



BEST BUSINESS OPEN SYSTEM SERVICES

# PROPOSAL

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MSI CORPORATE IDENTITY AND WEBSITE

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## MSI CORPORATE IDENTITY AND WEBSITE

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### COMPANY OVERVIEW

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Our Company Specializes in: Assembling, Setting up, and Networking Home and Small to Medium size Business (SMB) computer systems; Designing, Programming, and Implementing computer applications for Home and SMB; and User Education, Training, and Technical Support where necessary.

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### COMPANY MISSION

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Because of technical advances in the Information Technology industry today, it is possible to build superior web applications including company branding, navigation, and content presentation at a fraction of the cost of what it took even five years ago. Our Company's goal is to save you the customer money by building, starting up, and maintaining quality internet web sites. Our Company believes we can do this using even a limited amount of resources.

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### SOLUTION DESCRIPTION

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We have a great idea of what you the customer wants to appear on the web site and what we also recommend the following, (not necessarily being in any prioritized order):

- Use a Web hosting business connected to an Internet Service Provider (ISP) such as iPower or Parcom (preferred) to house, serve, and maintain your company's web site files.
- For the future, create a registration system for your returning clients and new customers to allow an online community of training classes, document selection and newsletters.
- Insure cross platform internet browser transparency (i.e. Web pages should look the same in Internet Explorer, Mozilla Firefox, Opera, Safari, etc. ( A primary browser can be selected and targeted with all others adhering as much as possible to it).
- Create fresh Corporate Identity for your company, with logos, letterhead, and newsletters, etc.

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## FEATURES AND CAPABILITIES

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By using the appropriate computer tools the work can be completed quickly with fewer errors. Here is a description of the tools that will be used.

**Languages** include HTML, XML, HTTP, CSS, XSL, IIS 4.0 through 5.1, and JavaScript.

**Office/Web Development Applications** include: Adobe (Macromedia) Dreamweaver 8, Microsoft Office 2003 with FrontPage, Adobe Illustrator CS2, Photoshop CS2, Image Ready CS2, InDesign CS2, and Flash 8.

These tools sometimes are used in an integrated development environment (IDE) with IDE extensions such as Visual Studio 2005 and SQL 2005. These IDE tools can aid in the development, programming, and presentation of web pages in an easy to understand fashion and they help organize an otherwise complex series of tasks effectively by automating the coding work.

Products to be used in the Design:

- Photoshop CS2
- Illustrator CS2
- InDesign CS2
- Flash 8

These products are used to aid in the design and appearance of your website. By using the industry standard and highest technology available, your web site will stand out as a highly effective marketing tool.

Products to be used in the Programming:

- Dreamweaver 8
- Microsoft Office 2003

All of these products are used to develop the graphic user interface (GUI) for the internet. They are development tools used to generate HTML code in general, which is the industry standard coding language for presenting and organizing internet web pages.

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## WEB DESIGN

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How important is Website Design? Your Website needs to look professional and trustworthy in order to create shopper and buyer confidence. A poorly designed Website could cost you sales. Here is a sample of what might attract potential clients away from your competitors and focus them on your product.



View this page layout on the internet at: <http://www.strait2glory.com/MSIBid.htm>

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## CORPORATE IDENTITY/ LOGO DESIGN

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The following pages are proposed corporate identity/ logo designs, and print material for MSI. All examples are also available on <http://www.strait2glory.com/MSIBid.htm> for your review.

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## ABOUT THE EMPLOYEES

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We are a privately owned company, staffed with knowledgeable people, with multi-industry expertise, who work on projects from beginning to end. We are expeditious in execution, ensuring that our clients receive maximum value from their investment.

**Brian D. Johnson:** *Owner and Operator of Best Business Open System Services.* Mr. Johnson has been in the Information Technology (IT) and Management Information Systems (MIS) business for over 30 years. In 1974, he started programming computers as a professional working his way up to Programmer/Analyst. In 1982, Mr. Johnson started his own business working as an Independent Contractor doing computer programming and Consultant work until 1991. At that time, he accepted a full time position as a Senior Programmer Analyst after completing the Time and Attendance HR/Payroll project for May Department Stores, as a Contractor. In 1993 he began working for various companies with titles from Systems Analyst to Engineer, and then accepted a position at Boeing Aircraft Corporation as Senior Programmer in 1997. Upon completion of the Jet Aircraft Catalog project, Mr. Johnson started Best Business Open System Services and retooled his computer programming skills to focus on developing Internet Web Applications. Today, his success and work has taken him to new heights in the world of Information Technology.

**Elaine Johnson:** *Graphic Designer Specializing in Print and Web.* Miss Johnson has been working in Graphic Design for six years, specializing in Print Design and corporate identity for numerous companies. In 2002 she attended the Art Institute studying Visual Effects and Motion Graphics. Later she became involved with design and classically trained artistry. Since that time Miss Johnson has been a part time clerical assistant and as a contractor specializing in small projects, logos, and ads for print.