

CISP 112 - Final Project Description

You are to assume the role of an entrepreneur who is launching a new one-person business. You get to choose the business. Two important concerns (among many) are 1) purchasing a computer system for your business, and 2) marketing your business. This final project incorporates both concerns—it will involve computer hardware and software selection as well as social media marketing. For the purposes of this final project, you will detail your computer hardware and software selection and a brief marketing plan using APA writing standard. In addition, you will create a table detailing computer costs as well as a PowerPoint presentation summarizing the business social media marketing plan.

Project Details

Part A: Computer hardware and software selection / Social Media Marketing Plan

Your business must have a *desktop* computer that will can perform all your business and marketing tasks. Since you will be operating on a shoestring budget, nearly all-important functions of your business will be performed by you and not outsourced. In addition, you will need a *portable* computer that you can take with you when you travel or visit clients. That can be a notebook, tablet, or convertible (hybrid tablet + keyboard) computer.

Research computer retailer web sites and select the two computers that will best fulfill your business needs. Both computers do not have to be the same brand or purchased from the same retailer. Remember, as a startup business, you have only a limited amount of money available to you. Ensure you pay attention to value, or *bang for the buck*, when deciding which computers to purchase.

- **In a Microsoft Word document, describe and justify your selections. You will first describe the systems and features.**
- **Additionally, answer the following questions (use a table to list out the features, components, software, and peripherals:**
 - Which platform (Windows, Apple, Android, Linux, etc.) did you select for each computer and why?
 - Which type of portable computer did you select (notebook, tablet, convertible) and why?
 - What brand and model of each computer did you decide to purchase?
 - What are the basic specifications of *each* computer?
 - Processor (manufacturer—such as Intel or AMD, the number of cores, and processor speed)
 - The operating system and version (Windows 10, Apple System X, etc.)
 - The amount of RAM
 - The hard disk drive (or solid-state drive) capacity
 - The display size
 - The peripherals that come with the computer (keyboard, mouse, speakers, etc.)

- What software do you need to purchase for your basic administrative tasks that don't already come with the computer? You are not allowed to use student discounts (such as that for Office 365) in this scenario, but you can use small business discounts if available from the computer retailers.
 - What software do you need to purchase for additional tasks related to your business?
- **In a table (Excel spreadsheet is optional), provide the following information:**
 - List the two computers and any hardware and *extra* software you will purchase, plus
 - the costs associated with them. Include any hardware upgrades as well (extra RAM, a larger disk drive, etc.).
 - See the diagram below for one possible example of the layout for such a table or spreadsheet.

Note that you should replace all cell contents with your own actual data. You will likely have a different number of hardware and software items in your spreadsheet. You may use whatever layout you want, if it is clear and understandable.

Great Lakes Paperworks Computer Costs		
Computer 1 Costs		
Hardware		
	Hardware item 1	\$ 579.00
	Hardware item 2	\$ 249.00
	Hardware item 3	\$ 69.00
	Hardware Subtotal	\$ 897.00
Software		
	Software item 1	\$ 99.00
	Software item 2	\$ 129.00
	Software item 3	\$ 279.99
	Software item 4	\$ 89.00
	Software item 5	\$ 49.15
	Software Subtotal	\$ 646.14
	Computer 1 Total	\$1,543.14
Computer 2 Costs		
Hardware		
	Hardware item 1	\$ 855.49
	Hardware item 2	\$ 129.00
	Hardware item 3	\$ 49.00
	Hardware item 4	\$ 59.00
	Hardware Subtotal	\$1,092.49
Software		
	Software item 1	\$ 49.00
	Software item 2	\$ 119.59
	Software item 3	\$ 79.99
	Software Subtotal	\$ 248.58
	Computer 2 Total	\$1,341.07
	Grand Total	\$2,884.21

- If using Excel, create subtotals, totals, and a grand total for all computer-associated costs. You can either copy the information from the spreadsheet or upload the excel spreadsheet with your word document.

- **Social Media Marketing Plan**

In continuing with the same business, now you will need to consider a social media marketing plan. In your paper, add a heading labeled **Social Media Marketing Plan** and consider the following:

As the owner of this startup business, you are greatly concerned about attracting sufficient revenue to stay viable. Marketing the business is crucial. Due to limited knowledge and resources necessary to create and host a web site, you will have to outsource those two tasks. You do intend to learn how to update the web site once it's published, so you will keep that job in-house. Beyond the obvious need to have a company web site, what other social media marketing efforts do you foresee that will promote your business and attract revenue, how much will those efforts cost, and what are the reasons for using them?

Provide a plan to market your business using social media. There are two aspects to completing the plan: researching the risks and rewards of social media for businesses, and determining the appropriate social media to use for your business and their associated costs (if applicable). The social media marketing plan must provide the following information, most of which will require research on your part. You will first introduce the need for a marketing plan.

- What are some risks of using social media for business marketing? Provide at least one example.
- What are some rewards of using social media for business marketing? Provide at least one example.
- What social media channels are available for small businesses with limited budgets? Go beyond the usual suspects and find some truly innovative marketing media channels.
- How are small businesses and startup businesses today using social media marketing in innovative ways?
- What other social media channels would you use for your business and why?
- What are some information security concerns regarding your social media marketing you must be aware of and take precautions for?

Part B: Present your Social Media Marketing Plan

- In a Microsoft PowerPoint presentation, summarize the Marketing Plan from your paper.
 - Ensure the presentation is business-like and uses an appropriate design, colors, fonts, and other attributes.
 - Create an appropriate title slide with a title and your name, and a minimum of *six* additional slides.
 - The last slide must be a references slide. Copy the text on the references page in the Word document and paste it into the last slide. Then reformat the text on the slide to improve the

appearance. If necessary, you may make the font size of the references smaller than usual for a PowerPoint presentation—14 or 12-point font is not unusual for a PowerPoint references slide.

- Remember, you are summarizing information, not providing all the detail that is incorporated in the Word document.