IntelleTech

Department jobs to be completed:

**Multi Media:**

* App development
* Commercial
* Music
  + Jingle
  + Actual song
  + Beats, guitar melody???
* Animated description of product
* Video Diary?
* Other suggestions….

**Business Plan:** (See BP Template at basejgball.weebly.com 31 pages of notes to guide us)

* Table of Contents (done last)
* Executive Summary (done last)
* General Company Description
  + Mission Statement
  + Company Goals and
  + Business Philosophy
  + To whom will you market your
  + Describe your industry
  + Describe your most important company strengths and core competencies
  + Legal form of ownership:
* Products and services
* Marketing Plan
* Operational Plan
* Management and Organization-
* Personal Financial Statement
* Startup Expenses and Capitalization
* Financial Plan
* Appendices

**Marketing:** (use these sites for guidance, <http://www.ltcreativellc.com/portfolio-logos.php>, <http://www.go-media.com/print-work#10>, <http://www.schlarconsulting.com/case-studies/>

* Logo design
* Stationary design
* Business card design
* Brochures
* Print Ads
* Media packets/Pocket folders
* Booth design

**Website:**

* Create and by a domain name (godaddy.com)
* Create a PowerPoint of the pages that we would like and a mock-up of each page
* Create each page in: Dreamweaver, Word Press, HTML, other…

**Research and Writers:**

* Research the needed information for business plan, website information, and booth design.
* Write/Type documents that need to be developed: business plan, website (copied and pasted.
* Help all departments with their writing assignments