



# Firth Computer Repair

## Open House Information

We will be holding an open house for the entire month of December. Customers who bring in their brochures and handouts will be eligible to receive 20% off of any service they are having done on their computer.

The open house will provide an increase in traffic on the website as well as on location, leading to a consistent stream of clientele. Inventory

of new hardware parts and software installation packages will also be ramped up to ac-



Profits expected to rise exponentially

count for the increase in sales during this busy month.

The quality of our service will not

change at all during the open house, and we assure the best final product that is available.

## Advertising Campaign

Our brand new advertising campaign is set to launch after the new year.

We will be introducing all new products, bringing in inventory of the most up-to-date RAM, hard

drives, screens, and logic boards.

The advertising campaign will be through the following platforms: TV, radio, internet, and handout. Our TV and online adver-



tisements will be of the largest focus—as they are expected to have the most traffic.

### Firth Computer Repair

#### Special points of interest:

- Open house during all of December will discounts
- Advertising campaign to launch after completed open house
- Ads will be prominent on TV and online
- Improvements to the office
- Hiring for new positions

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## TV Advertisement

TV advertisements will be run on local television stations describing to viewers what we offer. We will show them what keeping your computer up to date will allow them to do, as well as the money they will save by using our service. The im-

portance of computers is just now becoming prominent in media. We will provide a service that allows people to always have a working computer handy.

The advertisements will run approximately 30 seconds long and will include

contact information, promoting the website and office.

**“Computers themselves, and software yet to be developed, will revolutionize the way we learn.”**

**~Steve Jobs**

## Online Ads

Advertisements online for this company will be the most important. How better to hear of a way to improve your computer, than to find it while on the computer? People

are constantly looking for ways to make improvements and complaining that their computers are too slow. Well, now they have a way to do so.

Bring your PC to Firth Computer Repair, and for just \$50 we can have your PC tuned-up running smooth.



## Office Improvements

In preparation for the December open house and advertising campaign, we have developed some plans for our office. In light of expansion we would need to make ex-

pansions to our work area and on-site repair center. This would involve renting a larger location for more work areas and room for inventory.

The new office (pending success of open house) would be something that could be highlighted in the advertising campaign as well.

## Hiring

The Firth Computer Repair Company would be looking to hire new positions for the new office. The service would be seeking two (2) additional Computer Service Specialists and a receptionist. The Computer Service Specialists would be required to

have advanced computer knowledge and an ability to repair and install all hardware that we offer. As well as the ability to install and troubleshoot software. These positions would require a college degree.

The receptionist position would need to be filled by someone who is personable, organized, and a good communicator. This position would require a high school degree and prior experience.

**WE'RE  
HIRING!**