Unit 5 IP

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**Executive Summary**

QB developers intend to introduce a unique service in the market that would bring ease and comfort to the lives of the people. The service pertains to the search section of the IT field. The developers, web designers and coders working at QB Technologies have decided to develop a unique search engine, which will be much faster and more efficient than its competitors and will be suited to the users of every age and gender. QB, the search engine will be designed especially keeping in mind the ease of the end user and is intended to facilitate the user to the maximum level, so that they prefer using only the QB search engine. Moreover, QB technologies will not only focus on profit making but also on the betterment of the society and upholding of high morals and ethical values.

**Mission Statement**

“QB intends to provide much better and quick search results to its users with an increased level of efficiency and perfection. We, at QB, intend to provide everything to the user on one hassle-free, quickly responsive platform, so that they do not have to look anywhere else.”

**Vision Statement**

“Making the world of internet search engines much quicker, efficient and hassle-free.”

 It is evident from the vision statement of QB that it only focuses on the ease and comfort of the user. The developers want to make the process as convenient for the end user as they can and make the process quicker at the same time.

**The Product or Service**

The field of IT is making progress by leaps and bounds. We hear the news of new inventions or advancements in the area of information technology, on a daily basis. Technology has found its way in almost every field, every sector and every area, be it medical science or daily routine kitchen activities, the use of technology has become a norm and necessity in daily life. Considering the current situation, it has become essential for the people of every age to stay updated with the latest progress in the various dimensions of information technology.

 One of the most used facilities of information technology is the internet. According to research and surveys, 56.1% of the world’s population has access to the internet, out of which, 81% belong to the developed world. Such a huge number of users depicts that the reliance of the world on the internet is increasing heavily, even in the smallest matters. The world is increasing its dependence on various forms of information technology by using the internet. There is no place where the internet is not used. It is used to perform complicated surgeries through robots and at the same time it is being used to control the mining and drilling processes in various regions of the world. As it has already been established, developed countries are making the most use of the internet by searching for and uploading content over the internet (Jain, Dahlin, & Tewar, 2017). And most of all, the internet is a commodity which is not only being used by the individuals of any specific age, gender, religion or nationality. Its usage is not limited to any geographical region or any specific age group, but anybody and everybody can use it, anytime and anywhere, depending upon the availability and access to the internet.

 Out of all the countless facilities that the internet provides us, one of the most commonly used facilities or services is a search engine. A search engine is a tool that enables the user to find information all over the World Wide Web. It is an extremely useful tool to find anything online and assist the user in getting the information they require. The need for a search engine is also necessary because it serves as a basic platform where the user can first land and then approach other websites and places form the same platform.

Being an IT company, QB developer plans to provide its services remaining in the same area. There are a number of options that can be opted for by remaining in the same field. The newly formed organization can go for developing software and applications and start its operations in these areas. Moreover, a small startup can also go for the development and designing of different sorts of websites, which is also a very good idea considering the current situation of the IT market but the developers decided with a mutual consensus that the best idea is to start the operations with the development of search engine.

The development of a search engine was also chosen because of the huge scope in the market. QB developers intends to provide the highest level of services to its customers and make the processes easy for them which is why the idea of the search engine has been chosen for as the initiating operations and then developing it further. The search engine will be named QB, based on the initials of the names of the developers who are working on the project. Usually, it takes almost four to five weeks to develop and design a new website and get it indexed by Google, the development of a search engine takes a much longer time. So the developers have kept in mind a time slack of 8 to 12 month in mind for the completion of developmental phases of the search engine. These phases include the overall initiation, designing, testing, prototype and the launch of the product (search engine).

QB will be a search engine that would be designed solely keeping the ease of each and every user in mind. It would be made user-friendly to a maximum extent and the developers would make sure that any user of any age group finds it easy to use (Durumeric, et al., 2015). It is an undeniable fact the elderly and less educated face difficulty while understanding and using the technology. Moreover, the technology aspects especially tech gadgets, soft wares, websites, and programs pose a difficulty for many people. The same issue has been observed in the case of search engines (De Choudhury, Morris, & White, 2014, April). The search engine is also a website and a highly integrated one, which would be more beneficial if it is kept more simple and user-friendly. The more understandable a developer keeps the search engine, more amount of traffic will be generated on the site thus making it more successful and popular.

**Market Opportunity**

As it has already been established that the various implications of technology have seeped into e3very area of life whether professional or personal and no field is complete without it. From making a simple recipe in the kitchen to making big infrastructures in the construction industry, technology has become an essential part of our routines and now, it seems impossible to even thinking of survival without it. Hence staring any business in the area of technology seems quite legible. In fact, I would prove to be gold laying hen if executed and handled properly.

Moreover, the idea development of a search engine which is much faster and efficient as compare to its competitors holds much practicality and scope. The reason behind this practicality is that the search engine is the first page or the first destination of any user. Further pages or websites are guided by the search engine and are opened after it. So it is not only a side factor but also a kind of necessity for any user to use the search engine. It has been observed in various cases that the developers have made the usage of search engine much complicated or overstuffed the homepage with information not required by the user, which confuses them and they avoid visiting the website again. Another drawback that has been majorly observed not only in the current search engines but also in almost all the websites is the misuse of user’s information, especially cookies (Croft, Metzler, & Strohman, 2010). This frustrates the user and starts avoiding the website, which decreases the traffic over the website and the reliability of the website decreases.

**Competitive Environment**

It has already been recognized that operating in the industry of technology, especially information technology would garner many benefits for the developers and boost up the goodwill of the company as well. The idea of developing a search engine was established keeping in mind the current need assessment of the market, but there are certain drawbacks attached to it as well. Starting up a technology-related business in such a business environment is not an easy task. The area of technology is not a new one, hence many companies are already serving the customers in the under-discussed market. After careful analysis and scanning of the current business environment and the market, especially regarding the search engines, it has been found out that the main competitors that QB developers will have to face are Google (on the top), Yahoo, Bing, MSN, Ask and a newly emerging competitor, DuckDuckGo. All these are well developed and established search engines that have been working in the industry for a long time (Seymour, Frantsvog, & Kumar, 2011). They have already established a pretty good customer base and goodwill in the market and customers trust them. So it would take a little time to attract the attention of the customers to the newly developed search engine.

**Statement of Ethics**

"QB developers will always be bound to follow the basic core values of any good and ethical business: honesty, integrity, accountability, and citizenship"

 This statement of ethics depicts that QB holds the ethical and moral values in high esteem and will not tolerate any violation in them (May, Luth, & Schwoerer, 2014).

**Statement of Social Responsibility**

"We are committed to serving the society and it would be our topmost priority that the society gets the maximum benefit out of the business operations of QB”.

 Developers, designers, and coders at QB developers and technologies do not only care about their own profits but also about the society as a whole and have vowed to look after the market and society they are serving. It can be done by various means like using the resources wisely and conserving them (Grayson, & Hodges, 2017).

**Conclusion**

Hence, it can be concluded that the current business market, especially concerning the field of technology and internet, needs a good search engine which can fulfill the needs of ease of the customers and bring comfort in their lives. QB will serve to be such a search engine, which will be specifically designed keeping in mind the ease of use for all the users. Easy to learn and use by the users of any age, gender or nationality, QB will look into facilitating every single user who reaches the world of internet with the intention of searching quality material. In addition to this, it will be fast, efficient and reliable, keeping the data of its users safe and secure.

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