**Price List & Description**

**Business Plan Final Project**

The products or services element of the business plan describes the products or services your company plans to produce and sell. You need to list the products or services you plan to sell with a brief description for each. This is a significant piece of the business plan because this represents the evidence of how much revenue you plan to bring. In your pricing you should consider how much you will purchase the merchandise from your suppliers and how much you plan to up-charge for retail.

Describe the unique benefits of your product or service.

1. List the types of product(s) or service(s) you will sell by category.
2. Describe the products and services with a brief description of their purpose.
3. Provide 1 paragraph describing the rationale for why you determined your pricing and why you plan to sell your products and services.

**Physical Characteristics:**

* One page maximum – (paragraphs should have at least 5 sentences each)
* Bulleted list of products and services
* 1-inch margins – typed
* Times New Roman or Calibri font style
* 12-point font size
* Include title at top of page and page number.

(See example on back)

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| PRICE LIST & DESCRIPTION  The following lists describe the types of products and services that Prompt Computer Repair Service will offer to customers:  Services offered:   * Recovery of lost or damaged data ($60-$150) * Laptop screen repair ($100-400) * Desktop repair ($75-$200) * PC Tune-up ($55-$100) * Hardware installation ($35) * Hardware troubleshoot ($55-$100) * Custom computer build ($400-$1,200) * Windows installation ($35) * Virus diagnostic and repair ($55-$100)   Products offered:   * Windows operating systems (XP, VISTA, Windows 7)($85-$120) * MAC operating systems ($85-$150) * Peripheral devices (mice, keyboards, printers, ink, paper, modems, networks, servers, monitors) ($10-$150) * PC laptops and computer terminals ($200-$1,200) * MAC laptops and computer terminals ($400-$1,700) * PC and MAC hard drives ($100-$400) * Memory cards ($25-$150)   Our services offered to customers will allow them to depend on us for any inconveniences that their equipment may pose such as virus removal or to enhance speed we offer a tune-up service. We know that every computer issue is unique to each customer and that there may not be a one-size-fits-all solution, therefore, we will spend the time necessary to diagnose any issues and make sure every problem is resolved. Our virus detection is a patented diagnosis that will only be available at our store. Our custom computer build will offer a catered version to meet any customer’s needs. There will not be any computer problem that Prompt Computer Sails & Repairs won’t be able to solve. |