

# AJJ Hosting

---

MbC – Team 2 – Andrej Borges, Jan Bleha, Jakub Ježek

## who you (team) are?

- hosting and domain provider. webdesign provider (small web pages)

## whom are you going to be useful, why and how?

- we offer our hosting and domain providing service to customer, which needs stable a highly customizable and dynamic service (extending datastore by „few“ clicks)
- we offer our services to customers who are interested in small, but high-quality web pages

## organizational aspects and roles

- Andrej Borges (Guardian Supervisor): making schedules, agendas, inventories, evaluating others
- Jan Bleha (Rational Inventor): knowledge management, design new ideas, marketing, human resources
- Jakub Jezek (Rational Fieldmarshal): organize outsourcing companies, communication with contractors and subcontractors, communication with customer, test and QA management,

## methods and tools

- we advertise our services via web advertising (Google etc.),
- after customer contacts us, we arrange personal meeting
- we offers limited price reduction and loyalty program
- we had customizable platform for webpages

## Value proposition

For any organization and a company wrestling with the hosting and domain services., AJJ can bring up a fresh air and improve the efficiency off your internet communication with customers, dealing with data storage, database services and almost any other desire connected to the net communication. Most of Czech companies have either inefficient internal hosting and domain section, or outsource it with high cost and without knowing what they actually pay for. AJJ offer highly customizable and dynamic service where you will be in charge, but we will stand up for you with all technical difficulties. If you have an idea of a service you want run, but you do not have skills to actually develop it AJJ is the company to satisfy your needs.

## Ortoprocesses:

### 1) Consulting

goal: to communicate with a customer, explain your service and find out their needs

requirements: one employee able to personally visit a customer

main inputs: customers needs, budget and future ideas of a domain and hosting services

main outputs: our resources

## **2) Providing “their” solution**

goal: to keep highly customize service where a customer is in charge

requirements: simple and easy to understand interface for a customer

main input: customers needs

main output: our resources

## **3) Dealing with payments**

goal: be able to deal with many different payments, either regular or changing for our services.

requirements: strong accountant system

main input: highly efficient and secure system of communication with customer

main output: money

## **Paraprocesses:**

### **1) Servers checking**

goal: to check if all servers are working properly

requirements: one employee to check servers manually and report it

main inputs:

main outputs: information that all servers are working properly

### **2) Updating of our web page**

goal: to update our web page

requirements: HTML, CSS, PHP

main input: time of the employee

main output: updated web page

### **3) Hiring of a new employee**

goal: to hire a new employee

requirements: communication

main input: time, money

main output: new employee

## **Metaprocesses:**

### **1) Feedback receiving**

goal: to receive feedback from customers  
 requirements: feedback receiving tools  
 main input: feedback from customers  
 main output: information about our services

## 2) Feedback evaluating

goal: to evaluate feedback from customers  
 requirements: strategic thinking, psychology skills  
 main input: information about our services  
 main output: improvement of our services

This automated form is made available compliments of CCH Business Owner's Toolkit

### Cash Flow Budget Worksheet

	January	February	March	April	May	June	Total
<b>Beginning Cash Balance</b>	0	\$25 700	\$10 400	\$3 900	\$500	\$0	
<b>Cash Inflows (Income):</b>							
Accts. Rec. Collections		0					0
Loan Proceeds	100 000	0					100 000
Sales & Receipts		5 000	10 000	12 100	15 000	20 000	62 100
Other:							0
							0
<b>Total Cash Inflows</b>	<u>\$100 000</u>	<u>\$5 000</u>	<u>\$10 000</u>	<u>\$12 100</u>	<u>\$15 000</u>	<u>\$20 000</u>	<u>\$162 100</u>
<b>Available Cash Balance</b>	<u>\$100 000</u>	<u>\$30 700</u>	<u>\$20 400</u>	<u>\$16 000</u>	<u>\$15 500</u>	<u>\$20 000</u>	
<b>Cash Outflows (Expenses):</b>							
Advertising	10 000	5 000	2 000	1 000	1 000	1 000	20 000
Bank Service Charges	3 300	3 300	3 300	3 300	3 300	3 300	19 800
Credit Card Fees							0
Delivery							0
Health Insurance							0
Insurance	400	400	400	400	400	400	2 400
Interest							0
Inventory Purchases	50 000	1 000	200	200	200	200	51 800
Miscellaneous							0
Office	200	200	200	200	200	200	1 200
Payroll	6 000	6 000	6 000	6 000	6 000	6 000	36 000
Payroll Taxes	1 200	1 200	1 200	1 200	1 200	1 200	7 200
Professional Fees							0
Rent or Lease	1 500	1 500	1 500	1 500	1 500	1 500	9 000
Subscriptions & Dues							0
Supplies							0
Taxes & Licenses	1 000	1 000	1 000	1 000	1 000	1 000	6 000
Utilities & Telephone	200	200	200	200	200	200	1 200
Other:	500	500	500	500	500	500	

							0
							0
							0
<b>Subtotal</b>	<u>\$74 300</u>	<u>\$20 300</u>	<u>\$16 500</u>	<u>\$15 500</u>	<u>\$15 500</u>	<u>\$15 500</u>	<b>\$154 600</b>
<b>Other Cash Out Flows:</b>							
Capital Purchases							0
Loan Principal							0
Owner's Draw							0
Other:							0
<b>Subtotal</b>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<b>\$0</b>
<b>Total Cash Outflows</b>	<u>\$74 300</u>	<u>\$20 300</u>	<u>\$16 500</u>	<u>\$15 500</u>	<u>\$15 500</u>	<u>\$15 500</u>	<b>\$154 600</b>
<b>Ending Cash Balance</b>	<u>\$25 700</u>	<u>\$10 400</u>	<u>\$3 900</u>	<u>\$500</u>	<u>\$0</u>	<u>\$4 500</u>	

This automated form is made available compliments of CCH Business Owner's Toolkit

**AJJ Hosting**  
**Income Statement**  
**For the Year Ended [31-12-2012]**

**Revenue:**

Gross Sales	\$150 000,00
Less: Sales Returns and Allowances	<u>\$0,00</u>
<b>Net Sales</b>	<b>\$150 000,00</b>

**Cost of Goods Sold:**

Beginning Inventory	\$0,00
Add: Purchases	\$0,00
Freight-in	\$0,00
Direct Labor	\$0,00
Indirect Expenses	<u>\$0,00</u>
	\$0,00
Less: Ending Inventory	<u>\$0,00</u>
<b>Cost of Goods Sold</b>	<b>\$0,00</b>

<b>Gross Profit (Loss)</b>	<b>\$150 000,00</b>
----------------------------	---------------------

**Expenses:**

Advertising	\$26 000,00
Amortization	\$0,00
Bad Debts	\$0,00
Bank Charges	\$40 000,00
Charitable Contributions	\$0,00
Commissions	\$0,00
Contract Labor	\$72 000,00
Credit Card Fees	\$0,00
Delivery Expenses	\$0,00
Depreciation	\$0,00
Dues and Subscriptions	\$0,00
Insurance	\$4 800,00
Interest	\$0,00

Maintenance	\$1 800,00	
Miscellaneous	\$0,00	
Office Expenses	\$2 400,00	
Operating Supplies	\$0,00	
Payroll Taxes	\$14 400,00	
Permits and Licenses	\$12 000,00	
Postage	\$0,00	
Professional Fees	\$0,00	
Property Taxes	\$0,00	
Rent	\$18 000,00	
Repairs	\$0,00	
Telephone	\$2 400,00	
Travel	\$2 400,00	
Utilities	\$0,00	
Vehicle Expenses	\$1 200,00	
Wages	\$0,00	
<b>Total Expenses</b>		<b>\$197 400,00</b>
<b>Net Operating Income</b>		<b>-\$47 400,00</b>
<b>Other Income:</b>		
Gain (Loss) on Sale of Assets	\$0,00	
Interest Income	\$0,00	
<b>Total Other Income</b>		<b>\$0,00</b>
<b>Net Income (Loss)</b>		<b>-\$47 400,00</b>

## Financial analysis summary

We did financial analysis of our business. Our conclusion from this analysis is very positive. Our company will be in green numbers and start earning profits very soon after establishing our business. We think that our business plan doesn't need any improvements or changes. We might customize plan and strategy during first months of running business, if we find out, that our analysis wasn't totally precise.

## Team Summary

Every member of our team is a busy man, so we had some troubles to find time to communicate. Nevertheless, despite lack of time we managed to accomplish all given tasks. We had a couple of meetings but most of the time we used email as a main type of communication.

Although we are all different personality types, we complemented each other quite well. Andrej (Guardian Supervisor) was leader and organizer of every meeting. He was main Financial Analyst. Andrej evaluated other members of team. He Jan (Rational Inventor) did most of creative work like designing of our documents, bringing new ideas about our business vision. Jakub (Rational Fieldmarshal) helped with organizing of meetings. He finalized Financial Analysis and described area of our business (Business Model Canvas). He did part of this team summary.

We never argued because we were always able to find the right solution. We were good team. Only one thing we would do differently – we would do better time management. We would do out assignments in time.