



Fishers Custom Computers

## 1. Venture

My Business name is Fishers Custom Computers, We are a computer system designer and we specialize in gaming computers. One of the main things that set us apart from our competition is that we are based in Canada. This means we can get our systems to our Canadian customers easier. We are going to be located in downtown Regina. We will need to rent a building and buy tables and all the equipment needed to build and customise computers.

## 2. The Product

We are going to sell customized gaming computers in three different tiers, we will also take custom submissions. Our business provides a warranty for the entire system and will provide free shipping within Canada. We will provide add-on options for a keyboard, mouse and monitor for a cheaper price than if they were to buy the keyboard mouse and monitor separately. Our service and products are not new inventions.

## 3. Marketing

I think that people who are wanting to start getting into computer gaming are going to be the main people we sell to. We are going to charge the customer a slightly increased price for the parts in the computer. We are going to post ads on YouTube to help market to people trying to get into the computer gaming market. We are going to sell our products all throughout Canada and hope to include parts of the U.S.A.

## 4. Workers

I will own the business on my own. I hope to have two employees by the end of the year, I am hoping to pay them slightly more than minimum wage. The workers will need a grade 12 education minimum.

## 5. Day-to-Day

I am hoping to open the store at 10 am and close at 4 pm, we are going to work Monday through Saturday. I will buy some of the supplies for the business online and the rest of the stuff from local shops like Wal-Mart. I will need Work Tables screwdrivers and other tools needed to build computers.

## 6. Money Plans

We will need around 35 thousand dollars to start renting a place and buy a table. I would get most of the money from a loan. My sales goal for the year is around 100 thousand dollars. We are going to need to buy the parts for the computers and the equipment needed to build them.

7. I picked this company idea because it is something I would like to do in the future. I am considering starting up my own business in the future.