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Web Hosting Business Plan Sample

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Richard Douglas
1939 Lake Washington Drive
Seattle, WA 98044

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 \$7,500 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



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 \$7,500 from a private investor.



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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.





Mission Statement

The Mission for QW Host is to become a recognizable North American Web hosting company, utilizing the connective power of the internet to become a leader in shared as well as dedicated hosting. We will offer great hosting for personal sites as well as big companies and give both the opportunity to grow online via our services.

To accomplish this, we will offer round-the-clock professional support before and after clients have used our services. We also will offer state-of-the-art servers at economical prices so that a great variety of clients can use and trust our service. This, in combination with our large amount of space and bandwidth and our free site builder, will enable our clients to grow their websites while we grow our business.





Products and Services

QW Host offers high-quality hosting at affordable prices.

QW Host

Our website offers the ability to sign up online for any hosting package we offer. Within minutes, login and FTP information will be sent to the client. This allows customers to instantly get online and start building a website. We also offer two DNS numbers so that people can point their domains to their packages and in 24 hours or less have their website working online.

Hosting

Shared hosting will be provided to all users who want only a basic business page or a personal page. Our prices for shared hosting start at \$2.50 per month and range up to \$7.50. Our base plan of \$2.50 offers 500 MB and 50 GB of bandwidth. Our maximum shared hosting plan at \$7.50 offers 1500MB and 150 GB of bandwidth.

Our VPS and Dedicated servers offer clients a high-quality and cost-effective solution when choosing a provider for their hosting business. Our base VPS plans start at \$29.95 and go up to \$69.95. Our Dedicated Server Plans start at \$99.95 and go up to \$199.95.

Sourcing and Fulfillment

All servers are made and located in the U.S.A. Our data center is also located in the U.S.A. and is watched and maintained 24 hours a day and 7 days a week.

Technology

All our technology will be inspected each month, including hardware for our servers. We also inspect all our server-management software programs, which are licensed from third parties.



Competitive Analysis

Competitive Edge

Our edge on the market will be our low price and high-quality servers, as well as the amount of space we offer and our excellent support. We will target new businesses as well as existing home-based businesses that want to update their communications. All businesses need websites, and every website needs web hosting. In many cases, new clients working within tight budgets look for cheaper hosts, and in doing so often have to make do with poor service or equipment (such as slow servers). QW Host will offer an efficient, economical alternative with some of the lowest prices around for high-quality customer support and servers.

Main Competitors

- www.HostinBox.com

This company has been in the business for many years and lead the way in high-quality servers as well as in price per package. Their support is excellent and their packages come with a lot of space as well as bandwidth. They do not have a site builder, but we foresee one coming soon.

- www.HostMe.com

This company is new to the business (only 2 years old). They are currently ranked second in online hosting, with efficient servers and an affordable price per package. Their support is top-notch and their packages come with an impressive amount of space as well as bandwidth. They have a site builder which is free for clients.

- www.HostRUS.com

This company has been in the business for many years, and now ranks third in online hosting. They offer larger amounts of space than their #1 and #2 competitors. They also have great prices and high-capacity, high-speed servers. Their support is very professional and they offer a site builder free to their clients.

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