Mob Mentality

46 Enderoth Drive

Clarke Street

Bromley, BR01 2AB

**Company Needs:**  Mob Mentality is a new start-up personal mobile sales company who sell Mobile and emerging technologies that are seen as too difficult to get hold of such as the [New Ring Clock](http://www.ringclock.net/), [Foldable Phones](http://www.computerworld.com/s/article/9240697/Samsung_shows_off_foldable_phone_that_changes_color), [GlucoM Writstband](http://www.designbuzz.com/glucom-writstband-med-gadget-becomes-fashion-accessory-for-trendy-users/), 3d printers and other [luxury goods](http://www.gushmagazine.com/category/Toys) and Techy Toys. They are new to the market but have every intention of using their advertising to promote the company. There are 2 parts to the company the selling of products and the manufacture and production of bespoke products, both these sections of the company need computers to manage the process and functions, one to deal with day to day business needs, Website (Unit 12, 24 and 26), Spreadsheet (Unit 19), Database (Unit 23) and Graphics (Unit 27) with the possible intention of managing large amounts of data (Unit 39). They will need 5 of these for Business purposes, 2 for the shop floor and 3 for the offices.

The secondary purpose of the company is the make 3D products, cases, devices, customised by the company for the customer’s needs including the use of packages like Maya, 3DS Max, ZBrush and 3D printing. For this they will need a higher level specification machine. They will require 3 of these.

**Needs 1 – Associated purpose**

* + Database - Configuring customer files, telephone queries, customised searches.
  + Spreadsheet – Invoices, sorts, filters, Pivot analysis, charts.
  + Word processing – Reports, letters, mail-merges, low level DTP.
  + File sharing – access to materials, templates, customer details and orders.
  + Management – accessing big data, overall analysis, product ordering, customer sales forecasting, predictive modelling.
  + Website – displaying products, managing sales, preparing orders, responding to support.
  + Graphics – preparing materials, customising graphics, making web materials, editing photographs.

**Needs 1** - **Specifications -** Standard machine with upgrade potential for managing daily business functions.

* Hardware
  + 5 Base units with flat screen Monitors keyboards and mice.
  + Motherboards Intel with standard Intel CPU
  + Graphics Card of some kind for website and low level graphics management
  + Sound Card for website and advertising playback
  + Memory DDR2 or above 4gb.
  + Hard Drive Internal – 500gb minimum
  + Network Cards for networking.
  + DVD-RW’s on all machines.
  + 4 Spare USB sockets.
  + 2 Spare internal SATA connectors.
  + Internal card reader.
  + Monitor 19” – 1200-720 minimum resolution.
  + Printers – 1 Laser for Shop invoices, 1 Colour Laser for office.
  + Scanner – 600DPI for Office work.
  + 1 Network Router with Wi-Fi.
* Software
  + Windows 8
  + Office Suite on all 5 machines
  + Microsoft client
  + Photoshop, Flash and Illustrator.
  + Reliable Virus Checker and Firewall.

**Needs 2 – Associated purpose**

* + Printing – 2D designs in Colour, 3D products customised by customers.
  + 3D Modelling – Maya, ZBrush and 3DS Max modelling and manipulation, possible Rigging and animation for logos and design work.
  + Nuke – Graphic light shading and rendering.
  + File sharing – access to materials, templates, designs, customer details and orders.
  + Management – accessing big data files, customised product designs, model folders.
  + Website – displaying products, gallery, showcase for products, customised webpage for customer product choices.
  + Graphics – preparing materials, customising graphics, making models, editing photographs, rigging and animation.

**Needs 2 – Specifications -** Advanced Graphics Manipulation Setup for designing, making and printing products based on Customer suggestions.

* Hardware
  + 2 P3.2 or above Intel Motherboards
  + 8gb DDR3 Memory.
  + 1gb Graphics Card, Radeon, Nvidia comparable for high level graphics manipulation.
  + Sound Card for website and advertising playback
  + Hard Drive Internal – 1tb minimum
  + SSD 256GB internal
  + Network Cards for networking.
  + DVD-RW’s on all machines.
  + 4 Spare USB sockets.
  + 2 Spare internal SATA connectors.
  + Internal card reader.
  + Monitor 22” – 1800-1200 minimum resolution.
  + Printers – 1 Colour Laser.
  + 2 3D printer, one low level, one higher capacity.
  + Scanner – 1200DPI for Office work.
  + 1 Network Router with Wi-Fi.
  + 3 Graphics Tablets, 600Dpi resolution r above, at least 11”.
* Software
  + Windows 8
  + 2 Office Suite
  + 2 Full Adobe Suite
  + 2 Maya
  + 2 3DS Max
  + 2 Autocad Lite
  + 2 ZBrush
  + 2 Nuke
* 3rd Machine
  + Apple G5
  + 8gb Memory.
  + 1gb Graphics Card, Radeon, Nvidia comparable for high level graphics manipulation.
  + Sound Card for website and advertising playback
  + Hard Drive Internal – 1tb minimum
  + SSD 256GB internal
  + Network Cards for networking.
  + DVD-RW’s.
  + 4 Spare USB sockets.
  + 2 Spare internal SATA connectors.
  + Internal card reader.
  + Monitor 24” – 1800-1200 minimum resolution.
  + 2 3D printer, one low level, one higher capacity.
  + Scanner – 1200DPI for Office work.
* Software
  + Snow Leopard
  + Office Suite
  + 1 Full Adobe Suite
  + 1 Maya
  + 1 3DS Max
  + 1 Autocad Lite
  + 1 ZBrush
  + 1 Nuke

Budget for the office machines including software is £7000, Mob mentality would prefer to go under the budget to spend the extra on the three advanced machines.

Budget for the 3 better machines is £8000, there is some leeway if the other machines are under budget.

Enda Roth, Sales team, Mob Mentality.