

Alexey Research and Consulting

Business Plan

Alexey Mendieta, Owner
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Executive Summary

Product

Alexey Research and Consulting provides consultation services from small- and medium-sized companies to Large-sized companies and projects. Our services include Systems Engineering, Logistics Engineering, Simulation and Training as well as Technical leadership to improve efficiency and reduce costs.

Customers

The target audience for Alexey Research and Consulting is business owners, program managers, presidents, or CEOs with technically complex projects or products who want to increase productivity and reduce overhead costs. Specifically, we specialize in consulting and working on systems engineering solutions and problems, Requirements derivations, Test procedure creation and execution, Test event preparation and execution. We are technical experts with leadership experience.

Future of the Company

Consulting is a fast-paced, evolving industry. In response to this climate, Alexey Research and Consulting will offer other services, including Technical Translation between English and French, Spanish and Russian in the future.

Company Description

Mission Statement

To provide quality services and engineering expertise to our clients that will help their companies and projects prosper, grow and meet their objectives.

Principal Members

Alexey Mendieta — owner, primary consultant

Virginie Janneteau — owner, consultant

Legal Structure

Alexey Research and Consulting is an llc, incorporated in Orlando, FL.

Market Research

Industry

Alexey Research and Consulting will join the technical services industry. Which grew at a rate of 3.9 per cent per year between 2014 and 2019, thanks in large part to increasing demand from public and private clients. Consulting engineering assists public and private companies with process management, idea organization, product design, fabrication, MRO (Maintenance, Repair and Operations), servicing, tech advice, tech specifications, tech estimating, costing and budgeting.

Detailed Description of Customers

The target audience for Alexey Research and Consulting is business owners, program managers, presidents, or CEOs with technically complex projects or products who want to increase productivity and reduce overhead costs. Specifically, we specialize in consulting and working on systems engineering solutions and problems, Requirements derivations, Test procedure creation and execution, Test event preparation and execution. We are technical experts with leadership experience. To capitalize on opportunities that are geographically close as we start and grow our business, Alexey Research and Consulting will specifically target projects within companies in the defense industries. This will allow us to take advantage of the company's extensive experience in this industry and in the Orlando Area.

Company Advantages

Because Alexey Research and Consulting provides services, as opposed to a product, our advantages are only as strong as our consultants. Aside from ensuring our team is flexible, fast, can provide expert advice and can work on short deadlines, we will take the following steps to support consulting services:

- Maintain certified systems engineers
- Ensure account team members use our proprietary planning and reporting process to stay in touch with customers and keep them updated on projects
- Provide public speaking training for all consultants
- Develop close relationships with subcontractors who can support us in areas such as graphic design, to ensure materials and presentations are always clear and maintain a consistent brand

- All our staff members have a masters degree at a minimum.
- We are a virtual company without a lot of overhead costs or strict corporate rules, which saves time, money and creates a flexible workplace for getting things done

Alexey Research and Consulting

Service Line

Product/Service

Services Include:

- Engineering Process Reengineering Analysis
- JIRA/Confluence Workflow optimization
- Product Testing and bug/Problem Ticket creation
- Simulation and training expertise
- Simulator Level D testing expertise
- Test Procedure Creation and execution
- Analytics
- Change Management
- Systems Engineering
- Logistics Engineering
- Operations Improvement
- Requirements Engineering

Pricing Structure

Alexey Research and Consulting will offer its services at an hourly rate using the following labor categories and rates:

- Principal Engineer, \$150
- Systems Engineer, \$100
- Lead Systems Engineer, \$125
- Translation services (English/French), \$75
- Logistics Engineer, \$86

Product Lifecycle

All services are ready to be offered to clients, pending approval of contracts.

Intellectual Property Rights

Alexey Research and Consulting is a trademarked name in the state of Florida, and we have filed for protection of our proprietary processes and other intellectual property. We have also

registered our domain name and parked relevant social media accounts for future use and to prevent the likelihood of someone impersonating one of our consultants.

Research and Development

The company is planning to conduct the following research and development:

- Create a testing guide for Level D full flight Simulators
- Simulation as a service
- Find trends in software solutions that may provide potentially competitive automated services in order to ensure Alexey Research and Consulting continues to carefully carve its niche in the marketplace

Marketing & Sales

Growth Strategy

To grow the company, Alexey Research and Consulting will do the following:

- Network at Defense, Systems, and Simulation conferences
- Establish a company website that contains engaging multimedia content about our services
- As the business grows, advertise in publications that reach our target industries

Communicate with the Customer

Alexey Research and Consulting will communicate with its customers by:

- Meeting with local managers within targeted companies
- Using social media such as Twitter, YouTube, Facebook, and LinkedIn
- Providing contact information on the company website

How to Sell

Currently, the only person in charge of sales for Alexey Research and Consulting is the Owner, Alexey Mendieta. As profits increase, ARC will look to add an employee to assist with account management/coordination. This individual will also provide company social media and online marketing support. The company will increase awareness to our targeted customers through online advertising, proactive public relations campaigns, and attending tradeshow.