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# The Computer Warriors – an Entrepreneurial Venture

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Department of Computer Science  
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## Introduction:

As a result of a personal desire and the learning experiences at UNCW as both an undergraduate and a master student I have undertaken an entrepreneurial venture. During my undergraduate experience I began a one-person computer consulting and computer repair venture in Wilmington, NC. This venture (now called The Computer Warriors, Inc) has been in existence for 5 years and has grown to include two locations and boasts a staff of 4 full-time employees. As I approached the end of my academic career at UNCW, I faced the decision of what to do with my professional career. Do I continue to run The Computer Warriors and grow the business (including various options) or do I use my Master's Degree to seek employment at another firm.

This question is one that I have had a hard time answering with any real confidence without additional investigation. The goal of this project was to explore various options – If I continue the business, what are the steps necessary to achieve major growth and make it extremely successful? What challenges do I face currently and will I face in the future? What steps can I take to mitigate some of the risk involved with running my own company? What kind of competition will I be up against, and how can I surpass them?

This capstone project features the development of a business plan that addresses areas concerning marketing, storefront locations, the product/services lineup, an operational strategy, HR issues, and the ability to survive and thrive financially.

The goal of this project was to provide input towards making the following decision confidently as it relates to the business and my personal life. It evaluates the opportunity cost of running and owning the business now versus finding a “traditional” job with my new degree.

**Remainder of the paper was truncated due to confidential issues related to  
The Computer Warrior's business plan**

## Conclusions and Decisions:

The primary goals of this project were the following:

- Have the necessary information to confidently make one of the three decisions:
  - Sell the business and work for another firm, using the MSCSIS Degree
  - Find a manager for the business and simply own the firm
  - Continue to run the business and own the business, not accepting another job after graduation.
- Decide how to take the business to the next level

## The Computer Warriors – An Entrepreneurial Venture

In summary, during the course of this project, I was able to gather sufficient information to aid in making the decision of what to do with my degree and the company. I was able to use the proper tools to effectively evaluate the acquisition opportunity and opportunity cost of taking a job with the MSCSIS degree. It was apparent after reviewing financial projections and performing opportunity cost analysis that without the purchase of the xxxxxxxx, or some other drastic modification to our business model, continuing to run the firm would have been a mistake. Performing the research in this project allowed me to take a look at issues that may have otherwise been neglected or delayed in their examination. These insights have provided further personal and professional direction and have solidified my plans for growing the firm.

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