

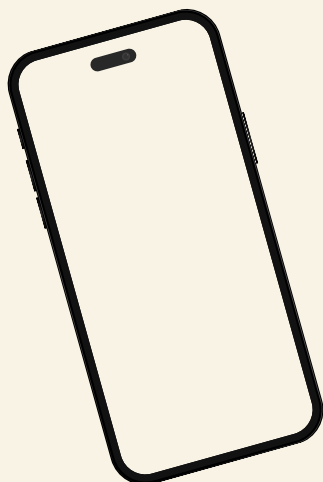
# QUICK FIX PHONE SCREENS

Fast fixes. Zero hassle

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Presented by:

Maxine Crittenden



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# EXECUTIVE SUMMARY

Give a brief explanation for the page

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## MISSION

To provide fast, affordable, and reliable phone screen repairs so customers can stay connected without long wait times or high costs.

## VISION

To become the most trusted and convenient same-day phone repair service in the local area and beyond.

## THE PRODUCT

QuickFix Phone Screens offers same-day smartphone screen repair services using high-quality replacement parts. The business also sells accessories such as screen protectors, phone cases, and charging cables.

## THE LEADERSHIP

QuickFix is currently operated by the founder, who manages repairs, customer service, and daily business operations. As the business grows, additional technicians and staff will be added to support increased demand.

## THE OVERALL INDUSTRY

The phone repair industry is highly competitive, with many customers relying on quick and affordable solutions for damaged devices. As smartphones continue to be essential for everyday life, demand for fast repair services continues to grow.

## THE COMPETITORS

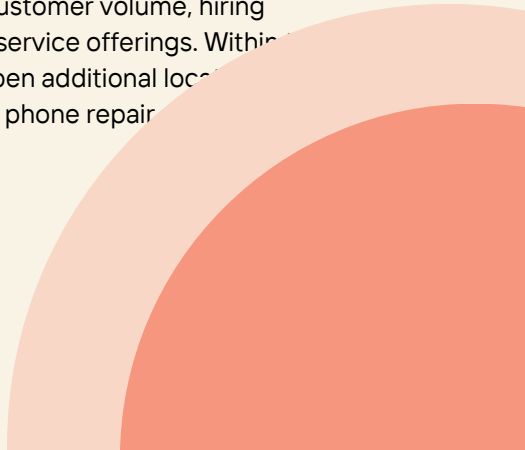
QuickFix competes with large chains like uBreakiFix, CPR Cell Phone Repair, and local mall kiosks. While these businesses offer similar services, QuickFix stands out by focusing on faster same-day service, fair pricing, and a more personal customer experience.

## THE FINANCIAL STATUS

QuickFix is a startup business that requires initial funding for tools, replacement parts, rent, and marketing. Revenue will come primarily from screen repairs, with additional income from accessory sales and optional fast-service fees.

## FUTURE PLANS

QuickFix plans to grow by increasing customer volume, hiring additional technicians, and expanding service offerings. Within the next few years, the business aims to open additional locations and become a recognized, trusted name in phone repair.



## **PROBLEM AND COMPETITION**

People often crack their phone screens, which makes their phones harder to use and disrupts daily life. Most repair options are either too expensive or take too long, leaving customers frustrated and stuck with damaged devices when they rely on them for school, work, and communication. QuickFix Phone Screens competes with businesses like uBreakiFix, CPR Cell Phone Repair, and local mall kiosks. While these companies offer similar services, they can be costly or inconsistent in quality. QuickFix stands out by providing same-day repairs, fair prices, and a simple, trustworthy customer experience.

## **MARKETING AND MORALS**

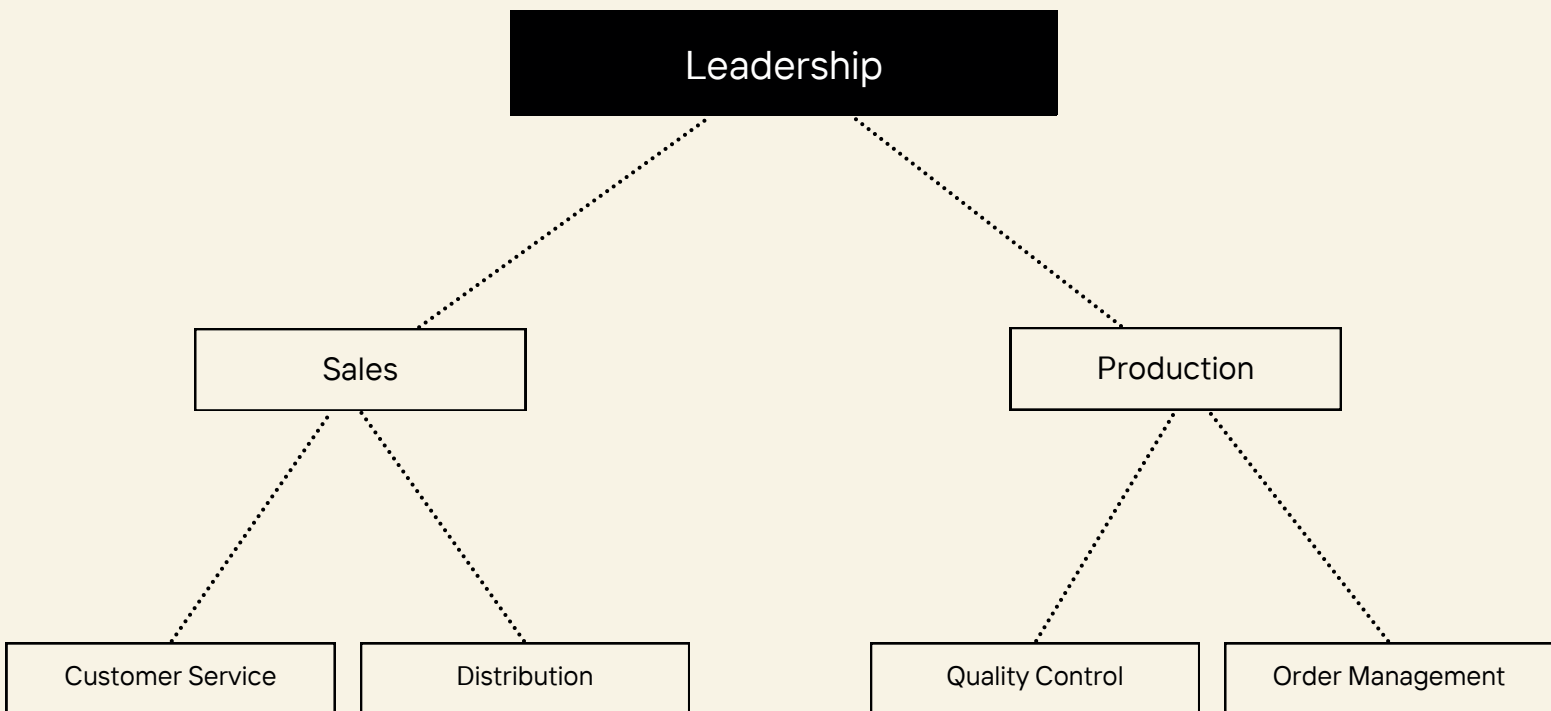
QuickFix Phone Screens will promote its business through TikTok, Instagram, and Facebook by posting repair videos, customer reviews, and special offers. It will also use Google Maps, school partnerships, flyers, and referral discounts to attract local customers. The business is built on honesty, fair pricing, and high-quality repairs using reliable parts. QuickFix focuses on fast service while still making sure every customer gets trustworthy and dependable work.

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# THE ORGANIZATION

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## MAP OF ORGANIZATION



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# BUSINESS DESCRIPTION

Give a brief explanation for the page

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## GOALS AND OBJECTIVES

QuickFix Phone Screens aims to successfully launch and establish a strong local presence by offering fast, reliable same-day phone screen repairs. The business's goal is to complete a steady number of repairs each month while building a loyal customer base through high-quality service and strong online reviews. It also aims to expand by hiring additional technicians to improve efficiency and reduce wait times for customers. Over time, QuickFix plans to open additional locations and increase service offerings, such as battery replacements and other device repairs. The long-term goal is to become a trusted and well-known phone repair brand recognized for speed, affordability, and quality service.

## BUSINESS CONCEPTS

QuickFix Phone Screens is a phone repair service that specializes in fast, affordable, and reliable same-day screen repairs. The business is designed to solve the common problem of cracked or damaged phone screens that are expensive and take too long to fix. Customers can walk in and get their phones repaired quickly using high-quality replacement parts at a fair price. QuickFix focuses on convenience, trust, and speed, making it easy for people to stay connected without long delays. In addition to screen repairs, the business also offers accessories like screen protectors, phone cases, and charging cables to add extra value for customers.

QuickFix Phone Screens serves smartphone users who rely heavily on their devices for school, work, and daily communication. The primary target market includes teens and adults ages 14–35 who frequently use their phones and need quick, affordable repairs when accidents happen. These customers are typically students, young professionals, and busy individuals who cannot go long without their phones. They are usually budget-conscious and prefer repairing their device rather than paying for a full replacement.

Most customers are located in the local area and are looking for convenient, same-day repair services that fit into their busy schedules. They value speed, reliability, and fair pricing when choosing a repair service. Many also look at online reviews and social media before deciding where to go, making digital presence very important. Since cracked phone screens are a common issue, this market provides a consistent and growing demand for QuickFix services.

## PROBLEM STATEMENT

Many people crack or damage their phone screens, which makes their devices difficult to use and disrupts their daily routines. Because smartphones are essential for communication, school, work, and social life, even a small crack can quickly become a major inconvenience. However, most repair services are either too expensive or take too long, forcing customers to wait days or avoid fixing their phones altogether. This leaves people frustrated and stuck using damaged devices that slow them down and reduce productivity. There is a clear need for a fast, affordable, and reliable repair service that can fix phone screens quickly and get customers back to their normal lives.

## COMPETITION ANALYSIS

QuickFix Phone Screens competes with large chains like uBreakiFix and CPR Cell Phone Repair, as well as local mall kiosks and small repair shops. Big chains are trusted but can be more expensive and slower due to appointments, while kiosks are fast but sometimes inconsistent in quality. Some people also avoid repairs altogether or buy new phones, which is indirect competition. QuickFix stands out by offering fast same-day service, fair pricing, and reliable, high-quality repairs.

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# PRODUCTS & SERVICES

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## **DESCRIPTION:**

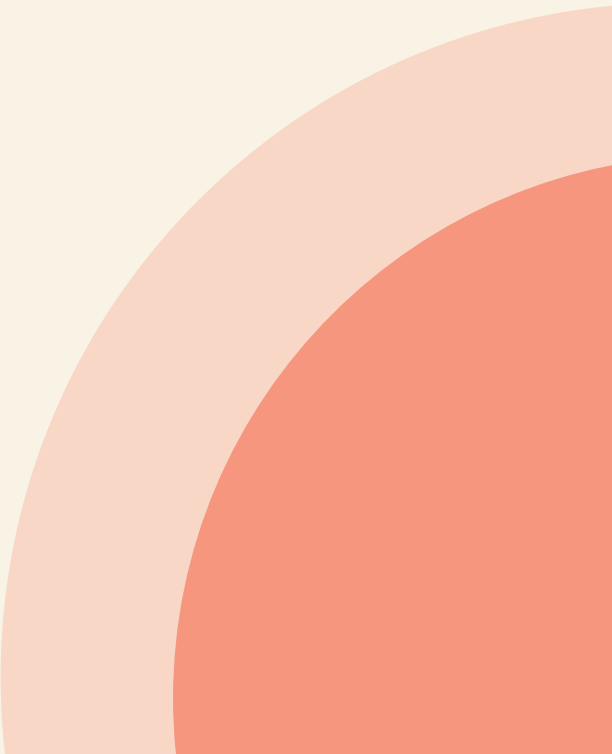
QuickFix Phone Screens provides professional repair services for cracked or damaged smartphone screens. Customers can walk in and have their screen replaced the same day using high-quality replacement parts. This service is the main focus of the business and is designed to be fast and convenient for everyday phone users.

## **UNIQUE VALUE:**

The main advantage is same-day service with reliable parts and no long wait times or complicated appointment systems. Customers get quick, trustworthy repairs that let them get back to using their phone immediately.

## **PRICING:**

Screen repairs range from \$60 to \$150 depending on the phone model and type of screen needed.



FLYER



**QUICK FIX**  
**PHONE SCREENS**

**FAST PHONE REPAIR!**  
*Cracked Screen? We Fix It Fast!*

✓ **Screen Replacements**      ✓ **While You Wait!**  
⌚ **FAST SERVICE!**      ✓ **All Models & Brands!**  
💰 **LOW PRICES!**      ⚙️ **EXPERT TECHS!**

**WALK-INS WELCOME!**

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# MARKET PLAN

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## BRAND STYLE

The Quick Fix Phone Screens brand embodies speed, precision, and trust. Its style is bold and modern, combining vibrant reds and blues with metallic accents to convey energy and professionalism. Clean, geometric lines and dynamic motion graphics reflect the brand's promise of fast, flawless repairs. Typography is strong and straightforward, emphasizing clarity and confidence. Every visual element—from glowing screens to crisp icons—reinforces the message that Quick Fix delivers expert service with cutting-edge efficiency. The overall look is sleek, high-tech, and approachable, inspiring customers to feel assured their devices will be restored in record time.

## PROMOTION STRATEGIES

A strong promotional strategy paragraph for Quick Fix Phone Screens should highlight energy, trust, and convenience in a way that feels modern and attention-grabbing. The brand promotes itself through fast service, bold visuals, and a clear promise: cracked screens fixed quickly and affordably. By combining eye-catching social media content, limited-time deals, and strong community presence, the business positions itself as the go-to repair spot in the neighborhood. Every promotion reinforces the same message—Quick Fix is fast, reliable, and always ready to help—making it easy for customers to remember and even easier for them to choose.

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# PROMOTIONING EVENTS

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# POSTER EXPLANATION

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## INFORMATION

The Quick Fix Phone Screens Poster Collection is a vibrant showcase of energy, professionalism, and community connection. Each design was crafted to instantly catch the eye and communicate the brand's promise of fast, reliable phone repair. The posters use a bold color palette of electric blues, fiery reds, and bright yellows—colors that symbolize urgency, confidence, and trust. Metallic accents and dynamic lighting effects give the visuals a high-tech edge, reflecting the precision and speed of modern phone repair services. The typography is intentionally strong and layered, with 3D lettering that leaps off the page to emphasize key phrases like “Fix-It Fast Friday” and “Cracked Screen Amnesty Day.” These headlines are supported by short, punchy subtext and checkmarked bullet points that make the offers clear and easy to read from a distance.

Each poster tells its own story while maintaining a unified brand identity. The Fix-It Fast Friday design focuses on speed and convenience, using motion lines and glowing screens to symbolize instant results. The Cracked Screen Amnesty Day poster plays with texture and contrast—cracked glass patterns and bright yellow highlights—to evoke transformation and renewal. The Back-to-School Device Check poster introduces a youthful, academic vibe with school supplies and clean blue tones, appealing to students and families. The Community Pop-Up Repair Day design brings warmth and approachability, featuring outdoor imagery and friendly slogans that emphasize local service. Finally, the Tech Tune-Up Day poster leans into a futuristic aesthetic, with metallic gradients and digital icons that represent maintenance, power, and longevity.

Together, these posters form a cohesive campaign that balances excitement with clarity. They're designed not just to advertise events, but to build recognition and trust—turning Quick Fix into a familiar, dependable name in the community. The combination of bold visuals, concise messaging, and consistent branding ensures that every passerby instantly understands what Quick Fix stands for: fast service, expert care, and a commitment to keeping every device running like new.

## LOCATIONS AND SET UP

Quick Fix Phone Screens operates from a small, high-visibility retail space designed for fast service and easy customer flow. The ideal location is a busy area with steady foot traffic—such as near schools, barbershops, convenience stores, or local shopping centers—so customers can drop in without planning ahead. The shop layout is simple and efficient: the front area includes a clean customer counter, a display of accessories, and a waiting space for quick repairs. Behind the counter is the main repair station, equipped with organized tool racks, a heat plate, lighting, replacement screens, adhesives, and diagnostic tools.

The setup is built around speed and clarity. Customers enter, check in at the counter, and technicians immediately begin diagnostics while the customer waits or shops nearby. All tools and parts are arranged for quick access, reducing repair time and keeping the workspace clean. The environment is bright, modern, and professional, reinforcing the brand's identity as a fast, trustworthy repair service. This simple, compact setup allows Quick Fix to operate efficiently, handle walk-ins smoothly, and maintain the fast-turnaround reputation that defines the business.

## SUPPLYS AND EQUIPMENT

Quick Fix Phone Screens relies on a well-organized set of tools and supplies to deliver fast, consistent, and high-quality repairs. The equipment is chosen to support safe handling of devices, accurate diagnostics, and efficient screen replacement. The main repair station includes essential hand tools such as precision screwdrivers, tweezers, soft pry tools, and suction cups designed specifically for opening modern smartphones without causing damage. A small heat pad or warming surface is used to gently loosen adhesive on screens, making repairs smoother and reducing the risk of cracking during removal.

The shop keeps a steady inventory of replacement screens for popular phone models, along with adhesives, cleaning cloths, microfiber wipes, and protective films. Diagnostic tools—like battery health testers and simple software-based check tools—help technicians quickly identify issues before beginning repairs. To maintain a clean and safe workspace, the shop uses isopropyl cleaning wipes, anti-static mats, and organized storage bins for parts and screws.

In the front area, the business stocks accessories such as screen protectors, cases, and charging cables, which not only support customers but also provide an additional revenue stream. All supplies are restocked weekly to ensure the shop never runs out of high-demand items. This setup keeps the repair process smooth, minimizes downtime, and supports the brand's promise of fast, reliable service.

## DAILY OPERATIONS

Each day at Quick Fix Phone Screens begins with technicians setting up their workstations, checking tools, and reviewing inventory to make sure all common parts are stocked and ready. The shop operates mainly on a walk-in basis, so staff greet customers quickly, perform a brief diagnostic check, and give a clear repair time and price before starting. Most repairs are completed within 20–45 minutes, keeping the workflow fast and efficient. Throughout the day, technicians follow consistent repair steps, update inventory as parts are used, and maintain a clean, organized workspace. Customer service stays at the center of operations—staff communicate clearly, answer questions, and encourage feedback. At closing, the team cleans the shop, resets tools, updates logs, and prepares for the next day to ensure smooth, reliable service.

# MANAGEMENT AND ORGANIZATION

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Quick Fix Phone Screens is structured to operate smoothly with a small, efficient team focused on fast service and strong customer relationships. The business is led by an Owner/Manager who oversees daily operations, handles scheduling, manages inventory, and ensures that repair standards stay consistent. This role also includes supervising staff, maintaining customer satisfaction, and making decisions about marketing, pricing, and partnerships.

Under the Owner/Manager, the shop includes one to two Repair Technicians responsible for completing device diagnostics, performing screen repairs, installing accessories, and maintaining a clean, organized workspace. Technicians follow standardized repair procedures to ensure quality and speed. They also assist with customer intake, explaining repair needs in simple terms and providing accurate time estimates.

A Customer Service Assistant may support the front counter during busy hours. This role focuses on greeting customers, checking in devices, handling payments, updating repair logs, and promoting accessories such as cases and screen protectors. Even in a small shop, this position helps keep the workflow smooth and reduces wait times.

Communication within the team is simple and direct. Daily check-ins ensure everyone understands the repair queue, inventory needs, and any special tasks for the day. The organization is intentionally lean, allowing the business to stay flexible, reduce overhead costs, and maintain the fast-turnaround reputation that defines the Quick Fix brand.

# FINANCES

Item	Amount
Repair tools & equipment	\$3,000.00
Initial screen inventory	\$5,000.00
Store setup / workspace	\$1,500.00
Permits and licenses	\$500.00
Marketing launch	\$1,500.00
Legal / misc. fees	\$500.00
Inventory restocking	\$4,000.00
Supplies	\$2,400.00
Advertising	\$6,000.00
Rent/lease	\$9,600.00
Insurance (annual)	\$1,800.00
Utilities / phone	\$1,200.00
Maintenance / repairs	\$1,000.00
Taxes	\$3,000.00

Category	Amount
Selling Price per Repair	\$120.00
Cost per Repair	\$50.00
<b>Profit per Repair</b>	<b>\$70.00</b>
Estimated Repairs (Year 1)	1,200

<b>Year</b>	<b>Income</b>
Year 1	\$144,000.00
Year 2	\$216,000.00
Year 3	\$288,000.00

<b>Year</b>	<b>Profit</b>
Year 1	\$65,000.00
Year 2	\$147,000.00
Year 3	\$219,000.00

# APPENDICES

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