

# LPT CONSULTING LLC

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## OPPORTUNITY

In the digital age, the success of a business is tied to its ability to leverage technology strategically. This is especially true for small-medium sized businesses (SMBs) who rely on technology to achieve their business objectives. However, SMBs find it challenging to leverage technology without the right technical direction. This capstone project addresses this challenge through the creation of a consulting startup known as LPT Consulting LLC that provides technology consulting and services for SMBs to leverage technology strategically to enhance their business operations.

## PROJECT DELIVERABLES

### Business Component

- Business Plan
  - Competitive Analysis
  - Marketing
- Business Registration

### Technology Component

- Website Development
- [www.lptconsulting.net](http://www.lptconsulting.net)

## SERVICE MODEL



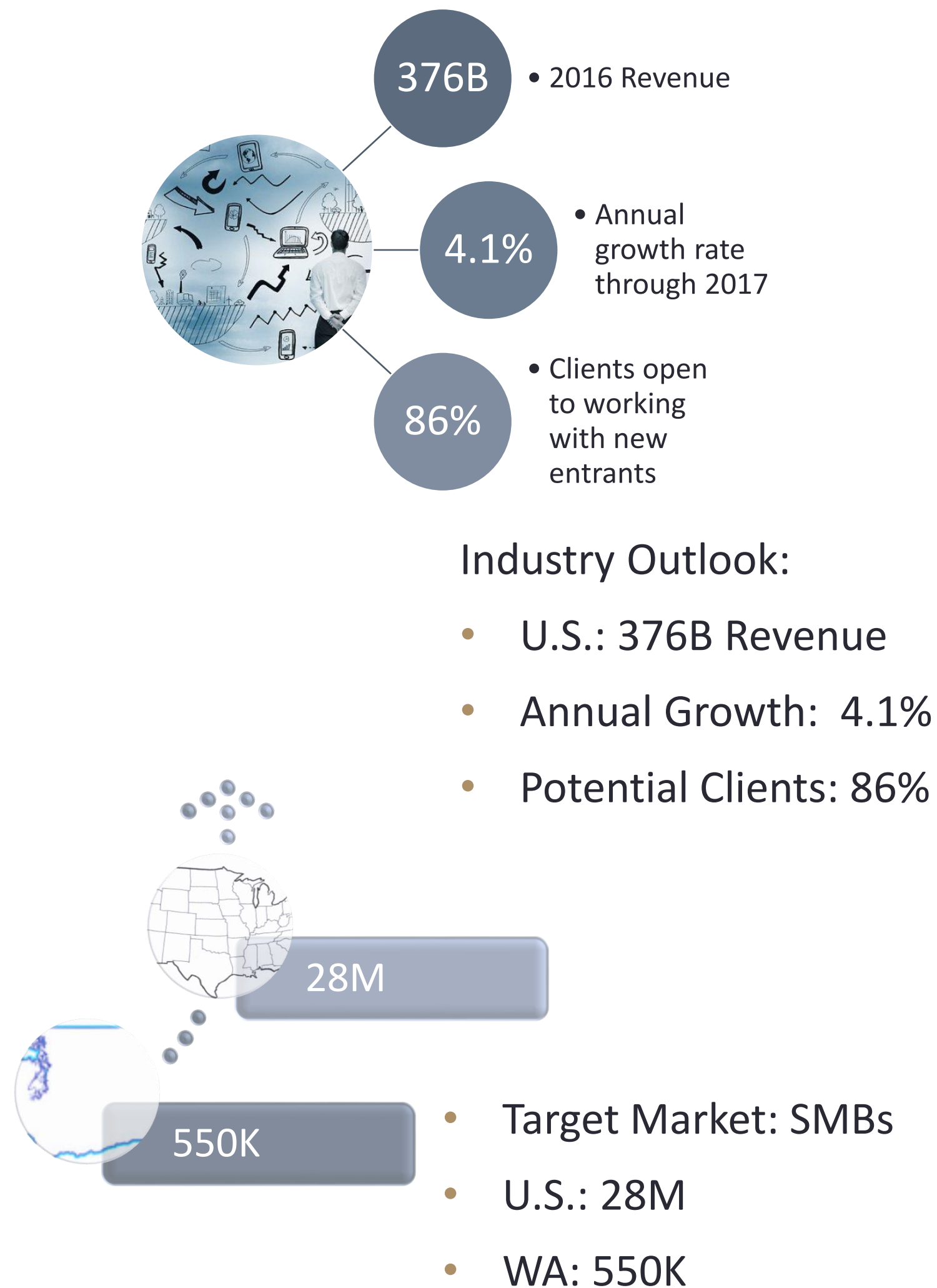
## COMPANY INFO

**Focus: IT Consulting and Services**

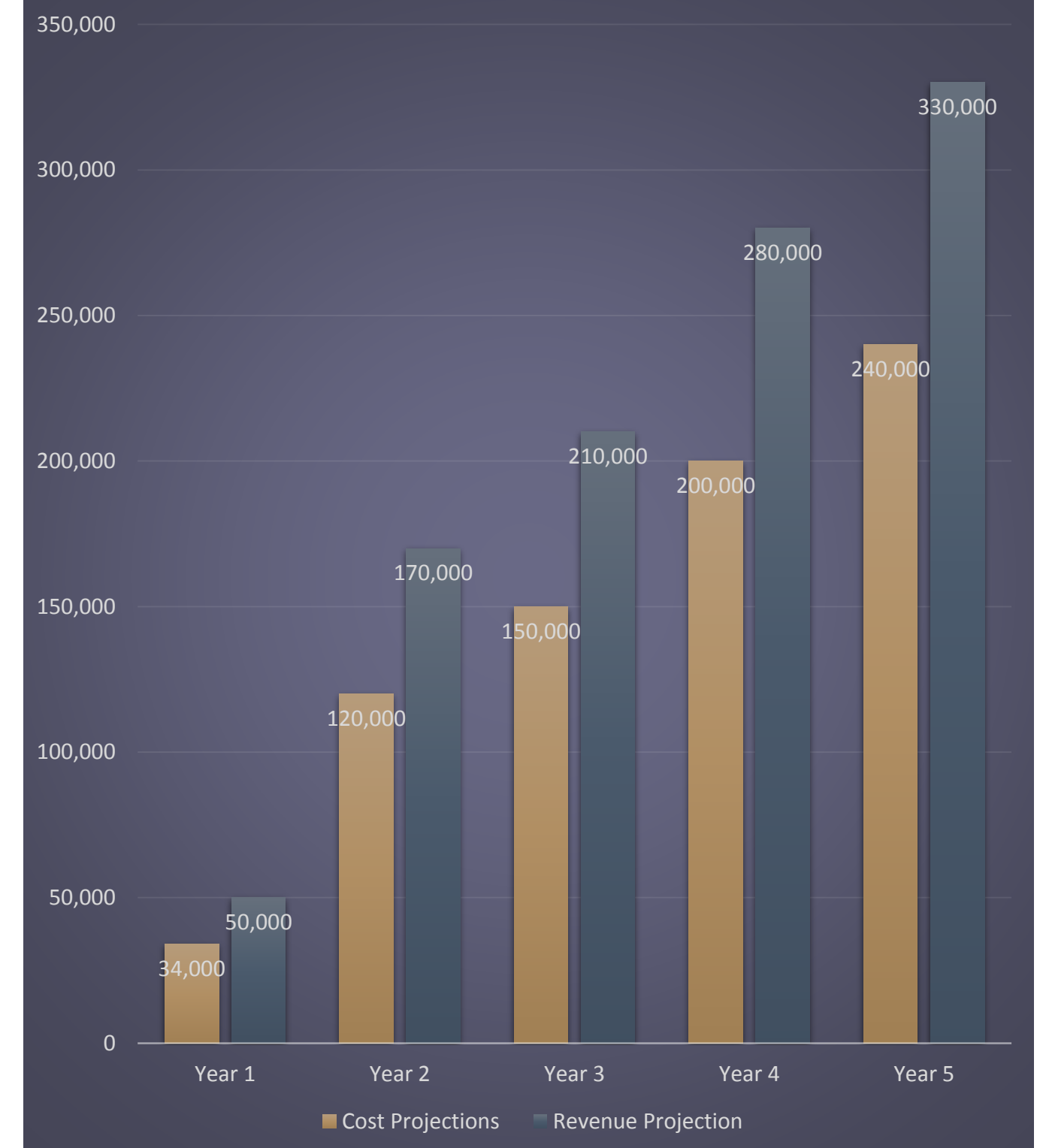
**Location: SeaTac**

**Vision: Provide innovative services and make a positive impact in society**

Tech Advisory	Tech Solutions	Training
<ul style="list-style-type: none"> <li>• IT strategy alignment</li> <li>• Infrastructure/enterprise architecture</li> <li>• Data analytics</li> <li>• Cloud/Mobile technology</li> <li>• Cybersecurity</li> </ul>	<ul style="list-style-type: none"> <li>• Software development</li> <li>• Technical support</li> <li>• Cybersecurity</li> </ul>	<ul style="list-style-type: none"> <li>• Employee training</li> <li>• Technology courses</li> <li>• Security/risk awareness</li> </ul>



## FINANCIAL PROJECTION



## TARGET INDUSTRIES

Food and Beverage

Media and Entertainment

Financial Services

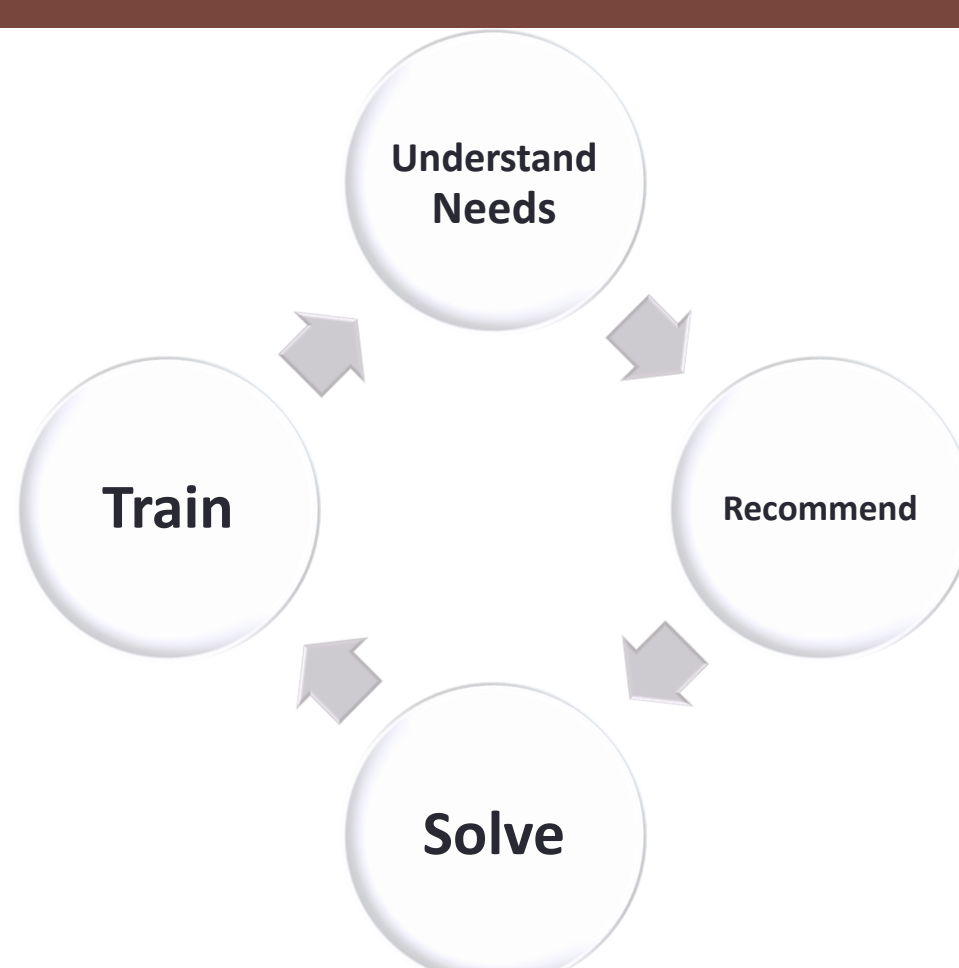
Healthcare

Real Estate

Research and Development

Entrepreneurs and Startups

## STRATEGY



## COMPETITIVE ADVANTAGE

Expertise

Value to Customers

Long-term Relationship Building