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Web Hosting Business Plan Sample

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October 27, 20XX

Richard Douglas
1939 Lake Washington Drive
Seattle, WA 98044

Dear Mr. Douglas,

We are starting an exciting new venture, a web hosting company called QW Host. This offers new opportunities for clients looking for efficient and economical solutions to their web hosting needs. It also offers an investment opportunity for you.

Although there are many web hosting companies already offering their services in North America, the market is vast and growing by the minute. QW Host will not only be competitive with industry leaders, but we plan to offer better service at lower prices.

Our target audience is new businesses. As these companies tend to start with basic services and then expand as their own businesses grow, we at QW Host expect to grow along with our clients.

To launch our new company, we have acquired funds from a variety of sources, as we've documented in our attached proposal. We still need additional capital in the amount of a \$7500 loan from you. This will be a good investment for all parties. We have the ability and business know-how; you have the capital to get us started. We are offering you a 20% return, as described herein.

We know that you have invested in many local startups that now form the backbone of our local business community. We look forward to counting you among our backers as we move forward with our exciting business venture. Let's make it happen!

Sincerely,

John Jackson
Owner
QW Host
425-555-1212
jjackson@qwhost.com
www.qwhost.com

QW Host
17493 NE 30th Place
Redmond, WA 98052

(PH) 425-555-1212
(FX) 425-555-1213
www.qwhost.com



Business Plan

Seeking Private Investor Funding

Prepared for: Richard Douglas

Prepared by: John Jackson
Owner



Description

Business plan for QW Host, a startup web site development, graphic design and hosting company. QW Host is seeking a small business startup loan of \$7500.00 from a private investor.

Proposal Number: BP-101



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Executive Summary

Objectives

QW Host has been developed and set up to offer high-quality hosting with affordable prices and guaranteed uptime to businesses as well as other organizations. With our top-of-the-line servers and quality support, we offer a web hosting experience never seen before for these prices. For half the price of our competitors, we offer double the space and bandwidth as well as a support-response time of eight hours or less.

We also offer to all of our customers a site builder free with any package plan so that they can easily build and upload their site. There's no need to hire out or possess any knowledge of programming or graphic design. Our site builder allows customers another resource and tool to help them on their quest for a great website.

Highlights of QW Host:

High-Quality Servers. Our servers are the latest technology and maintained on site. We offer both Windows and Linux servers for all of our customers from shared hosting all the way up to dedicated. We limit each server to no more than 300 clients. Other hosts may cram thousands of clients onto one server.

24/7 Online Support: Our technical support is available 24 hours a day and 7 days a week. We guarantee top-of-the-line support. If we cannot fix a customer's problem in 24 hours or less, we will give that customer a free month of hosting.

Free Site Builder: For any client that signs up for a hosting package with us, we include a free site builder. This site builder is browser-based and exports the site using FTP so that the site instantly shows up online. No programming experience is required. Clients can save anything they've worked on and then come back and make changes later.

More Space and Bandwidth: We offer double the space and bandwidth of our competitors. This guarantees that our customers will never run out and will be able to do more with their websites.





S A M P L E

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