

A SAMPLE BUSINESS PROPOSAL

BY

ALVIN MASON

August 1, 2005

Bill Gates
Microsoft Corporation
One Microsoft Way
Redmond, WA 98052-6399

Dear Mr. Gates:

Greetings and continued success to you and Microsoft Corporation. My name is Alvin Mason and I write this letter as a business proposal and a way for Microsoft to give back to America and satisfy your corporate responsibility.

I have been involved with consulting/advising for years. I recently completed a Bachelor of Arts equivalent (advanced certification) in Information Technology. The technology education with a law degree, a MBA (marketing), and bachelor degrees in accounting and management allows me to have a base in all areas of business. In addition, I have over 25 years of professional experience including expertise in all major business disciplines. I recently completed a book entitled "Turn Your Dream into a Reality Start and Grow Your Business". I will be pursuing a Masters of Arts degree in Economics within the year.

I ask that you read this proposal (A plan for Microsoft and Dell to maintain their leadership status) and consider this as a way for Microsoft to show commitment to the small business entrepreneur. A draft of my book is enclosed. Please visit my website (Alvin Mason Consultant/Advisor.com).

May I have the opportunity to further discuss partnership possibilities with Microsoft Corporation.

Sincerely,

Alvin Mason

cc: Donald Dell

August 1, 2005

Donald Dell
Dell Incorporated
One Dell Way
Round Rock, TX 78682

Dear Mr. Dell:

Greetings and continued success to you and Dell Incorporated. My name is Alvin Mason and I write this letter as a business proposal and a way for Dell to give back to America and satisfy your corporate responsibility.

I have been involved with consulting/advising for years. I recently completed a Bachelor of Arts equivalent (advanced certification) in Information Technology. The technology education with a law degree, a MBA (marketing), and bachelor degrees in accounting and management allows me to have a base in all areas of business. In addition, I have over 25 years of professional experience including expertise in all major business disciplines. I recently completed a book entitled "Turn Your Dream into a Reality Start and Grow Your Business". I will be pursuing a Masters of Arts degree in Economics within the year.

I ask that you read this proposal (A plan for Microsoft and Dell to maintain their leadership status) and consider this as a way for Dell to show commitment to the small business entrepreneur. A draft of my book is enclosed. Please visit my website (Alvin Mason Consultant/Advisor.com).

May I have the opportunity to further discuss partnership possibilities with Dell Corporation.

Sincerely,

Alvin Mason

cc: Bill Gates

Book Draft

Turn Your Dreams into a Reality
Start and Grow Your Business

By Alvin Mason

Book Format

	Acknowledgements
	Introduction
Chapter 1	The Business Plan
Chapter 2	Legal Considerations Business form, sole proprietorship, partnership, corporation
Chapter 3	Economic Analysis Opportunities in expanding or contracting economy
Chapter 4	Financing Your Business
Chapter 5	Operations Specific to each business
Chapter 6	Human Resource Management Hiring, salary, & benefit administration
Chapter 7	Marketing Getting your message to your target market
Chapter 8	Accounting Recordkeeping, tax reporting
Chapter 9	Technology Technology can assist in every aspect of your business
Chapter 10	Public Relations/Social Responsibility Giving back
	Conclusion

**A Plan for
Microsoft and Dell
To
Maintain Their
Leadership Status**

Overview

The economy has changed in our lifetime and continues changing. The economy has evolved in the last 100 years from agricultural, to industrial, and now technological. Technical innovations have put more emphasis on the term Global Economy.

As a result of new technology, individuals must both adjust to and stay informed of technology innovations. A recent trend of working on-line or telecommuting is growing. Additionally, organizations are putting more emphasis on efficiency. This sometimes means downsizing and/or contracting people for services instead of hiring employees.

It is foreseeable that technological advances could render the majority of people as contract employees. A contract employee in many ways is self-employed. If a significant percentage of individuals become self-employed they will have to understand how to market their products and services, how to protect themselves and their families with health and life insurances as well as provisions for retirement. Most importantly, how to compete against other self-employed individuals in the same field.

The emerging economy and current trends offer even more opportunities for a technology leader.

However

Technology has also made it easier for individuals and groups to compete against established organizations. The opportunities for the entrepreneur and small business in general are better than ever.

Situational Analysis

A recent search of computer organizations produced the following results:

A recent search for	Google.com	MSN Search
Computer organizations	57,500,000	4,686,502
Software manufacturing	30,300,000	5,352,798
Hardware manufacturing	12,500,000	4,249,952
Networking	144,000,000	27,179,768
Internet Service Providers	35,400,000	3,232,373
Computer manufacturers	19,100,000	4,237,584

Mr. Gates and Mr. Dell, you both have proved that anybody can overtake the giants.

Virtually every textbook on information technology describes how Microsoft and Dell outperformed the giants. Of course, Microsoft and Dell have been analyzed in every business schools' case study method.

A key common element that allowed Wal-Mart to compete with Sears Roebuck and Company and Dell and Microsoft to become industry leaders was that the industry leaders became complacent. When industry leaders stop offering the extra little things or stop looking over the horizon at who's approaching no matter how small, they become prey for competition.

When leading organizations, allow their status to distort the view of real opportunities, that organization's days as the leader are numbered.

Example: the railroad companies forgot they were in the transportation business when the airlines were beginning. Had the railroads used their resources to compete in the transportation industry instead of being complacent and satisfied with being leaders in the railroad industry those companies would have enjoyed years of growth.

Reality: Microsoft and Dell are not only in the computer hardware, software sales, and service business. **You** are in the greater arena of offering business services.

Recommendation

Become a sponsor/partner with Alvin Mason Internet Consultant/Advisor.

The specifics of my consulting business are as follows:

Alvin Mason the Internet Consultant/Advisor

The nature of this operation is to provide business expertise to small business entrepreneurs. The operation will offer on-line seminars which will follow the format of a book written by Alvin Mason entitled, "Turn Your Dream Into Reality." The on-line seminar will be of assistance to the small business person and people who want to be entrepreneurs by covering the traditional management disciplines of marketing, finance/accounting, operations management, and human resource management with introductions to legal issues and public relations. A major emphasis will be on preparing a business plan.

On-line consulting will be the core of the Internet consultant/advisor operations.

The seminar will also discuss e-commerce as it pertains to small business competing more effectively with organizations that are already established in e-commerce. Information Technology will be emphasized only as it pertains to an individual's business needs. The seminars will be run using state of the art technology incorporating many of the concepts the education industry uses such as Blackboard.

How it Works

Alvin Mason the Internet Consultant/Advisor will operate this business using state of the art technology. Many of the features of the Blackboard Educational System will be incorporated in an interactive website that the public could access and client subscribers can log onto. The site will feature links to topics and discussions. Links to topics such as the Business Plan, Financing Your Business, and other topics that will come directly from chapters in my book.

The on-line seminar will have the core topic materials and a weekly topic for discussion such as current events in business. The discussion board will also allow all clients/subscribers to read and/or comment, usually after a weekly article or business commentary by the Internet Consultant/Advisor. A subscriber can also start a discussion and get input from myself and other entrepreneurs.

A subscriber can e-mail me in confidence and I will address their questions and/or concerns. When a subscriber wants only my expertise in confidence **ethics** will require that I keep their business situations private. I will be able to offer insight in almost every situation.

- The business will operate on-line.
- **A client/subscriber will initiate with the purchase of your product.**
- There will be no on-line financial transactions between Alvin Mason and clients.

Recommendation

A venture between

Microsoft/Dell/Alvin Mason

Rationale

As more and more players enter the computer manufacturer/software development and Internet Service providing fields the consumer is going to make purchase decisions based on:

Factors in Consumer Decisions

1. Name Recognition
2. Reputation Reliability of Product
3. Price
4. Product specifications/service specifications
5. Additional purchase incentives

Consumers, whether business or individual, put varying emphasis on the above 5 criteria when making a purchase decision. Already the field of recognizable names with acceptable reputations is getting crowded. The price consideration is also very competitive. Virtually all manufacturers/service providers can modify the standard product/service to meet an individual's or business's needs.

In the future the additional incentives such as free shipping, free upgrades and free Internet or the;

Opportunity Before You

will determine the purchase decision and/or satisfaction with such decision.

By entering into agreement with Alvin Mason Consultant/Advisor you are giving back, since I will be able to offer an entrepreneur workshop and follow-up consulting free of charge to potential inner city entrepreneurs.

The Rationale section must show the ROI. How much money/resources would Mr. Dell and/or Mr. Gates have to invest into this project and how much money/resources would they receive once the venture was launched?

Alternatives Considered

Microsoft and Dell already have a mutual relationship built on business principles and respect. (Reference, “Dell recommends Microsoft XP Professional, etc.”) Your organizations can offer my services to your customer/clients by any of the following:

1. Either Microsoft or Dell could enter into an agreement with Alvin Mason Consultant/Advisor to provide Internet Consulting to the customers as a part of the purchase of your products or services or as an incentive for a higher option product.
 - a. Microsoft might offer Internet consulting services as an incentive to purchase Windows XP Professional or above.
 - b. Dell might offer Internet consulting services as an incentive to purchase the Dimension 9100 desktop or above.
 - c. Dell might also consider offering consulting services for any purchase of two or more workstations.
 - d. Dell might also consider offering the consulting services to any business individual that purchases a laptop and/or workstation together.
 - e. Microsoft and Dell could form a joint venture with Alvin Mason where a customer purchases the Dell Dimension 9100 desktop or above the Dell Inspiron 9300 notebook or above with Microsoft XP Professional.

My Suggestion:

Microsoft and Dell and Alvin Mason Consultant/Advisor should form a partnership for Alvin Mason to do free Internet Consulting to Dell and Microsoft customers.

I suggest that Internet Business Consulting services be provided to any individual that purchases a Dell Dimension 9100 desktop or above or Dell Inspiron 9300 notebook or above with Microsoft XP Professional software for a 1 to 3 year duration.

Implementation Plan

The implementation of offering on-line consulting to your customers is simple.

1. Microsoft and/or Dell
Together with
Alvin Mason Consultant/Advisor
Will enter into an agreement
For Alvin Mason to provide Internet Consulting Services
To Dell and/or Microsoft customers.
2. Alvin Mason travel to
Microsoft and Dell facilities
Or arrange via teleconferencing
For Alvin Mason to become
Completely familiar with
Your products and services.
3. Dell and Microsoft provide
Alvin Mason with products:
 Workstation with XP Professional
 Laptop
 Projector
 Printer/fax
 Microsoft Internet access
4. Dell and Microsoft to offer Internet consulting services
By Alvin Mason Consultant/Advisor as part of their
Purchase agreements implemented into their sales
And marketing strategies as these organizations see fit.
5. Alvin Mason will have 30 days to have consulting operations in place when
contract is signed.

Next Steps

First, I challenge Microsoft/Dell to call or e-mail or interview Alvin Mason Consultant/Advisor with various scenarios for problems and determine if Alvin Mason Consultant/Advisor, “off the top of my head analysis,” can be an asset to your organizations and help maintain a leadership position.

Understand that for the price of **\$100,000.00** the first year plus the cost of products, training and services this can happen.

You cannot offer **\$100,000.00** in-house for a cheaper price. Plus you offer small businesses a competitive advantage. This is a way of giving back to the community and maintaining the leadership position for an initial cost of **\$100,000.00** plus products, training and services.

Additionally, you are entering into agreement with a disabled veteran who is also a minority.

Dell and Microsoft have a 30-day exclusive opportunity from January 2, 2006 until March 5, 2006 before this offer is extended to any other corporation.

The next step is to contact Alvin Mason Consultant/Advisor at

Address:

Phone:

e-mail:

See website the only thing missing is

Sponsored by

Dell/Microsoft

