

# CST 700-The SpECial Company



## Team Members

Edward Teasley

Shelby Neal

Connie Ingram

## Business Case

May 30, 2021

## *All About Us....*



I introduce myself as Edward Teasley, *The SpECial Company* Chief Executive Officer (CEO) and President, with great pleasure. I am an honors graduate of North Carolina Agricultural and Technical State University (AGGIE PRIEDE!!!) in Greensboro, NC. I received a Bachelor of Science degree in Computer Science in 2019. Currently, I am pursuing a Master of Science in Computer Science Technology from North Carolina Agricultural and Technical State University. With the help of my CEO's, it is our passion to create a social platform that will aid in less preparation but sharpen one's cooking ability through a variety of downloadable and online recipes.



I introduce myself as Shelby Neal, *The SpECial Company* Chief Executive Officer (CEO), Chief Technology Officer (CTO) and Executive Assistant, with great pleasure. My educational background includes an Associate's Degree in Applied Science from Lenoir Community College in Kinston, NC, Bachelor of Science Degree in Computer Information Systems from North Carolina Wesleyan College in Rocky Mount, NC. I am a third-semester graduate student at North Carolina Agricultural and Technical State University, where I seek a Master of Science degree in Computer Systems Technology/Information Technology. Currently, I work as a first-grade teacher with the public school system.



I introduce myself as Connie Ingram, *The SpECial Company* Chief Operating Executive (CEO), Chief Financial Officer (CFO), and Chief Marketing Officer (CMO), with great pleasure. I have a Master of Science Degree in Mechanical Engineering from North Carolina Agricultural and Technical State University in Greensboro, NC. Currently, I am enrolled at North Carolina Agricultural and Technical State University pursuing a Master of Science Degree in Information Technology. I have worked in several industries of manufacturing for over 20 years. My dedication and leadership have landed me in high-level positions such as Operations and Logistics Manager. In my free time, I enjoy traveling and spending time with my family.

## Table of Contents

<b>Executive Summary.....</b>	<b>4</b>
<b>Project Goal.....</b>	<b>5</b>
<b>Introduction.....</b>	<b>5</b>
<b>Alternatives.....</b>	<b>5</b>
<b>Financial Planning for Application.....</b>	<b>5</b>
<b>Financial Planning for Website.....</b>	<b>8</b>

## Executive Summary

In this fast-paced, constantly changing world, business cases are critical to an organization's success. *The SpECial Company* provides a unique website and application to allocate detailed recipes that can be purchased, uploaded, or viewed. In doing so, we hope our users will share their recipes with others on and off the platform. Our website and application contain original recipes and instructions for all types, including but not limited to pescatarians, vegans, and vegetarians.



## World's Best Meal

### Ingredients

- 4 chicken breast fillets
- 1 cup Massel\* Salt Reduced Chicken Style Liquid Stock
- 1 cup cream
- 1 tbs Moroccan seasoning

### Directions

1. Shake seasoning onto each chicken breast so that it lightly coats both sides of the breast.
2. Add oil to pan and brown both sides of chicken.
3. Add chicken stock to pan and bring to boil. Once chicken is cooked through remove and cover to keep warm.
4. Reduce stock until it forms a brown liquid.
5. Add cream and scrape all brown bits off bottom and edges of pan to add flavor.
6. Bring to boil and simmer until reduced by half.
7. Serve sauce over each chicken breast

The SpECial Company

S.E.C.



RECIPES

[John Doe](#)

### **Project Goals**

- Increase subscriptions by 30% over the next 90 days.
- Increase the upload of recipes by 50% over the first 90 days.
- Increase revenue by 40% within the first 180 days.
- Revenue target of \$60,000 within the first 180 days.
- Decrease the subscription cost by 10% within the 24-month reporting period.

### **Introduction**

*The SpECial Company* was founded in 2020 by Edward Teasley, Shelby Neal, and Connie Ingram. Currently, to obtain recipes, cards have been handed down from person to person, shared recipes through text messages and emails, and our users have utilized search engines to display recipes. With this Website and application, our users will be able to locate all recipes in a central location that is easy to share. *The SpECial Company* provides a particular website and application to allocate detailed recipes that can be purchased, uploaded, or viewed. In doing so, we hope our users will share their recipes with others on and off the platform. Our Website and application contain original recipes and instructions for all types, including but not limited to pescatarians, vegans, and vegetarians.

### **Alternatives**

- The Standalone application will grant users access to save their recipes and share them with others on or off the application.
- The Website will permit users to save and share recipes, but the administration will screen recipes to prevent duplication and other unauthorized uploads.
- The Digital eBook will be updated monthly, similar to a magazine subscription.

### **Financial Planning for Application**

*The SpECial Company's* initial startup cost would be approximately \$600,000 to \$800,000 to design, develop, and layout for both the app and the Website. The initial operating cost of the company is roughly \$300,000 to \$400,000, where the three CEO make an initial investment of \$5,000 each. Once the company is on the way, there will be a year-over-year increase investment of approximately 30%. To start seeing a profit, it will take 1-1/2 years to return on investment of about \$1.1 million.

This initial investment will need to be approximately \$1.1 million and some of the different sources to get funding:

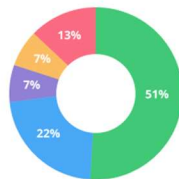
- Seek out a private investor
- Seek out corporate investor
- Small Business Innovation Research Program (SBIR)
- Small Business Investment Company (SBIC)
- Small Business Technology Transfer Program (STTR)

There are five stages of mobile app development:

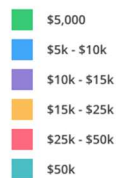
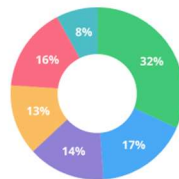
- Pre-development
- UX/UI design
- App development
- App testing and development
- Ongoing support and maintenance

This graph shows the average cost to develop an app during each stage of development based on data collected from 102 app development firms.

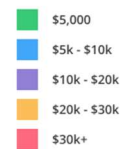
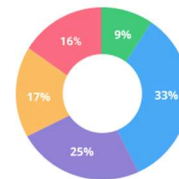
**Discovery &  
Pre-Research stage**



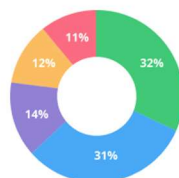
**Design stage**



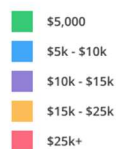
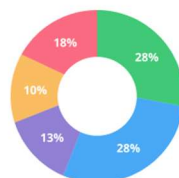
**Development stage**



**Testing &  
Deployment stage**



**Ongoing support &  
Maintenance stage**



Reference

Lastovetska, A. 2021 Apr 2, *App Development Cost: Understand Your Budget To Build Powerful Apps*  
mlsdev.com/blog/app-development-cost

The table below illustrates the price for each service included in the more complex version of an eCommerce website. So, if you consider creating an eCommerce site of medium complexity, the cost will start at \$150,000 for one platform. The price for a custom, large eCommerce website will cost you around \$300,000 or more.

	Medium version <i>(more features and design of a larger complexity)</i>	Large version <i>(complex multilevel website design, development, and support)</i>
UX/UI Design	\$15,000+	\$25,000+
Custom Development	\$95,000+	\$200,000+
Quality Assurance	\$15,000+	\$25,000+
Project Management	\$15,000+	\$35,000+
Business Analysis	\$10,000+	\$15,000+
Total setup	\$150,000+	\$300,000+
Time	~6-9 months	9+ months (ongoing)

Reference

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### **Financial Planning for Website**

Based on some of the company goals, there are a various of choose such as WordPress for a personal blog, Shopify for a simple e-commerce website, or even simpler drag & drop solutions like Wix and Weebly.

	WordPress	Shopify	Wix	Weebly
Advice to use	blogging websites	small & personal online shops	drag & drop website builder for small & personal sites	drag & drop website builder for small companies & portfolio sites
Free option	+	14-day trial	+	+
Software costs (annually)	\$60 - \$300	\$348 - \$3,588	\$60 - \$420	\$96 - \$588
Domain costs	\$12/year	\$14/year	free for 1 year, then \$20	included
Web Hosting costs	\$10-\$30+/month	included	included	included
Additional Designs & Plugins	Text	Text	Text	Text
Maintenance & Support costs ( <i>average - \$100/hour for an experienced developer</i> )	\$0 - \$1,500+	\$0 - \$1,500+	included	included
Content costs ( <i>average - \$50/hour for an experienced copywriter</i> )	\$0 - \$500+	\$0 - \$500+	\$0 - \$500+	\$0 - \$500+
Branding costs ( <i>average - \$50/hour for an experienced designer</i> )	\$0 - \$1000+	\$0 - \$1000+	\$0 - \$1000+	\$0 - \$1000+
~ Total \$ (annual)	~ \$80 - \$3,500+	~ \$350 - \$6,500+	~ \$60 - \$2,000+	~ \$100 - \$2,000+



	WordPress	Shopify	Wix	Weebly
Software costs (per month)	\$5 - \$25	\$29 - \$299	\$5 - \$35	\$8 - \$49
Additional Designs & Plugins	Themes \$35 - \$200 Plugins \$15 - \$200	Upgrades \$48 - \$204	included	included

#### Reference

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mlsdev.com/blog/app-development-cost

The total cost of a basic website for this small business will range between \$80 to \$3,500+ annually.

This web building solution is great for personal websites, blogs, or landings. When developing a website there are a lot of pitfalls, namely:

- High necessity for you to learn how to set up and use the selected solution and know HTML basics
- Lack of customization and flexibility (only if you know how to code for minor adjustments)
- Dependency on a third-party provider
- Low performance (depends on web hosting)
- Low security (someone could get into your code easily)
- Limited scalability (if you plan for further growth)
- Limited functionality and features

Feature	Description	Frontend & Backend Costs (\$) *
Informative pages	About us Privacy Policy page FAQ page	~\$300 - \$400
Company	-	~\$350 - \$500

Feature	Description	Frontend & Backend Costs (\$) *
Home	-	~\$200 - \$300
Portfolio	-	~\$150
Portfolio pages	-	~\$500 - \$900
Services	-	~\$300 - \$400
Contact Us form	Leave your email Use of CAPTCHA	~\$700 - \$800
Blog pages & Press pages	Search bar Social media shares Latest and most popular posts	~\$2,500 - \$3,000
CMS: Content Management	Portfolio & portfolio pages Blog (+add images) Management of web pages	~\$4,000 - \$5,500

The timeline to develop a small business website without complex functionality lasts around 3 working weeks. The actual website coding costs are around \$10,000-\$15,000. Shown below is a list of the most general features that might also be included in the frontend and backend website development service.

Feature	Description	Notes	Frontend & Backend Costs (\$) *
Email authorization	Users can register/login with email	Restore password included	~\$750 - \$1,100
Social authorization	Users can register/login via a social network	One social network - Facebook, Twitter or G+ (two or more networks influence the estimate) Transfer of account photo and full name included Creation of Facebook developer	~\$400 - \$600

Feature	Description	Notes	Frontend & Backend Costs (\$) *
		accounts (development, staging, production) Facebook review process and support communication are handled by a project manager and not included in the estimate	
Phone authorization	User can register/login with a phone number	Restore password included Android intercepts SMS code	~\$500 - \$750
Feed	Users can see a feed with posts by one criterion/logic (basic)	Each subsequent criterion/logic influences the estimate	~\$600 - \$650
Post creation	Users can create posts (basic)	Text Photo Geolocation	~\$500 - \$650
Post likes	Users can like and unlike a post		~\$400 - \$500
Post comment	Users can comment on posts (basic)	Only text comments	~\$350 - \$500
Friends management	Users can manage friends (basic)	Following a user allows one to see their posts List of followers/friends	~\$600 - \$800
Social notifications	Users can see notifications about basic events	New likes, comments on posts, new friends Automatic refresh of displayed data should be implemented additionally Push notifications in the background are not included (should be implemented additionally)	~\$350 - \$500

Feature	Description	Notes	Frontend & Backend Costs (\$) *
User profile	Users can manage a profile (basic)	Personal information (text fields, birthday, gender), one photo	~\$600 - \$800
Search	Users can search for one type of entity by one criterion	Each subsequent entity influences the estimate	~\$500 - \$650
Chat	Users can chat (basic)	List of chats Send a text message or image, list of messages (with time and a user avatar) Push notifications for new messages and new chats	~\$4,500 - \$6,500
Analytics	Basic integration with analytics (hidden for users)	One Analytics tool (except Fabric) Flurry or Google Analytics/ Firebase or MixPanel Development, staging, production	~\$50 - \$100
CMS: Admin authorization	Admins can register, log in, and log out	Log in Log out	~\$350 - \$450
CMS: Admin management	Admins can manage other admins	CRUD* on administrators Full name, email	~\$250 - \$400
CMS: User management	Admins can manage users	Basic sorting Filtering and searching (by name, by email, by ID) included	~\$800 - \$1,200
CMS: Reported user management	Admins can manage reported users	One entity (a photo or user or post), each subsequent entity adds % to the estimate User can be removed Sorting by the number of claims	~\$400 - \$600

	Small website (corporate websites)	Basic website (e- commerce/social platforms)	Mid-sized website (e-commerce sites)	Complex website (portals, multi-level catalog sites)
Business Analysis	~ \$1,500	\$2,500+	\$10,000+	\$15,000+
Custom UX/UI Design	~\$2,500 - \$4,000	\$5,000+	\$15,000+	\$25,000+
Custom Development	~\$10,500 - \$13,500	\$40,000+	\$95,000+	\$200,000+
Quality Assurance	~\$1,500 - \$3,000	\$5,000+	\$15,000+	\$25,000+
Project Management	~\$1,500 - \$3,000	\$7,500+	\$15,000+	\$35,000+
Other Costs (domain, hosting, SSL, content, etc.)	~\$300+	~\$600+	~\$1500+	~\$3,000+
Timeline	~2-3 months	~3-6 months	~6-9 months	~9+ months (ongoing)
Total Website Costs	up to ~ \$18,000 - \$25,000	\$60,000+	\$150,000+	\$300,000+

Reference

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[mlsdev.com/blog/app-development-cost](https://mlsdev.com/blog/app-development-cost)