Megaphone animation studio

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1.0 Executive Summary

The 21st century. The value of information has never been greater. Due to the wide spread availability of the internet websites have become a major medium of communication and disseminator of information. However, locally, many small businesses still rely on traditional means to promote their company.

Megaphone Studio strives to bring the power of the internet to small companies at an affordable rate. This is done through a package system that allows the clients to choose and calibrate the cost of their creative projects and the final product.

Other than providing and affordable option to our clients, we plan to outsource larger projects to our network of freelancers in Vietnam. Our local correspondent in Vietnam is one of our shareholders and manages the project dispersion and payment of the freelancers.

Each outsourced project is custom fitted to suite the client. Choosing a suitable designer for every aspect of the project, be it animation web or video editing. Large projects that have been broken down into modules and coordinated by the local correspondent to arrive at a coordinated outcome and not separate entities.

Megaphone Studio envisions itself amplifying the usage of multimedia options with a deep belief in long term working clientele. Being able to custom fit the client's projects with designers is one of our strong points and will be the main focus of our company: "with the client in mind".

Highlights

1.1 Mission

To be the voice of animation and bring web and multimedia alternatives to small scale companies at an affordable price.

1.2 Vision

To amplify the need of multimedia options to all Industries and company size be it SME's or MNC's

1.3 Keys to Success

Our keys for success are:

Providing quality service at a price lower than our competitors.

Customizing the project outsourcing to suite the needs of the clients

By Building relationship and credibility ultimately win the trust of our clients.

2.0 Company Summary

Megaphone studio is a LLP co-owned by 3 Fresh Designers with vastly diverse backgrounds. We blend our differences in culture together giving our design more color and variety.

2.1 Company Ownership

Type of organization: Starting out as a LLP co-owned by Lin Weiqiang, Murdoc and Charlene

All 3 of us are driven and passionate individuals ready to change the way people see design and edit the their mindsets that design is a luxury for only the large corporations

2.2 Our USP

- **We blend different cultures together due to our highly diverse backgrounds. Thus giving our design more variety.**

- **We have connections in Indonesia and Vietnam.**

2.4 Organization Culture

Here at Megaphone Studio, we believe in **transparency**. Nothing pertaining to the general welfare or work related should be kept from our staff. **Everything** ranging from medical claims to customer complaints should be **shared with the staff**. We believe in **learning from our mistakes**. We believe in making **clearing up misunderstandings immediately**.

Punctuality is one of our key concerns. Sometimes there will be issues regarding the conduct of the employee (e.g. punctuality issues), we believe that **datelines are non negotiable** and that basic punctuality should be observed on a daily basis.

We are a company that strives on the passion we have for our work, we believe that all companies big or small should have excess to affordable multimedia mediums of communication.

In order to achieve our goals, we believe that everyone in the company should work with **one vision**, our company's vision. Anyone that does not fit in with our work culture should not even be considered in the first place.

Starting out small means we would only have 2 or 3 staff at the most. This would allow us to be a **closely knit company** and there for easier to get instructions across.

Transparency: All information should be disseminated amongst all members of the company.

> Clients complaints or comments should also be make known to the person in question either as a lesson or as a word of merit.

Punctuality: Datelines are not negotiable. What ever the reason maybe, or how good the reason is. There are always ways to salvage problems. Call a colleague for help or even look for means to outsource a project.

One Vision: A single driving force that bonds all of us together. In order to stay closely knit and efficient, we hope to employ those that not only have the talent for design and yet they have to share our passion and empathy towards the smaller companies out there.

2.3 Products

Megaphone Studio provides our clients with affordable multimedia outlets. In essence we also strive to custom build packages with our freelance network so as to provide the client with the best finished project by, custom fitting the best freelances for each different category of projects. E.g. print based, web or animation.

Being able to choose the price packages we provide also ensures that the client is paying what he/she deems fit for their budget in mind.

2.5 Product Description

Web Packages

All web packages include:

Training of 1 other person designated by the client to maintain the website

Setting Up of Emails & Domain

Premium ($2800)

Flash animated intro, splash page

10 page flash animated web

24mth high speed hosting

Web marketing strategy (spread sheet, market analysis etc.)

Medium ($2000)

Flash animated into, splash page

8 page flash animated web

18mth medium speed hosting

Basic ($1000)

5 page flash animated web

12mth low speed hosting

Animation Packages (based on complexity)

3D $150 - $300 per finished second

2D $100 - $250 per finished second

Flash $300 - $500 for 10 – 20 seconds

3.0 Market Summary

The modern age, all corporations from large corporations to small medium enterprises should be felt and heard at minimum on the World Wide Web. Many a times, small business shy away from multimedia mediums due to cost issues and in the end simply neglect this widely available but highly effective means of communication. A window, which reaches out to many savvy individuals.

Cost of multimedia applications

Even though the internet is widely available in Asia, many small companies miss out on this opportunity to show case their services to the rest of the world. Be it complex financial firms or a small sole proprietor own grocery store. The extent in which they can promote their services online is actually limitless. A simple website, with a sales catalogue or an animated video, promoting your fashion store.

Imagine a savvy grocery store extends their services to on site grocery shopping and delivery to your doorstep. Saves us time, to a lot of us, time is money. Some large companies have websites that are too simple, unbefitting of their stature. A simple addition of animation and introductory videos can totally revamp a dull website. Interactivity actually makes the visit more memorable.

Make it Affordable

Being able to bring web and animation services at an affordable price will actually make it worth while for small businesses to own a website. Animation videos broadcasted on free video hosting websites like Youtube and Veoh can also be a form of advertisement.

Loyal Clients

In the design industry, clients tend to stick to 1 outlet or 1 design firm for their projects. However, if we are able to custom fit projects with a multitude of freelance designers, we would optimize the work done. Say designer A is very good web design and designer B is very savvy in print. The client requires both of these items, why not split up the project while both designers are coordinated by us they do what they are good at individually, this way the client gets the best of both worlds.

Outsourcing

By outsourcing the project to our network of designers in Vietnam and coordinating their effort from Singapore we actually lower operational cost while being able to meet clients in Singapore. While in Vietnam 1 of our partners actually manages the designers on their end. Geographically sound, Singapore is actually a very convenient location; we could liaise with most countries easily here.

With **lower operational cost**, we can actually provide our services at a lower price than our competitors. Having one of our partners in the location of the producing area also ensures quality and equilibrium in profit sharing within the network.

Economically, the world is currently in a state of depression. Large corporations and small ones alike will start **cutting cost, realistically usually advertising is the first to go** and human resources are the last straw. Therefore, by providing our services at a lower price than most of our local competitors gives us an edge in the competition.

3.1 The Competition

Mediafreaks

A key player in the animation industry in Singapore , Mediafreaks is an animation production company that focuses on working closely with **producers, distributors, broadcasters and partners worldwide** to produce **original television content and high-end animation** for broadcast and marketing purposes.

Established in 2003, Mediafreaks has since produced hundreds of projects spanning from animated **cartoon** series to **television commercials** to **CGI** for documentaries to medical and **architectural visualization work.**

Mediafreaks Cartoon and Character Farm create their own original animated content for export into the international market for broadcast and licensing.

To date, Character Farm has produced Katakune - a 520 minute 3D animated preschooler series which has sold to USA , China , Taiwan , the Middle East and Thailand . It is currently being distributed in North America, Europe and Southeast Asia with licensing programs being rolled out for Pan China , Japan and Korea .

Mediafreaks Cartoon has embarked on the production of its first two intellectual properties - Sedo Dog and The Gogo Squad , both original animation concepts created by Mediafreaks Cartoon.

Mediafreaks's portfolio includes projects for

Broadcasters such as **Discovery Channel, National Geographic Channel (NGC)**, Off the Fence, NHK, Medstar TV, Voom HD, **Disney Channel Asia, MTV Asia and Mediacorp Studio.**

Production Houses such as Darlow Smithson Productions, NHNZ, Southern Star Group, Beach House Pictures, Oak3 Production, Ochre Pictures, Mega Media and Bang Singapore.

Companies such as Schering Plough, Wyeth, Pilot Pen, Hewlett Packard (HP), Intel, Tan Chong Holdings, Air Pork Asia, Kumon , Sino-America Tours (SATours) Field Catering, Ove Arup, IMG Models, Motorola, NeoAsia, Nestle, Pico Creative, Susan Lim Surgery, The Wine Company.

Local Government Bodies such as the the Media Development Authority (**MDA**), the Urban Redevelopment Authority (URA), the Public Utilities Board (**PUB**), Singapore Armed Forces (**SAF**) and the Infocomm Development Authority (IDA).

The information on this page was provided by:

http://www.media-freaks.com/about-mediafreaks

SPINN

SPINN is the leading video production company in Singapore which specializes in producing **videos for sales, marketing and corporate needs.**

Consistently delivering **high quality work with service excellence**, making them a preferred creative provider amongst leading companies and organizations seeking to communicate their marketing and corporate messages in an effective and compelling manner.

SPINN was founded in 1997 and have since grown into one of the leading creative video production companies and specializes in sales promotional videos. Striving to provide excellence in their service they thrive in **communicating to the world their clients corporate messages** in and effective and yet compelling manner. Their creative videos help brand companies and close sales during launch events and raise funds in non profit ones.

SPINNS portfolio includes corporate **videos, communication videos, marketing and recruitment videos** and a lot more. They specialize in corporate multimedia mediums of communication.

SPINN's close clients

Sony, DHL, Singapore Economics Board, Hyflux, Mapletree, **Osim**, Singapore Cruise Centre, ST Electronics, Singapore Exchange Limit, Singapore Telecommunications LTD.

diFilm Pixel Works

They are a **motion pictures production and design studio** based in Singapore and specializing in high-impact, multi-layered 2D and 3D Graphics for videos and films. One of their main specialties is that they often tightly **synchronize music with the animation productions**

Their main products consist of opening titles for businesses and corporate videos. They design and produce **motion graphics and films, animate in 3D environments** to generate imagery for business presentations and scientific illustrations.

One of the biggest projects they have produced was in conjuncture with Chess Dynamic UK, in which they made a **5 minute opening title sequence for DSEi** (Defence System Equiptment International) which was held in London.

diFilm's close clients

ST Microelectronics, **Shimano Electronics (Japan), Singapore Tourism Board, Hitachi Semiconductors**, PUB, **Crystal Jade, Jim Beam** (Singapore), Nanyang Polytechnic (Singapore), Hitachi Semiconductor Singapore, Chevrons (Singapore), Bukit Timah Primary School (Singapore), United Premas (Singapore), Fluidigm (Singapore), Adval Group Pte Ltd (Singapore Flyer), PM-B (Singapore), Exim & Mfr Enterprise (Singapore).

Sixtrees Viz Comms

Started in 2003 by Max Lim, Sixtrees has bee focusing its business towards **3D architechtural projects** and have an impressive portfolio of 3d work and broadcast media.

Sixtrees provides a wide variety of 3D graphics and animation services for the **architectural, real estate and broadcasting media industries.** In their multitude of experience of working in 3D projects and have provided their services to architects and building developers. **CGI and broad casting media,** documentraries and TV commercials have been their strong points as well.

Realisma Design Studio

Their main forte is in **branding**, be it for corporate identity or product branding. And prides itself on making every brand they create different and different from others of the genre.

Their attitude towards design is based on a philosophy that the inherent nature of the **product should be translated into the brand of the company in question.**

Realisma's close clients

Capitaland, Glentrees, DML, Wunderman, Indigoz, Siba.

DDV Graphic Design

A small **home based** design company that provides web design and graphic design solutions at an affordable price. Their philosophy regarding design is to keep it at a **simple less complicated**. Deeply believing that simplicity is the best way to handle any sort of design.

Being small they are unable to cater to larger scale projects but believe to be able to do their best is those that they can handle.

Intense Animation Studio

They view themselves as an **'avant gard'** studio and that there is much more to animation than just animating flying logos or simple intro scenes and thus set off to creating short reels. Since they first launched their first animation project "11" which was about football, in mid 2006 they have since moved on to making several others based on children's books.

Even though in the market for less than 10 years, this company has worked with multiple big companies and have produced many **high budget projects for MNC's** and well known family brands.

Services they provide include **3d animation, Broadcast design, Interactive Web, Motion Graphics, Visual Effects, Video Compositing and Visualization.**

Intense Animation Studio's close clients: **Sony Ericsson. UOB, ESPN, Star Sports, Billabong, Cold Storage**.

Eggstory

Co-founded by, Nickson Fong, John Lewis and Douglas Creel.

Specialises in animation and have worked in Hollywood productions in high profile projects like the **Matrix** series and **Lord of the Rings**. They have always been a big player in the local and International animation scene. Their involvements in game cinematic design have also changed the way these motion graphics have been viewed over the years.

The services they provide include **3d animation, Character design, backdrop design, Motion film productions, Video compositing, games cinematic animations.**

In the future they have planned to further improve the way CGI is used in the entertainment industry, removing boundaries in which CGI is used to enhance visual entertainment and believes that this is the way towards the new age.

Mojo

Founded, by Joseph Lee, in 2008. Provides a **full service design workshop** specialising in design and animation or the film and television industry. Major projects they have done include the **rebranding of mediacorp's channel 5 and 8 as well as for Singtel's MioTV.**

Their first project was in collaboration with Originasian Pictures and Company X in the feature film called "The Days". Which was a breakthrough Singapore film that boasts extensive usage of motion graphics.

The services Mojo provides includes designs for films, on air promotions, show packaging, channel branding, sales presentations, music videos, and animated commercials.

Mojo's close clients include **Mediacorp, Singtel** and Originasian Pictures.

Comnet Solutions

Provides value added services which include **web design and banding** at a cost effective price to its corporate clients. Founded in 1999 Comnet has grown in to an optimum agency that develops effective websites and manages successful e-marketing campaigns.

Their policy is **to treat every customer as their best client** and that timely delivery is the only acceptable way project delivery. **Understanding the client** is one of their strong points as well, they believe that only through understanding could they provide the client with truly effective services and thus gives them the edge in producing dependable solutions. They **view clients as a partner**, believing in long term working relationships making long term plans in marketing rather than immediate returns.

Comnet's close clients includes **MOS, Tour Asia**, PPMA Asia, Payne Productions, MLC. BenchMark.

Wishbone

An established design firm of more than a decade's experience in branding, mainly focusing on **print and web.** They have a strong belief that by providing the user with high levels of engagement and **excellent aesthetics**, greatly boosting user experience, would revolutionize the term "user experience".

Their specialty is that they express the vision of their clients through a **stunning visuals and content rich** websites, which in turn increases the interactivity between their client and the web user

The services Wishbone provides include **marketing, market analysis, branding. Venture capital solutions, Print based media, Motion graphics and interactive web.**

Wishbone's close clients

National Greographic, PSA, Kuwait E-government, Infowave and Music Movement.

3.2 Market Analysis:

External Conditions

Applied porters' theory on external conditions which are uncontrollable and yet have a profound effect on our business and the entire industry as a whole:

- **Economy.**
  Every year there are only at most 5 new media/animation studios, companies open. Designers tend to work with those companies rather than taking risks to start a new business. As for the current economy, it's difficult to survive in this tense industry when everyone has to wisely spend. Clients either stick to their old products to reduce the cost of changing or choose to do it more economically. However, animation advertising can get the foothold in the market since the expense is lesser than filming advertising, we don't need to do casting for suitable models or acting. Animation advertising does not only reduce the cost of production but it's also flexible and trendy.
  Another matter is that the Government economy indeed makes an impact on the demand of our good and services. The Government either increases or decreases production through taxation. Hence, our costs and prices will probably be affected.

- **Threat of new technologies and equipments.**
  For best design, modeling and rendering process, computers and software need to be updated regularly. New software costs about hundreds to a thousand dollars and it's somewhat difficult for newborn companies like us. However, it's necessary as the technology may affect more or less to our production; plus, clients tend to put more trust on well-equipped companies, hence, it will influences the customers' choices too. Getting new software or hardware is also a cost in time because it always takes some time for implementing them and getting used to them.
  Another threat is the depreciation of equipments. When our facilities run down, we need to either upgrade them or purchase new ones.

- **Bargaining power of suppliers.**
  To our business, there are two major kinds of suppliers. One is the media owners such as Mediacorp, Outdoor media, SPH, Transit and publishers who affect the demand of our products and services. They may reduce the demand due to financial crisis, or change partners if our competitor's pricing is cheaper. Another type of suppliers is our equipment suppliers, equipments here could be computers, printers, scanners, papers, etc. The thread here is if they increase their prices, we need to negotiate for a fair deal or find new supplier, otherwise our cost will also increase. However, sometimes suppliers have secret collusion agreements that are difficult to prosecute. For both kinds of suppliers, what we can do is wisely negotiating to get the best deals from them. Not only that, we have to carefully do research of the market prices and try to maintain the relationships.

- **Threat of new entrants or substitute products.**
  The thread here mostly depends upon the economy, customer switching costs, access to technology, brand loyalty, quality of products and services, client's willingness to substitute, etc. This is something unexpected. What we can do is building a good reputation, gaining trust and loyalty from clients to prosecute the business with them.

Internal conditions

What we need to fulfill

The facilities

Computers for the designers. During our initial years we would not be providing computers for our staff or even our partners due to the shortage of funds however in the further when we are more established our plan is actually to provide most of our full time staff with workstations. However, we believe that freelancers should use their own hardware and software. The software needed in business are Adobe CS3 (Photoshop, illustrator, flash, Dreamweaver, fireworks, premiere pro and After Effects) and 3DS Max. The internet service that we have decided to use temporarily is the Starhub Max Online Flexi Surf which has fast download speeds and we can download up to 6 GB a day or 1.5mbps/hr. The broadband access speeds is up to 100 mbs and we will enjoy the free web mail, web chats, up to date news, and music which comes in the package as well. For our email needs we would probably use one of the free mail services like hotmail or gmail for the time being whoever when we get our own domain things would change for the better.

The Manpower

Although in the beginning we will start our as a 3 man team, or in this case 1 man and 2 ladies team, we plan to expand in to a studio with the stature of 6 to 7 people. The man power needed, seven employees, consisting of a senior designer, a web programmer, a multimedia designer and a consultant. The rest of the roles will be fulfilled by our partners. The while hiring we require the latter to be savvy, to have the skills of the trade and most importantly to share our vision and passion.

Operating System

In reality large corporate giants have a long list of things that have to be done and approved by certain people who got to get approval from someone higher up the ladder. Here in Megaphone Studio, we operate with a more direct approach. We all share our opinions and cast votes pertaining to the final outcome. A democratic way, this reduces friction between different members of our company. However, when the votes are on even grounds, the 3 partners will discuss and vote among themselves. Being an odd number there will always be a winning side.

4.0 Marketing Strategy:

Targeting SME's primarily.

Affordability, crafting a multimedia package suiting the client's budget.

Functionality, to answer the needs of the customers. Advise them of alternatives if needed.

Credibility and trust, datelines are not negotiable.

4.1 Price Comparison (Singapore Dollars)

Products/ Services	Our price	Competitors' price on average
Web Hosting		
(Light Package)	$ 10 / month	$ 10 / month
(Medium Package)	$ 15/month	$ 15/month
(Heavy Package)	$ 20/month	$ 20/month
Web Design	$ 1,500 – 3,500	$ 2,000 – 5,000
Web Page Building	$ 80/ page	$ 60 – 100/ page
Flash Website	$ 170/ page	$ 250/ page
	$ 5,000 – 8,000/ website	$ 8,000-10,000/website
Flash Animation		
- 30s Flash Intro	$ 700 – 900	$ 800 – 1,000
- 45s Flash Intro	$ 1,200 – 1,800	$ 1,500 – 2,000
- 60s Flash Intro	$ 2,000 – 3,000	$ 2,000 – 3,000
Flash Logo Lick Animation	$ 300	$ 400
3D Animation	$ 150 – 400/finished second	$ 150 – 550/ finished secon
	$ 1,200 – 3,000/day	$ 1,800 – 4,000/ day
2D Animation	$ 50 – 250/ finished second	$ 80 – 350/ finished second
	$ 1,000 – 2,5000/day	$ 1,200 – 3,000/day
3D Architecture/ Interior Modeling		
- 1 bedroom or studio home	$ 7,500	$ 9,000
- 2 bedroom home	$ 10,000	$ 11,000
- 3 bedroom home	$ 11,000	$ 12,600
- 3 bedroom home, multi-level	$13,000	$ 13,400
- 4 bedroom home, single or multi-level	$ 15,000	$ 15,200
- 5 bedroom home, single or multi-level	$20,000	$ 20,000
3D Architecture/ Interior Rendering & Animation (max 80 seconds)		
- Common amenity, simple retail areas: Choice of foyer/ reception area, grand salon, lobby, social area, club room, gymnasium, simple new-stand or similar retail.	$ 8,000	$ 8,800
- Restaurant/ café/ retail area or similar.		
	$10,000	$ 12,500

4.2 SWOT analysis, Strength:

Fresh new ideas:

Being new to the industry and being run by a partnership consisting of 3 different cultural backgrounds and country of origin. We believe that by merging all our differences into one. We can create something truly new and unique.

Connections in most south east Asian countries:

We come from different countries and have decided that Singapore would be the home of our operations due to its geographic location. However, it would be more cost effective to have part of our team in countries that are less taxing on our monetary resources. Further more, our partners have origins from Vietnam and Indonesia and have connections there.

Small, closely knit Company:

Each of us share the same dreams, we believe that to ensure that our designs are uniquely ours we have to think and share the same visions. Thus, when employing talent, only those that have the passion and share our visions will be considered.

4.3 SWOT analysis, Weaknesses:

New inexperienced company

We are starting up new and have no experience in projects. Being newly graduated designers we need to work twice as hard as anyone else to be able to realize our dreams.

No credentials. YET

Starting out as fresh graduates forces us to face the world with no credentials. However, everything has to start somewhere, eventually, we hope to win awards and spread our vision to the far corners of the earth.

To gain credentials we need to gain prominent projects and earn awards. To do so we need to be more aggressive towards our pursuit of awards.

Financially inept

Currently, we don't have a penny to our names and thus unable to perform quite as effectively with financial situations. (example: pre-purchasing of media space).

Small company, limited Resources

Being small and new we need to build our networks and gradually build up on our resources to as to provide our clients with a more complete service. However, with some planning and connections one would be surprise at how much these limitations actually become less obvious.

4.4 SWOT analysis Opportunities:

Global financial down turn

In current global economic situations, larger companies tend to down size their advertising and marketing budget first before all other segments. By providing our clients with a more affordable, flexible solution to their needs, we have an opportunity to gain clients that in normal situations keep to one agency.

Connections with companies in Indonesia and Vietnam due to partner's background

Having a local partner actually proves to be a good advantage if projects leads us to Vietnam and Indonesia. It makes things simpler to have someone who actually knows the system of the country in question.

4.5 SWOT analysis Threats:

Bigger Design Studios

Being more established they have more resources in their disposal, giving them the advantage when greater demands on resources are in question.

Global economics down turn

In reality, all corporations start adapting to financial shortcomings by lowering marketing and advertising budgets first. This means lower profit margin for design studios like us. In extreme situations we might even lose the entire account due to cuts in their budget.

5.0 Start-up Cost

5.1 Setup Cost

4 top of the line PCs (4 x $3k = $12k) (est.)

4 sets of Adobe CS3 + 3DS max

(4 x $6.6k = $31.4k)

Office Furniture = $4k (est.)

5.2 Monthly Operating Cost:

Salary:

3 multimedia designers (2k/mth x 3 = $6k/mth)

Senior Designer ($3k/mth)

Account Executive ($3k/mth)

Total = $12k/mth

CPF = $1,740

Misc:

Electrical Bills (average $200/mth)

Internet Connection (Singnet 10mbps $150)

Server Space ($10/mth)

Stationary ($100/mth)

Office space of 557 square feet ($2.7k/mth)

Total =$2.7k + $460 + buffer = $3.3k/mth (est.)

5.3 Financial Summary:

Computers $47.4k

Operating cost $3.3k/mth

Salary $12k/mth

CPF $1740/mth

Break Even = $18k(est.) GP to survive the month

At least $20k(est.) a month to recover starting cost of $47k in 24 months.

6.0 Start-up Strategy

Target Business Group = SME's

Rather than taking only projects that we can handle as a small company we will take any projects available and break them up into smaller pieces and Sub contracting them out to freelances and small studios. We will mainly be an outlet source for our clients disseminating their projects to freelances and small studios.

The first 2 years it would be a struggle to cover operational costs

Starting from the 3rd year we would shift towards higher profile projects aiming to win awards thus building up our credentials

All above plans are subservient to the situation and likely to change. Depending on situation.

According to an article released by an economics forecasting group, ITEM Club, whom have speculated that the recession could be over in a year IF the credit market thaws over within six months. Thus, reducing interest rates.

6.1 Company Locations and Facilities

We will be renting an office space off Kallang road in the industrial estate costing $2.7k/mth (577sqr feet). Of the 4 computers we have invested in 1 will serve as a server for our storage and networking purposes. All projects will be handled by us. Part of the larger projects will be outsourced to our network in Vietnam.