





iDonovan.com, Inc: Talking Points Regarding Strategic Direction and Technology Implementation

Edgardo Donovan
Touro University International
MKT 599 – Strategic Management
Dr. Charul Shah
Module 4 – Session Long Project
Monday, March 6, 2006

.....

iDonovan.com, Inc: Talking Points Regarding Strategic Direction and Technology

Implementation



Ex.1 – iDonovan Logo (iDonovan.com)

•
•
•
•
•
•
•



Choose A Country

United States

Go

Home

The iDonovan Concept

JOB SEEKERS

RES./CV DIST.

JOB BANK

POST RESUME/CV

RESUME/CV EDITING

RECRUITERS?

OUR RECRUITERS

MESSAGE BOARDS

iDonovan's mission is to serve the needs of today's proactive workforce. Our clients see the free-market nature of today's labor market as a means towards professional growth. By leveraging the speed and network capability of the web iDonovan.com can help you build the relationships within the career industry you need to get ahead in today's lightning fast global economy.



Ex.2 – Mission Statement (iDonovan.com)

iDonovan.com will create the first worldwide resume distribution solution network offering a variety of distribution techniques. The company's unique content will showcase the products, events, and services associated with resume distribution programming. The iDonovan.com channel will cater to a global audience to build a synergistic online solutions community for various employers and business professionals. Company revenues will be generated from integrated resume distribution content management, E-commerce commission fees, and online access to employer data. The company will develop and market its own branded web-based service.

The technology vision of the iDonovan.com is to provide a technology-rich environment that maximizes the collaborative potential among all global customers. The organization has identified the following technology goals to be addressed on an ongoing basis:

- Continue systematic business-wide strategic planning of information resources and technologies that include all employees, engineers, administrators, and staff.
- Develop high levels of technological competence world wide with new technology releases and web development.
- Provide access to information technologies and provide the support and experience needed in a range of technology applications and environments
- Infuse technology into all phases of sales, marketing, research, and service and develop new models, tools, and strategies of instruction based on the latest technologies.
- Provide business partners, staff, and other community partners with online collaborative environments.
- Is the web design pleasing to the eye, or is it an overwhelming mish-mash of flashy graphics, unattractive fonts, and gratuitous animations? We have created a user-friendly environment where each one can browse among the various subjects depending upon their tastes and choices. To make it more convenient and easy we had used simple user interface with less graphics so that each page should load in a less amount of time.
- Users who know nothing about your business should be able to make their way throughout your site with relative ease. Is it easy to get to different sections of the site or does it seem like you have to jump through hoops to find information? As a general rule it should take no more than five clicks for you to find what you're looking for.

and can be deployed cost-effectively. Windows developers are easy to find and the system is easy to manage making remote administration less of a problem.

- Constructing an effective web site requires a stable web server. Windows 2000 Advanced Server with Windows 2000 Operating System is going to play a major role in terms of database delivery and content management.
- The issue of hardware is closely tied to the choice of operating system. We will choose PC hardware support with the above-mentioned operating system. Windows 2000 might be the most suitable platform. A good PC server system can be bought from vendors like Compaq, IBM or Dell for around \$3,000.
- We will implement Internet Information Server (IIS). Internet Information Server (IIS) is Microsoft's Web server. It is included with the Windows 2000 Server operating system. Any third-party web site product that runs on Windows will support this server. We will build our solutions with Microsoft's software development toolkit.
- To provide a stable and smooth running technology environment we will monitor our system with the latest data monitoring agents which will work around the clock.
- We will give our Engineers a periodic-based training to improve scalability, performance, fast access , etc.

iDonovan.com will create the first worldwide resume distribution solution network offering a variety of distribution techniques. The company's unique content will showcase the products, events, and services associated with resume distribution programming. The iDonovan.com channel will cater to a global audience to build a synergistic online solutions community for various employers and business professionals. Company revenues will be generated from integrated resume distribution content management, E-commerce commission fees, and online access to employer data. The company will develop and market its own branded web-based service.



BIBLIOGRAPHY

I. Works Cited

- iDonovan.com. [iDonovan Logo](#) iDonovan.com, 2006.
- iDonovan.com. [Strategic Objectives](#) iDonovan.com, 2006.
- iDonovan.com. [Mission Statement](#) iDonovan.com, 2006.
- iDonovan.com. [Revenue Sources](#) iDonovan.com, 2006.
- Birnbaum, Bill. [Mission Statement Fundamentals](#). BirnbaumAssociates.com, 2006

II. Works Consulted

- iDonovan.com. [iDonovan Logo](#) iDonovan.com, 2006.
- iDonovan.com. [Strategic Objectives](#) iDonovan.com, 2006.
- iDonovan.com. [Mission Statement](#) iDonovan.com, 2006.
- iDonovan.com. [Revenue Sources](#) iDonovan.com, 2006.
- Kotelnikov, Vadim. [Ten Major Strategic Management Schools: A Comparative Analysis](#). 1000ventures.com, 2006.
- Grant, Lorrie. [Wal-Mart doesn't plan to toy much with prices ; Last year's cuts hurt other retailers and left giant thinking it slashed too much](#). USA Today, 2004.
- Foust, Dean. [Things Go Better With...Juice; Coke's new CEO will have to move quickly to catch up in noncarbonated drinks](#). Business Week, 2004.
- Brady, Diane. [A Thousand And One Noshes: How Pepsi deftly adapts products to changing consumer tastes](#). Business Week, 2004.
- NASA. [Logo](#) NASA.gov, 2006
- Schurz Communications. [Logo](#) Schurz.com, 2006
- Sloan, Alfred. [My Years at General Motors](#). Doubleday, 1963
- Grove, Andy. [Only the Paranoid Survive](#). Simon and Schuster, 1995
- Gates, Bill. [Business at the Speed of Thought](#). Warner Books, 1999
- Wallace, James – Erickson, Jim. [Hard Drive – Bill Gates and the Making of the Microsoft Empire](#). Harper Collins, 1993

Cobbold, Ian – Lawrie, Gavin – Issa, Khalil. Designing a strategic management system using the third-generation balanced scorecard: A case study. International Journal of Productivity and Performance Management, 2004

Rangan, Kasturi. Lofty Missions, Down-to-Earth Plans. Harvard Business Review, 2004

Mintzberg, Henry. The fall and rise of strategic planning. Harvard Business Review, 1994

Dess, Gregory. Strategic Management. McGraw-Hill, 2005

NASA. Strategic Management Process. NASA.gov, 2006

Schurz Publications. Strategic Goals. Schurz.com, 2006

Ries, Al – Trout, Jack. Marketing Warfare. Bantam Books, 1978

NASA. Dryden's Mission Statement. NASA.gov, 2006

Rangan, Kasturi. Case Study of Writing Business Objectives: Wiping Up the Credit. Harvard Business Review, 2004

Birnbaum, Bill. Mission Statement Fundamentals. BirnbaumAssociates.com, 2006

Donovan, Edgardo. Full-Life-Cycle Web Presence Management. EddieDonovan.com, 2006

Donovan, Edgardo. Front End Web Development Process. EddieDonovan.com, 2006

Dell, Michael. Direct from Dell. Harper Business, 1999

Edgar Online. I-Metrix. Edgar.com, 2006