Unit 4 DB

[Name of the Writer]

[Name of the Institution]

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**Introduction**

It was always one of my biggest dreams to start my own business venture, I was always enthusiastic about it and planning how to start my own startup one day. I have always been a big fan of technology; I have used multiple types of hi-tech gadgets, machines, soft wares and other devices to curb my thirst of technology. Moreover, being a student of software engineering, I have also developed a number of websites, soft wares and completed multiple projects of graphic designing. This has developed my interest deeply in the field and I have decided to design and launch my own search engine, with the name of QB.

**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 at one hassle-free, quickly responsive platform, so that they do not have to look anywhere else.

**Vision statement**

Making the world of search engine much quicker, efficient and hassle-free.

**The product or service**

QB will be a search engine that would be designed solely keeping the ease of the 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)

**Market opportunity**

The market opportunity for such a type of businesses huge as there is a great demand for the product.

**Competitive environment**

Like any other business, there are competitors in the market that are applying their growth strategies and trying to capture the maximum market share.

**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"

**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”.

**References**

Durumeric, Z., Adrian, D., Mirian, A., Bailey, M., & Halderman, J. A. (2015, October). A search engine backed by Internet-wide scanning. In *Proceedings of the 22nd ACM SIGSAC Conference on Computer and Communications Security* (pp. 542-553). ACM.