear headings and subheadings to organize content. Begin with the executive summary and proceed through the key components systematically.

Writing and Formatting

Use professional, concise language and avoid jargon unless necessary. Ensure consistent formatting throughout the PDF, including fonts, spacing, and alignment. Utilize bullet points and numbered lists to break down complex information.

Review and Edit

Multiple rounds of revision improve clarity, accuracy, and coherence. Seek feedback from industry experts or mentors to validate assumptions and enhance the plan's quality.

Financial Projections and Funding Strategies

Financial planning is a critical aspect of an IT company business plan PDF, demonstrating the company's potential for profitability and sustainable growth. Accurate projections and clear funding strategies strengthen the plan's credibility with investors and lenders.

Revenue Models and Forecasts

Define the company's revenue streams, such as software sales, subscription services, consulting fees, or maintenance contracts. Project revenues based on market size, pricing strategies, and sales forecasts.

Expense and Cost Analysis

Outline fixed and variable costs including salaries, infrastructure, marketing expenses, and research and development. Understanding cost structures helps in forecasting profitability and cash flow management.

Break-Even Analysis

Calculate the break-even point to identify when the company will start generating profit. This analysis assists in setting realistic financial goals and timelines.

Funding Requirements and Sources

Detail the capital needed to achieve business objectives and the preferred funding sources, such as venture capital, angel investors, bank loans, or grants. Include plans for investor returns or repayment schedules.

Tips for Optimizing and Presenting Your Business Plan PDF

Optimization and presentation of an IT company business plan PDF can significantly influence stakeholder engagement and funding success. The following tips enhance the document's effectiveness.

Clarity and Conciseness

Keep language straightforward and avoid unnecessary complexity. Focus on conveying key messages clearly and succinctly to maintain reader interest.

Visual Enhancements

Incorporate charts, graphs, and infographics to illustrate financial data, market analysis, and timelines. Visual elements improve comprehension and retention.

Customization for Audience

Tailor the business plan content to the interests and priorities of the intended audience. For investors, emphasize financial returns; for partners, highlight strategic benefits.

Ensuring Accessibility

Optimize the PDF file size for easy sharing and downloading without compromising quality. Use bookmarks and hyperlinks within the PDF for navigation if applicable.

Proofreading and Professional Presentation

Conduct thorough proofreading to eliminate errors. Use a professional cover page and consistent branding elements to create a polished and credible impression.

- Conduct detailed market and competitor research
- Use clear and organized structure with headings
- Include comprehensive financial projections
- Incorporate visual aids to support data
- Tailor the plan to the target audience's needs
- Review and refine the document before distribution

Frequently Asked Questions

What should be included in an IT company business plan PDF?

An IT company business plan PDF should include an executive summary, company description, market analysis, organizational structure, product or service offerings, marketing and sales strategies, funding requirements, financial projections, and an appendix.

Where can I find a free IT company business plan PDF template?

You can find free IT company business plan PDF templates on websites like SCORE, Bplans, Template.net, and some business incubator websites that offer downloadable and customizable templates.

How detailed should a business plan for an IT company be in PDF format?

The business plan should be detailed enough to clearly convey your business goals, strategies, market analysis, and financial projections to potential investors or stakeholders, typically ranging from 15 to 30 pages depending on the complexity of the business.

Can I convert my IT company business plan into a PDF?

Yes, most word processing software like Microsoft Word, Google Docs, or business plan software allows you to export or save your business plan document as a PDF file for easy sharing and professional presentation.

Why is having a business plan PDF important for an IT company?

Having a business plan in PDF format ensures your plan is easily shareable, universally accessible, maintains formatting consistency, and looks professional when presenting to investors, partners, or clients.

What are common financial projections included in an IT company business plan PDF?

Common financial projections include sales forecasts, profit and loss statements, cash flow statements, balance sheets, break-even analysis, and funding requirements for the next 3 to 5 years.

How can an IT company use a business plan PDF to attract investors?

An IT company can use a well-structured business plan PDF to clearly communicate its value proposition, market opportunity, competitive advantage, financial projections, and growth strategy, helping to build investor confidence and secure funding.

Additional Resources

1. Mastering IT Company Business Plans: A Step-by-Step Guide

This book provides a comprehensive framework for creating effective business plans tailored specifically for IT companies. It covers essential components such as market analysis, financial projections, and strategic goals. Readers will learn how to present their ideas clearly to investors and stakeholders.

2. Blueprint for Success: Crafting IT Company Business Plans

Focused on startups and established firms alike, this guide walks readers through the process of developing a detailed business plan. It highlights industry-specific challenges and opportunities in the IT sector. Practical examples and templates make it easier to apply the concepts.

3. The IT Entrepreneur's Handbook: Business Planning Essentials

This book is designed for IT entrepreneurs seeking to launch or grow their companies with a solid business plan. It emphasizes understanding market trends, competitive analysis, and operational planning. The content is

enriched with case studies from successful IT ventures.

4. Strategic Business Planning for IT Firms

Aimed at executives and managers, this title delves into high-level strategies for positioning IT companies in the marketplace. It explores innovation management, risk assessment, and resource allocation within business plans. The book also discusses scalability and long-term growth planning.

5. Business Plans That Work: IT Company Edition

This practical guide focuses on creating business plans that attract funding and drive performance in IT companies. It includes sections on defining unique value propositions and technology roadmaps. The book also offers tips on tailoring plans for different audiences.

6. From Idea to Market: Business Planning for IT Startups

Ideal for early-stage entrepreneurs, this book covers the journey from concept to market entry through effective planning. It stresses the importance of customer validation, competitive positioning, and financial modeling. Readers gain insights into pitching plans to investors.

7. Financial Modeling and Business Plans for IT Companies

This resource combines financial expertise with business planning specifically for IT firms. It teaches how to build realistic revenue forecasts, budget plans, and investment analyses. The book is valuable for CFOs, founders, and business analysts in the IT industry.

8. Innovate and Plan: Business Strategies for IT Companies

Highlighting innovation as a core element of business plans, this book guides IT companies in integrating new technologies and market trends. It advises on strategic partnerships, product development cycles, and competitive advantage. The content supports creating dynamic and adaptable plans.

9. The Complete IT Business Plan Workbook

This interactive workbook offers templates, checklists, and exercises tailored for IT companies developing their business plans. It helps readers organize their ideas methodically and ensures all critical plan components are addressed. Suitable for individuals and teams working on business strategy.

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It Company Business Plan PDF: Your Blueprint to Success

Stop spinning your wheels and start building your IT empire! Are you an aspiring entrepreneur with a brilliant IT idea, but struggling to translate that vision into a solid business plan? Feeling overwhelmed by the complexities of funding, marketing, and scaling your tech startup? Do you lack the structure and clarity needed to attract investors and secure your company's future? This isn't just another generic business plan template; this is your personalized roadmap to success in the competitive world of IT.

"The Definitive IT Company Business Plan: From Idea to Implementation"

This comprehensive guide provides a step-by-step framework for creating a compelling and effective business plan specifically tailored for IT companies. Inside, you'll find actionable strategies, practical examples, and templates to help you navigate every stage of your entrepreneurial journey.

Contents:

Introduction: Understanding the IT Landscape and Defining Your Niche
Chapter 1: Executive Summary: Crafting a Compelling Overview
Chapter 2: Company Description: Defining Your Vision, Mission, and Values
Chapter 3: Market Analysis: Identifying Your Target Audience and Competitors
Chapter 4: Products and Services: Detailing Your Offerings and Value Proposition
Chapter 5: Marketing and Sales Strategy: Reaching Your Target Market and Generating Leads
Chapter 6: Management Team: Showcasing Your Expertise and Experience
Chapter 7: Financial Projections: Forecasting Revenue, Expenses, and Profitability
Chapter 8: Funding Request (if applicable): Securing the Capital You Need
Chapter 9: Appendix: Supporting Documents and Resources
Conclusion: Next Steps and Actionable Takeaways

The Definitive IT Company Business Plan: From Idea to Implementation

Introduction: Understanding the IT Landscape and Defining Your Niche

The IT industry is a dynamic and ever-evolving landscape. Success requires more than just technical skills; it demands a clear understanding of market trends, competitive pressures, and a well-defined niche. This introduction lays the groundwork for your business plan by helping you:

Identify your specific area of expertise: Are you focusing on software development, cybersecurity, cloud computing, data analytics, or another specialized area? Defining your niche will allow you to

target your marketing efforts more effectively and attract the right clients.

Analyze market trends: Research current and future trends in your chosen niche. What technologies are in high demand? What are the emerging challenges and opportunities? Understanding these trends will help you position your company for success.

Assess the competitive landscape: Who are your main competitors? What are their strengths and weaknesses? How can you differentiate your company and offer unique value to your clients? A thorough competitive analysis is crucial for developing a winning strategy.

Define your target audience: Who are your ideal clients? What are their needs and pain points? Understanding your target audience will help you tailor your marketing messages and product offerings to resonate with them.

By clearly defining your niche and understanding the competitive landscape, you lay a strong foundation for a successful IT business. This groundwork will inform the rest of your business plan, ensuring that all your efforts are aligned with your company's goals.

Chapter 1: Executive Summary: Crafting a Compelling Overview

The executive summary is the first (and often only) section many readers will thoroughly examine. It's a concise overview of your entire business plan, highlighting key aspects and grabbing the reader's attention. It should be written after completing the rest of the plan, providing a polished summary of your key findings. A strong executive summary includes:

A compelling problem statement: Briefly describe the problem your company solves and why it's important.

Your proposed solution: Clearly outline how your IT company will address this problem.

Target market and competitive advantage: Briefly highlight your ideal client and your unique selling proposition.

Financial highlights: Include key financial projections, such as projected revenue, profitability, and funding requests.

Call to action: What do you want the reader to do after reading your executive summary? (e.g., invest, schedule a meeting).

Your executive summary shouldn't be just a summary; it's a persuasive sales pitch for your business idea.

Chapter 2: Company Description: Defining Your Vision, Mission, and Values

This chapter provides a detailed overview of your IT company. It should include:

Company vision: Your long-term aspirations and goals. Where do you see your company in 5, 10, or even 20 years?

Company mission: Your core purpose and how you plan to achieve your vision. This is the daily driving force of your actions.

Company values: Your core principles and beliefs that guide your decision-making and interactions with clients and employees.

Legal structure: Are you a sole proprietorship, LLC, partnership, or corporation? Explain the legal structure of your company and its implications.

Location and infrastructure: Describe your company's physical location (if applicable) and technological infrastructure.

Chapter 3: Market Analysis: Identifying Your Target Audience and Competitors

Thorough market research is crucial for success. This chapter should demonstrate your understanding of:

Market size and growth potential: Quantify the market size for your services and project its future growth.

Target audience demographics: Detailed description of your ideal clients, including their demographics, needs, and pain points.

Competitive analysis: Identify your key competitors, analyze their strengths and weaknesses, and highlight your competitive advantages.

Market trends: Analyze current and emerging trends that will impact your business. Are there any disruptive technologies or shifts in consumer behavior you need to consider?

SWOT Analysis: Summarize your company's Strengths, Weaknesses, Opportunities, and Threats.

Chapter 4: Products and Services: Detailing Your Offerings and Value Proposition

This section focuses on your company's core offerings. Include:

Detailed description of each product or service: Explain the functionality, features, and benefits of each offering.

Pricing strategy: Outline your pricing model and justify your pricing decisions.

Value proposition: Clearly articulate the unique value your products or services offer to your target audience. Why should clients choose you over your competitors?

Intellectual property: Discuss any patents, trademarks, or copyrights you own or plan to acquire.

Future product development: Outline your plans for future product development and innovation.

Chapter 5: Marketing and Sales Strategy: Reaching Your Target Market and Generating Leads

This is a crucial chapter, outlining how you'll reach your target market and generate sales. Include:

Marketing channels: Identify the marketing channels you will use (e.g., online advertising, social media, content marketing, email marketing, networking).

Sales process: Describe your sales process, from lead generation to closing the deal.

Customer acquisition cost: Estimate the cost of acquiring a new customer.

Customer retention strategy: Outline your plans for retaining customers and building long-term relationships.

Key performance indicators (KPIs): Define the metrics you will use to track your marketing and sales performance (e.g., website traffic, conversion rates, customer lifetime value).

Chapter 6: Management Team: Showcasing Your Expertise and Experience

This section showcases the expertise and experience of your management team. Include:

Resumes or bios of key personnel: Highlight relevant experience and qualifications.

Organizational chart: Illustrate the reporting structure within your company.

Advisory board (if applicable): Mention any advisors who provide guidance and support.

Key strengths and skills of the team: Explain how your team's skills and experience will contribute to the success of the company.

Chapter 7: Financial Projections: Forecasting Revenue, Expenses, and Profitability

This section presents your financial projections for the next 3-5 years. Include:

Revenue projections: Forecast your revenue based on your marketing and sales strategy.

Expense budget: Detail your anticipated expenses, including salaries, rent, marketing, and other operating costs.

Profit and loss statement: Project your net income or loss for each year.

Cash flow statement: Forecast your cash inflows and outflows.

Balance sheet: Project your assets, liabilities, and equity.

Chapter 8: Funding Request (if applicable): Securing the Capital You Need

If you're seeking funding, this chapter outlines your funding needs and how you plan to use the funds. Include:

Amount of funding requested: Specify the amount of funding you need.

Use of funds: Explain how the funds will be used to support your business plan.

Return on investment (ROI): Project the return on investment for potential investors.

Exit strategy: Outline your plan for exiting the business (e.g., acquisition, IPO).

Chapter 9: Appendix: Supporting Documents and Resources

This section includes supporting documents and resources to substantiate your claims and provide additional information. This may include market research data, resumes, letters of support, and other relevant documents.

Conclusion: Next Steps and Actionable Takeaways

This section summarizes the key takeaways from your business plan and outlines the next steps for implementing your strategy. It should reiterate your vision, mission, and key goals and provide a clear roadmap for moving forward.

FAQs

1. What makes this business plan different from generic templates? This plan is specifically tailored for IT companies, addressing unique challenges and opportunities within the industry.
2. Can I use this plan even if I'm just starting out? Yes, this plan provides a framework for all stages, from ideation to established businesses.
3. Do I need any specific software to create this plan? No, you can use word processing software like

Microsoft Word or Google Docs.

4. How long does it take to complete this business plan? The time required depends on your familiarity with business planning and the complexity of your business. Allow ample time for research.
5. What if my financial projections are not accurate? Financial projections are estimates; regular review and adjustments are crucial for adapting to market changes.
6. Is this plan suitable for seeking funding from investors? Yes, it provides a comprehensive framework for attracting investors.
7. What if I don't have a strong management team yet? The plan outlines the importance of a strong team. You can still create the plan, highlighting your plans for team building.
8. Can I adapt this plan to different types of IT businesses? Yes, the underlying principles are applicable to various IT niches; you'll need to adapt the specifics to your particular business model.
9. Where can I find more resources to help me complete this plan? Numerous online resources, including government agencies and business incubators, offer support and guidance.

Related Articles

1. Funding Your IT Startup: A Guide to Securing Capital: Exploring various funding options for IT ventures.
2. Building a Strong IT Team: Recruiting and Retaining Top Talent: Strategies for attracting and keeping skilled employees.
3. Marketing Your IT Services: Effective Strategies for Lead Generation: Focuses on effective marketing tactics for IT businesses.
4. Cybersecurity for IT Companies: Protecting Your Business and Clients: Addresses crucial cybersecurity measures for IT companies.
5. The Future of IT: Emerging Trends and Technologies: Explores future technologies and their impact on the IT industry.
6. Developing a Winning IT Sales Strategy: From Lead to Close: Detailed guide on sales strategies in the IT sector.
7. Legal Considerations for IT Companies: Contracts and Compliance: Focuses on legal requirements for IT businesses.
8. Pricing Your IT Services: A Guide to Competitive and Profitable Pricing: Provides strategies for effective IT service pricing.
9. Scaling Your IT Business: Strategies for Growth and Expansion: Discusses strategies for expanding an IT business.

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additional capital or within most corporations for new initiatives or for accelerated growth--Provided by publisher.

it company business plan pdf: *The Entrepreneur's Manual* Richard M. White, 2020-06-01 You are holding in your hands the ultimate guide to transforming your dream business into a reality. Drawing upon years of trial and error, Richard White imparts his insights on how to establish a successful business and keep it running strong. Substituting complex theories for critical advice rooted in real-life experience, White makes designing and managing a successful business model more accessible than ever. The Entrepreneur's Manual covers everything entrepreneurs need to know, from identifying your niche market, to forecasting and controlling sales, to building a solid foundation of effective employees. White's rare advice has made this manual mandatory reading not only for entrepreneurs, but for anyone who wants to better understand the business world. In addition to motivating prospective business owners, this book, above all others in its field, delivers results. This superior guide on the secrets behind successful entrepreneurship possesses the qualities of a true classic: its advice remains as relevant as ever. Find out why The Entrepreneur's Manual has been the mandatory business guide for nearly half a century.

it company business plan pdf: *How to Write a Great Business Plan* William A. Sahlman, 2008-03-01 Judging by all the hoopla surrounding business plans, you'd think the only things standing between would-be entrepreneurs and spectacular success are glossy five-color charts, bundles of meticulous-looking spreadsheets, and decades of month-by-month financial projections. Yet nothing could be further from the truth. In fact, often the more elaborately crafted a business plan, the more likely the venture is to flop. Why? Most plans waste too much ink on numbers and devote too little to information that really matters to investors. The result? Investors discount them. In *How to Write a Great Business Plan*, William A. Sahlman shows how to avoid this all-too-common mistake by ensuring that your plan assesses the factors critical to every new venture: The people—the individuals launching and leading the venture and outside parties providing key services or important resources The opportunity—what the business will sell and to whom, and whether the venture can grow and how fast The context—the regulatory environment, interest rates, demographic trends, and other forces shaping the venture's fate Risk and reward—what can go wrong and right, and how the entrepreneurial team will respond Timely in this age of innovation, *How to Write a Great Business Plan* helps you give your new venture the best possible chances for success.

it company business plan pdf: *The Business Plan Reference Manual for IT Businesses* Fernando Almeida, José Santos, 2018-12-10 There is a great worldwide desire to launch new technology-based business. In this sense, and increasingly, entrepreneurship courses have arisen in several universities and many of the courses in the management, administration and engineering areas already offer entrepreneurship curricular units. Throughout those programs, the teams develop key integrated competencies in innovation, entrepreneurship and technology that will ultimately enable the students to create and develop new technology-based businesses. The Business Plan Reference Manual for IT Businesses provides a reference manual for undergraduate and graduate students that intend to launch their start-up business in the IT field. It helps them to create and model the business plan of their business. Therefore, this manual is mainly aimed at instructors who want to offer a practical view of the process of modeling, designing and developing an IT start-up. Additionally, it can be individually used by entrepreneurs who wish to launch their start-up businesses in IT field. The structure of the book was defined taking into account different approaches to the construction of the business plan, which basically consider a disaggregation of some of these chapters in others smaller (e.g., marketing plan into products/services and market, financial plan into investment plan and economic-financial projections). We chose to aggregate these dimensions into a single chapter, which in our view facilitates the process of analyzing a business plan. It is also relevant to mention the inclusion of Chapter V - Prototype description which is innovative and intends to take into account the application of this business plan template to the information technology sector.

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it company business plan pdf: Heart, Smarts, Guts, and Luck Anthony K. Tjan, Richard J. Harrington, Tsun-Yan Hsieh, 2012 Examines the traits that define most people who achieve success, heart, smarts, guts, and luck, and helps readers to determine which traits they possess.

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it company business plan pdf: High-tech Ventures C. Gordon Bell, John E. Mcnamara, 1991-07-22 This book is written primarily for people who are creating the future high-tech world by designing, building, and marketing innovative products. More specifically, it is for all engineers, engineering managers, entrepreneurs and intapreneurs. The book provides insight into the problems entrepreneurs face and gives a model for successful startup companies in a formal checklist.

it company business plan pdf: Business Plan for an IT Company Andreas Sachs Et Al., 2010-09 Project Report from the year 2001 in the subject Business economics - Company formation, Business Plans, grade: A+ = 1,0, Stuart School of Business Illinois (Business), course: The art of writing a Business Plan, - entries in the bibliography, language: English, abstract: The vision of the Business is to establish a differentiated product with capabilities that will reduce the cost of ownership with a higher return on investment. Offering a product with enhanced features and greater capabilities that is unmatched in this emerging industry will further position DTCS as company of great strength with superior brand and product through technological innovation will increase the possibilities of capturing a significant market share to establish DTCS brand identity and products within the industry. DTCS is positioned to distribute Electronic Labeling Systems (ELS) to all major retailers and grocery stores. DTCS product creates value for its customers through increasing efficiency in operations and labor cost savings for any retailers that carry large number of store shelve items. The ELS system will provide a digital price for an item on the shelf as well as

software to run the wireless price tags. The draw of a system such as ELS will allow a retailer such as Dominick's to change the price of a product from one central computer rather than changing them by hand on the shelf which requires a night crew and is very labor intensive. Due to the potential competitive advantages and the convenience ELS afford its users, we expect this device to become popular to be found on every on every store shelves of large discount chain stores like Wal-Mart and Target. Our intention during the first two years of DTCS operations is to develop a significant customer base that will enable DTCS to develop additional products that expand into other retail segments while integrating our consulting services to generate additional revenues for the long term.

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