**Products & Services**

**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. Explain how will you respond if or when competitors take control over the market? Are there any products unique to your business that will require a patent? A patent is a document which gives the inventor sole rights to the invention for as specified period of time. Are there any risk factors or benefits involved in specific products or services? Are there any comparisons to your products/services that already exist on the market?

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 needs or benefits does your products will satisfy
3. Have any patents, trademarks or copyrights been applied for or granted?
4. Explain how you believe and stand behind the products and services offered by your business.
5. Describe and offer solutions to any competition or product issues that may arise.

**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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| PRODUCTS & SERVICES  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 * Laptop screen repair * Desktop repair * PC Tune-up * Hardware installation * Hardware troubleshoot * Custom computer build * Windows installation * Virus diagnostic and repair   Products offered:   * Windows operating systems (XP, VISTA, Windows 7) * MAC operating systems * Peripheral devices (mice, keyboards, printers, ink, paper, modems, networks, servers, monitors) * PC laptops and computer terminals * MAC laptops and computer terminals * PC and MAC hard drives * Memory cards   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.  All of our products are brand name software and equipment which do not require a patent. We realize that most of our products can be found at most computer retail stores, but we will provide top quality installation and offer 24/7 tutorials to any customer who needs help getting started. Once our customers realize that they can depend on us to solve their computer needs, no matter what the situation, we will gradually build a solid customer based. If there are any products that customers need that are not currently sold at our store, we will make it a priority to stock our shelves with any product immediately at a discounted price. |

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