

Nora Carr
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ENT210

Elevator Pitch

Hello and good afternoon. My name is Nora Carr and I am a Senior graphic design major and PR minor at QU. The world of technology has been a part of my life ever since I was little. It is even more so due to the programs, software, and devices graphic designers use. In today's world it can be difficult to find a technology repair service that is up to date with the newest software. It is also challenge to find a company that can provide services to residential, business, and corporate environments. Lastly, it can be difficult to distinguish which certifications the business holds. NRC Technology Services will solve these problems by offering a team of professionals that is passionate and up to date on all platforms and software. We are also able to work in any environment whether it's at your home, in the office, or at an arena. NRC Technology Services offer technicians that are certified in CompTIA A+, CompTIA Server+, ACMT, BICSI, and CCT.

Our customer segments will be between two different groups. Our first will be people within the ages of 45-65 who live in a residential or suburban area and have been in the work force for some time. Our second segment will include individuals that are between the ages of 25-40 and can be found in cities and residential areas. Our early adopters will range from companies that offer tech repair certifications like Apple and Cisco to small business insurance. People like these would be ideal because they use and are familiar with technology, have an established reputation, and strive towards meeting their customers needs. What makes up NRC Technology Services' unique value proposition? Our technicians are always open to listen to our customers and learn new material. We also believe in giving back to the community and will be doing so by donating to the local pet shelters and food pantry's in the area. At NRC Technology Services we are not just a group of people, we are a family. NRC Technology Services is simply your one stop location for all things tech!

Thank you for your time.