



## **Introduction**

In a fast paced society such as ours, small business owners need to have some sort of computer system integrated into their business in order to increase their efficiency and sales. There may be some businesses that get along just fine without using computers in their work place, but could be so much more efficient and profitable if they did. Bigger businesses are overshadowing small business. Some small businesses aren't up to par with technological advances in the working environment. Retail businesses stand to gain the most from using computers to accomplish major tasks, and it just so happens that this is what your company needs for the office supply market.

Small Business Network Professionals offers their services to smaller businesses that need new computers or need a network setup in their building. Just imagine how much easier your life would be if you could inventory all of your supplies and keep track of your figures on a mainframe computer within your store. You could access those figures any time you wanted with the correct authorization (password protection). Little Paper, Inc. could also have its own online web site that would be directly linked to the shipping department within your store. Consumers would be able to order the supplies that they need and have them shipped to them. Your sales would surely increase. Unfortunately, you are not able to do any of what was just described because you don't have a network or your own web server within your building that would allow e-commerce. If you allowed us to do business with your company you would have all of the mentioned capabilities.

## **Discussion**

### **Credentials and History**

#### **We Specialize in Small Business**

Small Business Network Professionals specializes in small business needs. We appeal to the small business because we know what it's like to start out small and then try to get into the open market. Our goal is to help those companies that are just starting out or even companies that just need to get into the 20<sup>th</sup> century. We are striving for a better future for small business.

## **Guarantee of Satisfaction**

We hope that you understand as well as we do that mistakes sometimes happen, but we promise that if a mistake is made we will fix the problem promptly. Here at Small Business Network Professionals, we understand that the customer must be satisfied when we have finished the job. Small Business Network Professionals will do everything they can to keep their customers satisfied.

## **Happy Customers**

After ten years of serving small businesses in Ohio, we have many happy customers. Often, our customers tell us that they really appreciate our dedication and ability to explain certain problems in a way that they can understand. Many times, we are called back by previous customers to upgrade systems and do routine checkups. One of our appreciative customers is Border's. We set up their web server and networked their computer system in their North Canton building. They sell books from their store, and also on the Internet. Border's reported to us that they have seen a major increase in sales as a result of the e-commerce service that we setup for them. Another well-known small business that we have assisted is Summit Racing Auto Parts. They had us set up their entire computer system along with their parts database. Summit Racing stated that they are pleased with their more efficient way of keeping inventory on parts and that they too have seen an increase in sales.

## **Company Goals**

Our goal is to help your company to be better equipped for battle in today's constant changing technological society. We want your establishment to be prepared in the business market. Another goal of ours is to have a very well trained and experienced staff on hand to help with any questions or problems that you may have. As a result, all technical and administrative employees must have a degree. Also, we do employee background checks since there is a need for security in the case of company networks. We want to ensure company security and privacy to the highest degree. All in all, our main goal is to help revive small business in America in any way we can.

## **Company Services**

### **Consultation**

We do a comprehensive analysis of your current working environment and work towards putting your needs above all else. Consultation is sold by block hours in conjunction with the Service Package you purchase. You buy a block of time and we handle your situation. We will drive to get you networked and ready for the future!

## **Networking**

We specialize in building Local Area Networks from the ground up. By using networking, work production and communication can be maximized, as well as optimized. Networking also reduces total cost of operations by centralizing resources.

## **E-Commerce**

The wave of the future is businesses utilizing the Internet in order to help sell their products and inform customers about their companies. Don't fall behind and risk missing out on the profit-making opportunity that is E-Commerce! We strive to implement personalized E-Commerce web sites in order to strengthen your company's presence in the world.

## **PC Repair**

Our technicians on hand have been trained and certified in repairing computers inside and out. We troubleshoot and fix such problems in order to minimize your downtime and keep you happy. Our quick repair solutions have been held in high regards by many of our customers.

## **Technical Support**

We have a technical support system based upon our service packages. Depending on whether you choose the Standard Service Package or the Premium Service Package, our technical support will cover every facet of your problems, whether it is computer, network, or web related. We also handle support by email, and on-site.

## **Computer Hardware and Software Options**

We here at Network Professionals want to see you stay with the progressive trends driving the industry. That is why we offer the latest in computer and networking solutions and technology. Whatever setup your infrastructure requires we can create it.

We wholesale all of our equipment from the industry leaders. This means the savings in cost is passed on to you the customer. Not only do we install everything we sell, we also service it for the duration of the contract.

## **Hardware**

We carry a large inventory on site, as well as being able to order and receive additional equipment within a few business days. Our large inventory is always up to date with a variety of hardware and software to adapt to any small business requirements. We stock many monitors, sizes 15 inch up to 22 inch, in either Flat screen LCD or conventional. With the dual output video card, two monitors can even be run in series for more visual workspace. The speed for these systems comes from either a Pentium 4 Xeon or AMD

Athlon processor mounted to select motherboards, able to accept any and all peripheral devices needed and desired (ie. Video card, network card etc.) To meet the storage requirements for business records and files, hard drives up to 150 GB are available. As always, as technology changes our inventory changes keeping up with new and powerful hardware.

## **Software**

On the operating end you will find that we will also meet your needs for powerful user friendly interfaces and software. We carry the latest in reliable and upgradeable software suites, and can actually create a software bundle specifically to your request. If unsure we will package it for you and finalize upon your satisfaction. These software bundles typically contain the operating system, networking client, maintenance utilities, troubleshooting, and any specialized applications necessary for your business management, development, and commerce. We carry Windows 2000 and Windows XP as the exclusive operating systems. Microsoft Server 2003 is the most up to date and reliable network client standard with the network setup. All of our network setups are protected by a virus protector and firewall. Your security and productivity are a top priority.

## **Service**

Our standard service package includes the manufacture's warranty on equipment and an additional one year warranty from us. As well as tech support 9 to five, six days a week, and one house call per week. The consultation block hours for this plan are at the rate of \$80/hr. and a minimum of 20 hrs. must be purchased.

For a small additional fee upon contract payment you will receive our Premium service plan and upgrade package. With this plan you will be able to remain in unison with the changing technologies. We will graciously buy back your aging equipment upon request and put it toward the latest modern equipment. Along with that you will receive unmatched service and tech support going beyond our standard package. This means 24 hour tech support and unlimited service call if necessary. The consultation block hours for this plan are at the rate of \$60/hr. and a minimum of 20 hrs. must be purchased. The lower price in hours reflects both the higher fee you pay initially, and our encouragement to choose this plan.

For further assurance prior to delivery and installation, all of the hardware and components are thoroughly examined for defects and tested to insure proper and full working condition.

## **Networking**

Our company offers three main types of network setups and cables. Our networks can usually be setup within one week of ordering pending size and material. Our technicians are all trained and networking certified and available to you at any time for questions.

## **Star Topology**

Our most common setup is called the star topology. This setup looks like a star when it is all done. This setup has one line going from the computer or server into a central hub. The star topology uses the CAT5e cable. This is the most commonly used cable in small business networks. This cable can be used in single cable strands up to 328 ft. per line, with a transfer rate of up to 1000 mbps. The cost for the star topology is 15 cents per foot of cable. The hub cost is \$ 99.00 and the installation fee is \$225 up to 1100 ft. of cable.

## **Bus Topology**

The bus topology is another type of setup that we offer. This setup has one main line that centrally located between the computers that are connect to the network. The computers then tap into the main line by converters. The bus topology uses the thicknet cable that can be used up to 1640 ft. per single line, with a transfer rate of 100 mbps. This topology is more expensive than the star topology but it can cover more distance and has a higher fault tolerance. The cost of the bus topology is 99 cents per foot of cable. The installation fee is \$400 up to 1000 ft. of cable.

## **Fiber Optics**

Fiber optics is the last cable network that we offer. This network uses cable that transfers information by laser signals. This type of network is very secure and has the highest fault tolerance of all networks. Fiber optic networks are designed for very long distances. This network is highly recommended if you have to link two or more buildings together and they are located in different areas. The transfer rates for fiber optics is up to 2.4 GHz per second. The cost of fiber optics is \$2.25 per ft. up to 2.4 miles of cable, and \$2.75 per ft. over 2.4 miles. The installation fee is \$2000 up to 2.4 miles and \$3000 over 2.4 miles

## **Wireless**

We also offer wireless network setups. The advantage of wireless is the lack of need to run all the cabling through out the company. Wireless has two main types that are offered.

The first type is called type B wireless. This has a transfer rate of 11mbps and coverage of 100-150 ft. inside and up to 300 ft. outside. This type of network uses 2.4 GHz frequency range and can be interfered with by 2.4 GHz cordless phones, microwave ovens, and other wireless networks. The cost for this type of network is \$69.99 per wireless card and \$99.99 per access point, with an installation fee of \$350.

The other wireless type is called type G wireless. This type is compatible with the type B wireless and also has the same coverage, but it uses the 5.8 GHz frequency and has a transfer rate of 54 mbps. The cost of the type G wireless is \$99 per wireless card and \$200 per access point, with an installation fee of \$350.

## Installation Time

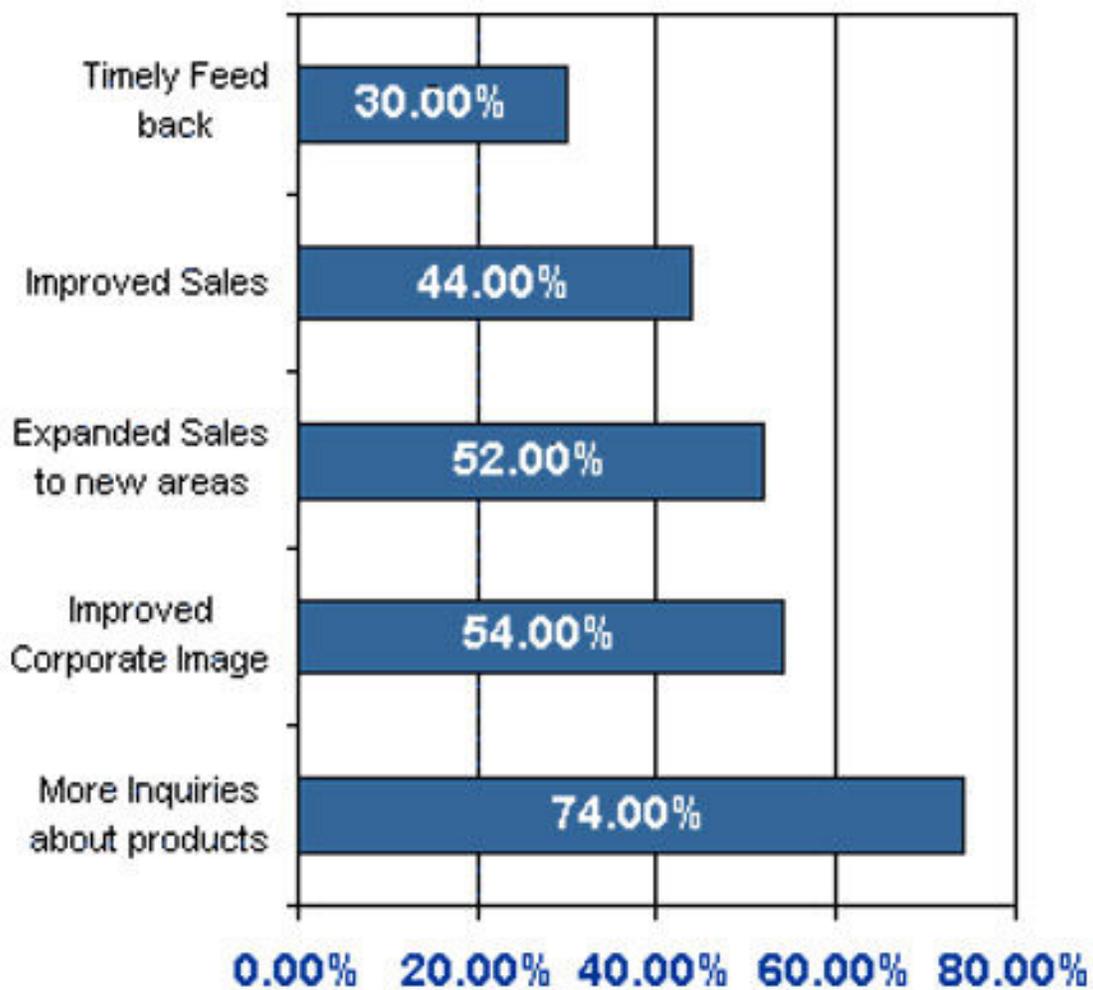
We provide a fast and friendly installation crew. Our crew has been trained in all types of network setups and many different building layouts. Our time frame for installing each one of the networks topologies varies due to the hardware and software options that you have chosen to fit your company's needs and desires.

## Solid Proof

As shown in Figure 1, integrating the Internet into small business has greatly improved every aspect of company business.

Figure 1

## Internet Benefits to Small business



The Benefits of Internet for Small Business

Also, as shown in Figure 2, the implementation of a website and e-commerce drastically improves sales within small business.

**Figure 2**

<b>Small business leverage electronic storefront</b>			
<b>Small Business</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>
<b>With website</b>	<b>900,000</b>	<b>2,000,000</b>	<b>2,700,000</b>
<b>With e-commerce</b>	<b>40,000</b>	<b>600,000</b>	<b>1,300,000</b>
<b>E-Commerce sales value</b>	<b>\$ 3.5bn</b>	<b>\$ 7.5 bn</b>	<b>\$ 12.5 bn</b>

**Table represents number of small businesses with each of the following.**

**Benefits of Websites and E-Commerce for Small Business**

**Conclusion**

The emphasis of importance is lacking as far as small business is concerned. Money in the real world is available for the taking, and many small businesses aren't even aware of it due to their misunderstandings of the power of technology. Because of our determination to help small business see beyond their walls, the small business industry will become stronger and better than ever.

As seen by the evidence shown here, your methods of doing business are soon going to become exhausted. Do not let Little Paper, Inc., become a company who wasn't prepared for the future and wasn't willing to seek new avenues of revenue. With our high quality services, excellent support, and the initial drive to get your foot into the technological world, you can see why Small Business Network Professionals is the ideal choice for helping you become a better small business.

## **Recommendations**

- Small business should have support from private contractors
- For small business to remain competitive in the modernized market, it must have the technology that drives the market.
- Small business needs to remain strong and prosperous regardless of large corporation influence.
- Networking hardware and technology is becoming a necessity for modern business practices.
- Small business should always be an integral part of the community structure.
- Small businesses should improve on primitive paper filing methods and records storage.
- Private contracting for network implementation is recommended for rapid and thorough installation.
- Small business should expand its products and services to the internet market through E-Commerce to make the rest of the world aware of what is offered.

