

Services

Chapter 2

Descriptions & Features

2.1

2.1.1 It Consulting Services (50% of revenue)

At ElitePro, we offer comprehensive IT Consulting Services that are designed to help businesses navigate the complex world of technology. Our services include comprehensive IT strategy and planning, which involves assessing your current IT infrastructure, identifying gaps, and developing a robust strategy to align your IT capabilities with your business objectives. We understand that every business has unique needs, and therefore, we provide customised IT solutions that are tailored to meet these unique needs. Whether you need to improve your IT infrastructure, implement new technologies, or optimise your existing systems, our team of experienced IT consultants can provide the expertise and guidance you need to make informed decisions.

Our IT Consulting Services are not only comprehensive but also cost-effective. We believe that quality IT consulting should not break the bank, and therefore, we strive to provide our clients with solutions that are affordable and offer a high return on investment. Furthermore, our IT consulting solutions are scalable, meaning they can grow with your business. As your business expands and evolves, our IT consultants will work with you to adjust your IT strategy and solutions accordingly, ensuring that your IT infrastructure continues to support your business goals effectively and efficiently. At ElitePro, we are committed to providing our clients with IT consulting services that are not only top-notch but also affordable and adaptable to their changing needs.

2.1.2 Outsourcing And Support Services (50% of revenue)

ElitePro offers comprehensive IT support and maintenance as part of its Outsourcing and Support Services. This feature ensures that our clients' IT systems are always up and running, with minimal downtime. We understand that in today's digital age, any IT-related issues can significantly disrupt business operations. Therefore, we strive to provide prompt and efficient IT support to address any technical problems that may arise. Our team of IT professionals is well-versed in handling a wide range of IT issues, ensuring that our clients' IT systems are well-maintained and functioning optimally at all times.

In addition to IT support and maintenance, we also offer 24/7 remote monitoring and troubleshooting services. This means that we are always on the lookout for any potential IT issues that could affect our clients' business operations. If any issues are detected, our team will immediately work on resolving them, often before our clients are even aware of the problem. Furthermore, we provide professional IT consulting and strategy development services. Our IT consultants are experts in their field and can provide valuable insights and advice to help our clients develop effective IT strategies that align with their business goals. This holistic approach to IT services ensures that our clients can focus on their core business activities, while we take care of their IT needs.

Pricing & Margins

2.2

2.2.1 Pricing

The business operates on an hourly rate payment model for its services. This approach ensures that clients only pay for the time spent on their specific projects, providing a fair and transparent pricing structure. The hourly rate model also allows for flexibility, as the total cost can be adjusted based on the complexity and duration of the project. This pricing model is particularly beneficial for clients who require bespoke IT solutions, as it allows for customisation and scalability.

The standard hourly rate for services is approximately £300. This rate is competitive within the IT professional services and outsourcing industry, reflecting the high level of expertise and quality of service provided. The rate covers a wide range of services, including IT consulting, outsourcing services, and computer support and services. It is important to note that the final cost may vary depending on the specific requirements and scope of the project. Clients will be provided with a detailed quote before any work commences, ensuring full transparency and no hidden costs.

While the business offers a wide range of IT services, each service is priced individually based on the hourly rate. This includes IT consulting, where experts provide strategic advice and solutions to improve a client's IT infrastructure; outsourcing services, where the business takes over the management of certain IT functions; and computer support and services, which covers everything from troubleshooting to system upgrades. The business is committed to providing high-quality, cost-effective solutions that meet the unique needs of each client.

2.2.2 Margins

The business anticipates a gross profit margin of approximately 200% on its services. This is a significant margin, reflecting the high value and demand for professional IT services and outsourcing solutions. However, it's important to note that this is an estimate and actual profit margins may vary. The IT industry is highly competitive, and this competition is one of the main factors that can affect the profit margin. The presence of numerous other businesses offering similar services can exert downward pressure on prices, potentially reducing the profit margin.

Despite the challenges posed by competition, the business is confident that it will be possible to increase gross margins in the future. This will be achieved through a combination of strategic actions and operational improvements. One of the key steps towards improving gross profit margins will be the implementation of advanced automation tools. These tools will help to reduce the amount of manual tasks that need to be performed, thereby improving efficiency. This, in turn, will help to reduce operational costs, which will have a positive impact on the profit margin.

By leveraging technology and automation, the business can streamline its processes and reduce the time and resources required to deliver its services. This will not only increase profitability but also enhance the quality

of the services offered, making the business more competitive. In the long run, these improvements will contribute to the sustainability and growth of the business, ensuring that it remains profitable in a competitive market.

2.2.3 Delivery

The delivery strategy for our products is designed to ensure maximum efficiency and customer satisfaction. We understand that in the IT services sector, timely and effective delivery is crucial. Therefore, we have developed a robust system that allows us to provide our services promptly and accurately. Our IT services, IT consultancy, outsourcing services, and computer support and services are all delivered using state-of-the-art technology and tools. This ensures that we can meet the diverse needs of our clients and provide them with solutions that are tailored to their specific requirements.

Our IT consultancy services are delivered through a combination of online and offline methods. We use online platforms to provide initial consultations and to understand the needs of our clients. Once we have a clear understanding of what our clients need, we then provide them with a detailed plan of action. This plan is delivered in person, allowing us to explain each step in detail and answer any questions our clients may have. This approach ensures that our clients are fully informed and comfortable with the solutions we are providing.

Our outsourcing services are delivered through a secure online platform. This platform allows us to provide our clients with access to a wide range of IT professionals and services. We have a rigorous selection process for our IT professionals, ensuring that we only provide our clients with the best possible service. Once a client has selected the services they require, we then manage the entire process, from initial setup to ongoing support. This ensures that our clients can focus on their core business activities, while we take care of their IT needs.

Finally, our computer support and services are delivered through a combination of remote and on-site methods. We use remote access tools to provide immediate support to our clients, resolving any issues they may have quickly and efficiently. For more complex issues, we provide on-site support. Our team of IT professionals is always ready to visit our clients' premises and provide them with the support they need. This approach ensures that we can provide our clients with the support they need, when they need it.

Guarantees & Warranties

2.3

2.3.1 Warranties

The business will offer a warranty for its products and services. Specifically, this warranty will cover the correction of software bugs or errors. This ensures that customers can rely on the quality and functionality of the services provided, and have peace of mind knowing that any software issues will be promptly addressed.

The warranty will be provided over a period of one year. This duration has been chosen to give customers ample time to identify and report any software bugs or errors that may arise. This one-year period also aligns with industry standards, providing a competitive edge and demonstrating a commitment to customer satisfaction.

There will be both free and paid extended warranty options available. This allows customers to choose the level of warranty coverage that best suits their needs and budget. The free warranty provides basic coverage, while the paid extended warranty offers additional benefits and protections for a nominal fee.

The warranty will be serviced by an external provider. This ensures that warranty claims are handled by specialists in the field, providing a high level of expertise and efficiency. It also allows the business to focus on its core operations, while still offering a robust warranty program to its customers.

2.3.2 Refunds

The refund policy is designed to be fair and accommodating to the needs of the clients. Refunds are issued on a pro-rata basis for any unused portion of the services. This means that if a client decides to cancel their service within the first 30 days of purchase, they will be eligible for a refund. The amount refunded will be proportional to the amount of the service that has not been used.

This policy ensures that clients are not financially disadvantaged if they decide to discontinue the service within the initial 30-day period. It is a testament to the business's commitment to customer satisfaction and its confidence in the quality of its services. The pro-rata refund policy provides a safety net for clients, allowing them to try out the services without any financial risk.

2.3.3 Industry Standards

The business will adhere to the Cyber Essentials Scheme, a government-backed, industry-supported scheme that helps organisations protect themselves against common online threats. This standard is widely recognised within the IT industry and demonstrates a commitment to cybersecurity. It covers a range of essential precautionary measures, including the use of firewalls, secure configuration, user access control, malware protection, and patch management. By adhering to this standard, the business will ensure that it is taking the necessary steps to protect its systems and data from cyber threats.

Adherence to the Cyber Essentials Scheme also provides reassurance to clients and customers. It demonstrates that the business takes cybersecurity seriously and is committed to protecting their information. This can help to build trust and confidence, which are crucial for success in the IT services and outsourcing industry. Furthermore, it can provide a competitive advantage, as it shows that the business is proactive in managing cyber risks and is committed to maintaining high standards of data security.

Overall, the adoption of the Cyber Essentials Scheme will help to ensure that the business is operating in line with industry standards and best practices for cybersecurity. This will not only help to protect the business

itself, but also its clients and customers. It will also contribute to the business's reputation as a reliable and trustworthy provider of IT professional services and outsourcing.

Future Development

2.4

2.4.1 Development of Existing Products / Services

The business plans to invest in advanced technology and tools to improve the efficiency and effectiveness of its IT consulting services. This strategic move is aimed at enhancing productivity and efficiency in service delivery. By leveraging advanced technology, the business will be able to streamline its operations, reduce manual tasks, and increase the speed of service delivery. This will not only lead to increased productivity but also significant cost savings. The use of advanced technology will also enable the business to provide more accurate and reliable IT solutions, thereby increasing customer satisfaction and loyalty. The business plans to implement this development in Q1 2027.

In addition to investing in advanced technology, the business also plans to provide continuous training and development programs for its staff. This is to ensure that they stay updated with the latest IT trends and technologies. By equipping its staff with the latest knowledge and skills, the business aims to improve the quality of its services. Staff who are well-versed in the latest IT trends and technologies will be able to provide more effective and innovative solutions to clients. This will not only enhance the business's competitiveness in the IT market but also increase its market share. Furthermore, continuous training and development will also increase staff motivation and job satisfaction, leading to lower staff turnover. This development is also planned for implementation in Q1 2027.

2.4.2 New Product / Service Launches

The launch of the new product, Marketing Online, presents several potential rewards for ElitePro. Firstly, it offers the opportunity for increased revenue through the diversification of services. By adding online marketing to our portfolio, we can tap into a new revenue stream and reduce our dependence on our core IT services. This diversification not only provides a buffer against market fluctuations in the IT sector but also allows us to leverage our existing IT expertise in a new area.

Secondly, the new service will enhance our brand visibility and reputation in the digital space. As an IT professional services and outsourcing company, having a strong online presence is crucial. By offering online marketing services, we can showcase our digital prowess and establish ourselves as a leader in the digital space. This will not only boost our brand image but also increase our credibility among potential clients.

Thirdly, the new service provides an opportunity to cross-sell and upsell services to existing clients. Many of our existing clients may already be looking for online marketing solutions. By offering these services, we can

meet their needs and increase our revenue per client. This will also strengthen our relationships with our clients, as we can provide a more comprehensive suite of services.

Fourthly, the new service has the potential to attract new clients seeking comprehensive IT and marketing solutions. As the digital landscape continues to evolve, businesses are looking for one-stop solutions for their IT and marketing needs. By offering both, we can attract these businesses and expand our client base.

Lastly, the new service will improve customer engagement through online marketing strategies. By using digital marketing techniques such as social media marketing, content marketing, and email marketing, we can engage with our customers on a more personal level. This will not only improve customer satisfaction but also increase customer loyalty and retention.

We plan to launch the new service in Q3 2024. To ensure a successful launch, we will need several resources. Firstly, we will need to hire digital marketing specialists who can develop and implement effective online marketing strategies. Secondly, we will need to allocate a budget for online advertising to promote our new service. Thirdly, we will need a website development team to create a user-friendly website that showcases our new service. Fourthly, we will need social media management tools to manage our online presence and engage with our customers. Lastly, we will need customer relationship management software to manage our customer interactions and ensure a high level of customer service.