



The Image of Your Future

Decker's Digital Desktop Business Plan

September 2006

Prepared by Shaun Decker, Owner

123 Prescott Avenue
Pleasant Landing, NY 19999
(315) 999-9797

This document contains confidential and proprietary information belonging
exclusively to Decker's Digital Desktop

Executive Summary

I. Introduction

Decker's Digital Desktop was founded in 2006 for the purpose of providing area businesses with a one-stop source for quality desktop publishing products and services. The business is operated from the home of Shaun Decker, Proprietor, who is the sole employee of the business.

The company can be characterized as a startup business with considerable growth opportunities.

More information about the company can be found in various parts of this business plan.

II. Products and Services

Decker's Digital Desktop specializes in providing a variety of high quality print and electronic documents including:

- Business Cards
- Letterhead
- Brochures
- Web Site Development
- Presentation Development
- Word Processing Services

More information can be found in the "Description of Products and Services" and "Marketing Plan" sections of this business plan.

III. Market Summary

The target market of Decker's Digital Desktop is adult professionals who work or own small businesses in the Pleasant Landing community. Eighty percent of all businesses in the Pleasant Landing community are considered small businesses. Since small businesses often do not have the funds available to employ desktop publishers, and given the fact that there are only a handful of competitors in the area, there is a need for Decker's Digital Desktop.

More information can be found in the "Market Analysis" section of this business plan.

IV. Competitive Position

There are four other desktop publishing businesses in the Pleasant Landing area. Of the four, only one offers Web site development as a service. This creates a niche for Decker's Digital Desktop since electronic document development will be offered. Since Decker's Digital Desktop will be operating as a home-based business, overhead expenses will be minimized. This provides Decker's Digital Desktop with a competitive advantage in offering lower prices than its competitors. At startup, Decker's Digital Desktop will also utilize several marketing techniques to attract new customers.

More information can be found in the "Market Analysis" and "Marketing Plan" sections of this plan.

V. Financial Position

The estimated funds required to start Decker's Digital Desktop are \$3,337.78. To cover the startup funds, the owner will obtain a business loan in the amount of \$5,000, which will be repaid using profits obtained from the business.

The projected first year's income is \$8,297.67. This number is expected to grow steadily as Decker's Digital Desktop is committed to maintaining excellent customer service and add more products and services over time.

More information can be found in the "Schedule of Startup Funds Required" and the "Projected Income Statement" sections of this business plan.

VI. Mission Statement

The mission of Decker's Digital Desktop is to provide small businesses with the highest quality print and electronic documents at lower than competitive prices while earning a reputation of excellent customer service.

To achieve our mission, Decker's Digital Desktop commits to the following:

1. Follow the philosophy that our customers are and will always remain our first priority
2. Use only the highest quality materials in our products
3. Minimize overhead expenses and pass these savings on to the customer.
4. Never be satisfied with the status quo

VII. Vision Statement

By 2010, Decker's Digital Desktop will be a highly visible company known as the leader in the regional desktop publishing industry. The company is noted for the highest standards in quality and customer service.

Company Description

I. Company Name

The legal business name is “Decker’s Digital Desktop.”

II. Business Summary

Decker’s Digital Desktop is a desktop publishing business established to provide area businesses with desktop publishing services.

III. Form of Ownership

Decker’s Digital Desktop will operate as a sole proprietorship. The proprietor of the business is Shaun Decker, the owner.

IV. Industry Classification

According to the North American Industry Classification System (NAICS), the industry classification for a desktop publishing business is “Document Preparation Service.” The NAICS code number is 561410.

V. Location

Decker’s Digital Desktop will operate from the owner’s home residing at 123 Prescott Avenue in Pleasant Landing, NY.

VI. Year Established

Decker’s Digital Desktop was established in 2006.

VII. Primary Function

The primary function of Decker’s Digital Desktop will be to provide area businesses with desktop publishing services in the form of both print and electronic documents.

VIII. Employees

Shaun Decker, the owner, will be the only employee of Decker’s Digital Desktop.

IX. Business Advisors

Jeff and Caroline Decker, the owner’s parents, will serve as business advisors to Decker’s Digital Desktop.

Description of Products and Services

I. Description of the Industry

Desktop publishing is the design and production of publications using personal computers with graphics capability. Desktop publishers produce professional print documents and professional electronic documents using a personal computer, desktop publishing software, a digital camera, a scanner, and a color printer. Desktop publishers help produce a variety of documents necessary to the day-to-day operations of businesses.

II. Products and/or Services Provided

Desktop publishers provide the expertise to produce all or some of the following print and electronic documents:

letterhead	newsletters	reports
envelopes	business forms	proposals
business cards	books	calendars
flyers	menus	resumes
print ads	signs	greeting cards
brochures	gift certificates	bumper stickers
catalogs	awards	iron-on transfers
manuals	posters	presentations
directories	tickets	Web pages/Web sites

III. Nature of the work

The services provided by a desktop publisher include all or some of the following to produce a finished product:

1. Format and combine text, numerical data, photographs, charts, and other visual and graphic elements to produce publication-ready material
2. Write and/or edit text
3. Convert photos/drawings into digital images and then manipulate those images
4. Design page layouts
5. Publish the final project to paper or electronic media

Market Analysis

I. Analysis of the Target Market

While realizing that people from all walks of life could at one time or another use the services of a desktop publisher, the target market will be small businesses.

Rationale: Small businesses often do not have the need or funds to have a full-time desktop publisher. Therefore, they will need to seek their desktop publishing needs from an outside source. Furthermore, small businesses would also be likely to purchase paper products (business cards, brochures, etc.) in smaller quantities; orders larger publishing houses would likely prefer not to handle. This creates a good market niche for Decker's Digital Desktop!

Research conducted at the local Chamber of Commerce indicated that small businesses are on the rise in the Pleasant Landing, New York, area. Therefore, there appears to be a steady future growth and need for desktop publishing services.

II. Analysis of the Competition

A search of the regional telephone directory and the business directory of the local Chamber of Commerce yielded the following competitors in the desktop publishing category:

- The Printed Page
- Paper Stocks
- Noffri's Publishing
- Electronic Publishers, Inc.

Only one competitor, Electronic Publishers, had a Web presence, which indicates that the other competitors were most likely very small publishing houses dealing in primarily paper products. Based on discussions with local businesses, it appears that the chief competitor to Decker's Digital Desktop is Electronic Publishers. It should be noted, however, that Electronic Publishers' corporate information page leads the owner to believe that the company targets primarily large businesses, whereas Decker's Digital Desktop will focus primarily on small businesses.

III. The Outlook of the Industry

After visiting the Occupational Outlook Handbook Web site, the following information was derived regarding the future outlook for desktop publishers:

Employment of desktop publishers is expected to grow faster than average for all occupations through 2014, as more page layout and design work is performed in-house using computers and sophisticated publishing software. Many new jobs for desktop publishers are expected to emerge in commercial printing and publishing establishments. In addition to employment growth, many job openings for desktop publishers also will result from the need to replace workers who move into managerial positions, transfer to other occupations, or leave the labor force.

Printing and publishing costs represent a significant portion of a corporation's expenses, and firms are finding it more profitable to print their own newsletters and other reports than to send them out to trade shops. Desktop publishing reduces the time needed to complete a printing job and allows commercial printers to make inroads into new markets that require fast turnaround.

Most employers prefer to hire experienced desktop publishers. As more people gain desktop publishing experience, however, competition for jobs may increase. Among persons without experience, opportunities should be best for those with computer backgrounds who are certified or who have completed postsecondary programs in desktop publishing or graphic design. Many employers prefer graduates of these programs because the comprehensive training they receive helps them learn the page layout process and adapt more rapidly to new software and techniques.

While the research provided by the Occupational Outlook Handbook Web site states that “firms are finding it more profitable to print their own newsletters and other reports than to send them out to trade shops...,” Decker’s Digital Desktop will be an asset to the small business owner who cannot afford to hire full-time desktop publishing staff. Therefore, it is concluded that the outlook for the desktop publishing industry is strong and growing.

IV. Owner’s Personal Strengths

Since Decker’s Digital Desktop will operate out of the owner’s parents’ residence, overhead expenses required to run the business will be minimal. The savings in overhead expenses will be passed on to the customer, offering a competitive advantage.

Marketing Plan

I. Product

Decker's Digital Desktop will offer the following products and services:

1. Business Cards
2. Letterhead
3. Brochures
4. Web Site Development
5. Presentation Development
6. Word Processing Services

II. Place

Day-to-day operations of the business will be conducted as follows:

1. Product development will be conducted at the owner's residence located at 123 Prescott Avenue, Pleasant Landing, NY 19999
2. Meetings and product delivery will be conducted at the customer's location. The customer base will be within the Pleasant Landing city limits.

III. Price

Decker's Digital Desktop pricing structure is as follows:

Business Cards (priced per 500 cards)	\$75.00
Brochures (priced per 200 brochures)	\$105.00
Letterhead (priced per 500 sheets)	\$85.00
Web Site Development	\$50.00 per hour
Presentation Development	\$30.00 per hour
Word Processing Services	\$4.50 per page

IV. Promotion

Decker's Digital Desktop will use the following advertising methods:

1. Distribute brochures, promotional letters, and/or business cards to local businesses in the Pleasant Landing area (either in person or by direct mail)
2. Local newspaper advertisement
3. Promotional slide show presentation

Operating Plan

I. Purchasing

Materials required for product development:

- Various stocks of paper
- Printer toner

Suppliers of materials to be used in the direct production of products include:

- Quill Corporation (<http://www.quill.com>)
- Staples (<http://www.staples.com>)
- Computer Discount Warehouse (<http://www.cdw.com>)

These suppliers have been chosen for reasons of quality, price, and delivery turnaround. Materials ordered from these suppliers are generally received within 24–48 hours of order placement.

II. Production

Turnaround for products and services offered by Decker's Digital Desktop are as follows:

1. Print documents > 2–4 business days from order placement
2. Electronic documents > 2-4 weeks depending on the complexity of the job

III. Sales and Marketing

Because the business is a startup, during the initial few years, a minimum of 8-10 hours per month will be spent conducting marketing and promotional activities for Decker's Digital Desktop.

IV. Accounting

A simple automated accounting system will be maintained. It is estimated that accounting tasks for Decker's Digital Desktop will take 1-2 hours per month.

V. Distribution

Goods will be delivered to the customer's site using an automobile. Estimated delivery time per order is estimated at 30 minutes or less since all of Decker's Digital Desktop's customers will be located in the same community as the owner.

Decker's Digital Desktop Schedule of Startup Funds Required

Prepared by the owner, Shaun Decker

Startup funds available: **\$5,000.00**

Equipment Required:	Price Ea.	Qty. Needed	Total
Laptop Computer	\$1,500.00	1	\$1,500.00
New Laser Printer	\$400.00	1	\$400.00
New Color Ink Jet Printer	\$149.00	1	\$149.00
Laser Toner	\$79.00	2	\$158.00
Color Ink Jet Cartridges	\$29.00	4	\$116.00
Digital Camera	\$199.00	1	\$199.00
Scanner	\$149.00	1	\$149.00

Materials and Supplies:

Reams of Letterhead Paper	\$15.99	4	\$63.96
Packages of Business Card Stock	\$19.99	4	\$79.96
Packages of Brochure Paper	\$24.99	4	\$99.96
Reams of General Paper	\$4.49	10	\$44.90
Miscellaneous Office Supplies	\$100.00	1	\$100.00

Advertising:

Newspaper Advertisement - 2 weeks	\$100.00	2	\$200.00
Direct mail to 200 businesses	\$0.39	200	\$78.00

Total Startup Funds Required: **\$3,337.78**

Startup Funds Left Over: **\$1,662.22**

Decker's Digital Desktop
Projected Income Statement - Year 1

Prepared by the owner, Shaun Decker

REVENUE:

	Customers	Price	Totals
Sales:			
Business Cards	45	\$75.00	\$3,375.00
Brochures	25	\$105.00	\$2,625.00
Letterhead	30	\$85.00	\$2,550.00
Web Site Development	15	\$200.00	\$3,000.00
<i>(Avg. 4 hrs. per customer \$50/hr.= \$200 per customer)</i>			
Presentation Development	10	\$150.00	\$1,500.00
<i>(Avg. 3 hrs. per customer \$50/hr.= \$150 per customer)</i>			
Word Processing	40	\$13.50	\$540.00
<i>(Avg. 3 pgs. per customer \$4.50/pg.= \$13.50 per customer)</i>			
Other	10	\$50.00	\$500.00
Total Sales:			\$14,090.00
Less Returns and Allowances			\$0.00
Total Net Sales:			\$14,090.00

LESS COST OF GOODS SOLD:

Item	Estimate Qty.	Price Ea.	Totals
Business Card Stock (per pkg. of 1,000)	20	\$19.99	\$399.80
Letterhead Stock Paper (per ream of 1,000)	15	\$15.99	\$239.85
Brochure Stock Paper (per pkg.)	10	\$24.99	\$249.90
Total Cost of Goods Sold:			\$889.55

Gross Profit: \$13,200.45

OPERATING EXPENSES:

Item	Totals
Startup Expenses	\$3,337.78
Ink Jet Cartridge	\$116.00
Laser Toner	\$79.00
Advertising	\$400.00
Telephone (\$10 per month)	\$120.00
Auto Insurance (\$20 per month)	\$240.00
Gas (\$20 per month)	\$240.00
Bank Fees (\$10 per month)	\$120.00
Office Supplies	\$250.00
Total Operating Expenses:	\$4,902.78

Net Income: \$8,297.67

SHAUN DECKER

EDUCATION

2002-Present Pleasant Landing High School · Pleasant Landing, NY
Major in Business

WORK EXPERIENCE

2006-Present Decker's Digital Desktop · Pleasant Landing, NY
Owner
New startup desktop publishing business

2003-2005 Valley Audio, Video, & Computers · Pleasant Landing, NY
Clerk/Salesperson
Responsible for customer service, checkout, stocking shelves

2002-2006 Decker's Lawn Care · Pleasant Landing, NY
Owner
Responsible for all business operations

ACHIEVEMENTS

- Certified Microsoft Office Specialist (Word, Excel, PowerPoint)
- Currently preparing for Microsoft Office Specialist exam in Access
- Named 2005 Business Student of the Year (Pleasant Landing High School)

EXTRACURRICULAR ACTIVITIES

2004-Present FBLA President, Pleasant Landing High School
2003-Present Treasurer, Pleasant Landing High School Class of 2006
2003-Present Varsity Soccer
2003-Present Varsity Hockey
2003-Present Drummer, Pleasant Landing High School Senior Band
2003-Present Member: Academy of Finance

REFERENCES

Available upon request

Supplemental Attachments

The Supplemental Attachment section of this business plan contains a series of documents that demonstrate the owner's ability to effectively market and promote Decker's Digital Desktop.

Attachment A: Logo and Tagline

Attachment B: Business Card

Attachment C: Company Letterhead

Attachment D: Partial Customer Prospect Database

Attachment E: Introductory Promotional Letter

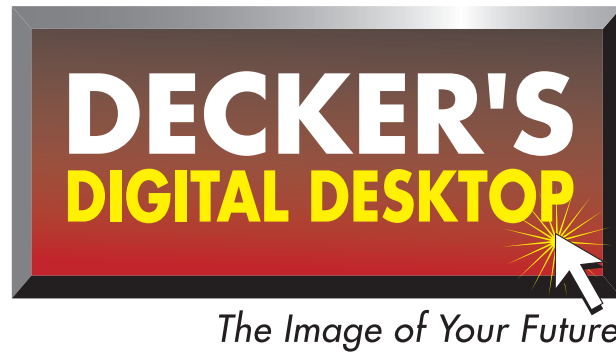
Attachment F: Brochure

Attachment G: Newspaper Advertisement

Attachment H: Promotional Slide Show Presentation

Attachment I: Web Site Homepage

Attachment A: Logo and Tagline



Attachment B: Business Card



Attachment C: Company Letterhead



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Shaun Decker, Owner
123 Prescott Ave • Pleasant Landing, NY 19999
Phone: (315) 999-9797 • www.DeckersDigitalDesktop.com

Desktop Publishing • Web Development

Attachment D: Partial Customer Prospect Database

First Name	Damian
Last Name	Alberti
Title	Owner
Company	Pleasant Landing Vet
Address	111 Foxx Road
City	Pleasant Landing
State	NY
Zip	19999
Phone	315-999-2424
Fax	315-999-2434
E-mail	apdamian@plvet.com
Web	www.plvet.com

First Name	Lucinda
Last Name	Chase
Title	Owner
Company	Chase Motel
Address	434 Central Blvd
City	Pleasant Landing
State	NY
Zip	19999
Phone	315-999-4444
Fax	315-999-4445
E-mail	lchase@chasemotel.com
Web	www.chasemotel.com

First Name	Lance
Last Name	Evans
Title	Owner
Company	Edge Automotive
Address	1126 Central Blvd
City	Pleasant Landing
State	NY
Zip	19999
Phone	315-999-3343
Fax	315-999-4443
E-mail	levans@edgeauto.com
Web	www.edgeauto.com

First Name	Mark
Last Name	Falk
Title	Co-owner
Company	Falk Water Co.
Address	77 State Street
City	Pleasant Landing
State	NY
Zip	19999
Phone	315-999-8584
Fax	315-999-8883
E-mail	falkm@falkwater.com
Web	www.falkwater.com

First Name	Beth
Last Name	Gregory
Title	Owner
Company	The Magik Garden
Address	820 East Main Street
City	Pleasant Landing
State	NY
Zip	19999
Phone	315-999-7766
Fax	315-999-7767
E-mail	owner@magikgarden.com
Web	www.magikgarden.com

First Name	Michael
Last Name	Lawrence
Title	Co-owner
Company	Land-Locked Contractors
Address	88 Birch Drive
City	Pleasant Landing
State	NY
Zip	19999
Phone	315-999-6464
Fax	315-999-6565
E-mail	Michael@land-locked.com
Web	www.land-locked.com

First Name	Giorgio
Last Name	Marolla
Title	Owner
Company	Mama Giorgio's Italian Villa
Address	411 Granite Street
City	Pleasant Landing
State	NY
Zip	19999
Phone	315-999-1234
Fax	315-999-4321
E-mail	mama@giorgios.com
Web	www.giorgios.com

First Name	Katherine
Last Name	Martin
Title	Owner
Company	Martin's Hair Salon
Address	17 State Street
City	Pleasant Landing
State	NY
Zip	19999
Phone	315-999-8908
Fax	N/A
E-mail	N/A
Web	N/A

First Name	Eugene
Last Name	Samuels
Title	Owner
Company	Lettuce Do Lunch
Address	312 Main Ave
City	Pleasant Landing
State	NY
Zip	19999
Phone	315-999-5878
Fax	315-999-7849
E-mail	eugenese@dolunch.com
Web	www.dolunch.com



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Shaun Decker, Owner
123 Prescott Ave • Pleasant Landing, NY 19999
Phone: (315) 999-9797 • www.DeckersDigitalDesktop.com

Desktop Publishing • Web Development

September 1, 2006

<<First Name>> <<Last Name>>, <<Title>>
<<Company>>
<<Address>>
<<City>>, <<State>> <<Zip>>

Dear <<First Name>>,

I would like to take this opportunity to introduce Decker's Digital Desktop.

Decker's Digital Desktop was founded in 2006 for the purpose of providing businesses in the Pleasant Landing community with a one-stop source for all their publishing needs. We pride ourselves on the individualized service we are able to provide for our customers from order placement through final delivery. Our printed products are produced using the finest quality paper stock available on the market. Check out our Web page design and development services at www.DeckersDigitalDesktop.com.

Take advantage of our introductory offer!


Place an order for a minimum of 500 business cards, and get an additional 100 cards absolutely FREE!

Let us show you what Decker's Digital Desktop can do for your business image.

Very truly yours,

Shaun Decker
Owner

Attachment F: Brochure



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All About Us

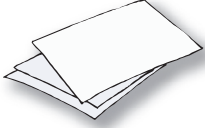
Decker's Digital Desktop was founded in 2006 for the purpose of providing Pleasant Landing area businesses with a one-stop source for all their printing needs.

We pride ourselves on providing individualized custom printing and design services.


We meet with our customers onsite so we can cater our printing and design services to your business.

Our printed products are produced using the finest quality paper stock available on the market.

Whether you need business cards or an elaborate Web presence, Decker's Digital Desktop has all the tools to achieve the business image you desire.




**Specializing
in fine
quality print
and
electronic
documents**




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The Image of Your Future

Print Documents

- Business Cards
- Letterhead
- Brochures

Word Processing Services

- Reports
- Resumes
- Books
- Catalogs
- And more!

Electronic Documents

- Presentation Development
- Web Site Development



INTRODUCTORY OFFER

FREE BUSINESS CARDS

FREE
100
BUSINESS
CARDS

with your first order of 500 business cards

Limited one-time offer per customer

Shaun Decker, Owner
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Phone: (315) 999-9797
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Pricing

Business Cards (priced per 500 cards)	\$75.00
Brochures (priced per 200 brochures)	\$105.00
Letterhead (priced per 500 sheets)	\$85.00
Web Site Development	\$50.00/hr.
Presentation Development	\$30.00/hr.
Word Processing	\$4.50/pg.

For specialty jobs, please call for a free estimate.



FREE BUSINESS CARD OFFER

INTRODUCING...

**DECKER'S
DIGITAL DESKTOP**

The Image of Your Future

Specializing in fine quality print and electronic documents

Print Documents
Business Cards
Letterhead
Brochures

Word Processing
Reports
Resumes
Books
Catalogs

Electronic Documents
Presentation Development
Web Site Development

Free Delivery!

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Phone: (315) 999-9797
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Check Out Our Web Site for Other Special Introductory Offers

www.DeckersDigitalDesktop.com

INTRODUCTORY OFFER


FREE 100 BUSINESS CARDS with your first order of 500 business cards

Limited one-time offer per customer

Attachment H: Promotional Slide Show Presentation

Slide 1


INTRODUCING...



**DECKER'S
DIGITAL DESKTOP**

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Slide 2

WHO IS DECKER'S DIGITAL DESKTOP?



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Decker's Digital Desktop was founded in 2006 for the purpose of providing Pleasant Landing area businesses with a one-stop source for all their printing needs.

Using state-of-the-art technology, the company produces professional quality print and electronic documents.

www.DeckersDigitalDesktop.com

Slide 3

PRODUCTS AND SERVICES PROVIDED



The Image of Your Future

Print Documents <ul style="list-style-type: none">• Business Cards• Letterhead• Brochures	Word Processing <ul style="list-style-type: none">• Reports• Resumes• Books• Catalogs• And More!
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Electronic Documents

- Web Site Development
- Presentation Development

www.DeckersDigitalDesktop.com

Slide 4

**INTRODUCTORY OFFER:
GET FREE BUSINESS CARDS!**



The Image of Your Future




Get **100 FREE Business Cards** with your first purchase of 500 cards or more

Limited one-time offer per customer

www.DeckersDigitalDesktop.com

Slide 5

THANK YOU FOR CONSIDERING...



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DECKER'S DIGITAL DESKTOP
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Visit us online for special offers and product updates at

www.DeckersDigitalDesktop.com

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The Image of Your Future

Free Delivery!

Desktop Publishing • Web Development

Specializing in fine quality print and electronic documents

HOME • COMPANY INFO. • PRODUCTS/SERVICES • SPECIAL OFFERS • PRICES • CONTACT US

Welcome to Decker's Digital Desktop

Decker's Digital Desktop provides Pleasant Landing area businesses with a one-stop source for all their printing needs. We pride ourselves on providing individualized custom printing and design services. We meet with our customers onsite so we can cater our printing and design services to your business.

Our printed products are produced using the finest quality paper stock available on the market.

Whether you need business cards or an elaborate Web presence, Decker's Digital Desktop has all the tools to achieve the business image you desire.

PRODUCTS AND SERVICES PROVIDED

Print Documents

- Business Cards
- Letterhead
- Brochures

Electronic Documents

- Web Site Development
- Presentation Development

Word Processing

- Reports
- Resumes
- Books
- Catalogs
- And More!

INTRODUCTORY OFFER FREE BUSINESS CARDS

FREE 100 BUSINESS CARDS

with your first order of 500 business cards

Limited one time offer per customer

[Click here to see our special offers!](#)

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