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Laptop Research Proposal for Work from Home Initiative

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CORPORATE INC.

Date: February 12, 2020

To: The Managers of Corporate Inc.

From: Jessica Vega

CC: IT Department Head Sagiv Lapkin

Subject: Laptop Research Proposal for Work from Home Initiative

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Purpose:

The primary purpose of this research proposal is to outline the testing and research methods that will be applied when choosing a brand of laptop. Through this project, Ms. Jessica Vega and Mr. Sagiv Lapkin will evaluate which brand of laptop will meet the needs of the company, as the company begins our Work from Home Initiative (WFH).

Introduction:

In January 2020 cases of COVID-19 started appearing within the United States. Due to this contagious illness, Ms. Danielle Zarfati, CEO of Corporate Inc. has announced an emergency Work from Home Initiative (WFH) to allow employees to continue to work through quarantine. This WFH strategy shall be effective on April 16, 2020. Through this initiative, Corporate Inc. will continue to operate as close to normal business parameters as possible until quarantine is lifted. In the event that business has to be suspended, Corporate Inc. may lose significant profits and overall consumer confidence. According to the research article, “The impact of COVID-19 on small business outcomes and expectations (Bartik, 2020),” 43% of small businesses have temporarily closed as a result of the virus. Thus, for our business to remain open, we will need to shift our presence from physical to virtual.

As of February 12, 2020, Corporate Inc. does not have the technology (i.e. laptops) to allow employees to work from home. All one hundred employees conduct their work in the Corporate Inc. office located at 123 Office Space Ave. Once quarantine begins, the ability of employees to work at the office location will be rescinded. For employees to continue to work, office approved laptops must be provided.

According to “Laptop Magazine (Tracy, 2020)” Dell, Lenovo, and Microsoft are some of the top brands for 2020. Laptops from these brands are also cited as noteworthy from several different online computer sources (LAPTOP Editors, 2019; Clemons, 2020; Burek, 2020).

Mr. Sagiv Lapkin, our IT department head, has specified that the following three laptops are compatible with the current desktop models that we have at the office:

- XPS 13 Laptop
- Surface Pro 7
- ThinkPad T14

These three laptops will be further examined in order to make sure that they meet the company's requirements. Initial research and testing shall be conducted by Ms. Jessica Vega in coordination with the IT department. The purpose of these tests and research is to effectively decide which laptop model will suit the company's needs and if it would be more economical to purchase or lease the chosen laptops. The final recommendation report will include the results of our research, a recommendation on which laptop would be best, and if it would be more cost-efficient to purchase or lease the selected laptop model.

This research proposal will examine which laptop would be the most viable option in accordance with the following evaluation criteria:

- Processor
- Display
- Battery life
- Cost
- RAM
- Storage
- Operating System
- Performance

Preliminary research will consist of internet research (e.g. the manufacturers' sites, Consumer Reports, etc.). After the initial research is completed, the laptops will be ordered for physical testing. This research and testing methodology will ensure that the most economical and effective laptop is chosen for the company's needs. To conduct the necessary testing and

research of the prospective laptops, Ms. Vega and Mr. Lapkin propose that \$4,292 and 35 days be granted in order to ensure the quality and reliability of the research and tests.

In the following sections, more information is given about the preliminary evaluation, proposed tasks, sources of information, research and testing schedule, budget, summary and the references associated with this proposal.

Preliminary Evaluation:

The XPS 13 Laptop, Surface Pro 7, and ThinkPad T14 models were selected prior to testing and research and were recommended by IT based on current office systems. Additional research is still needed to see which model would best fit with the company regarding costs, overall value, and program specifications based on employee needs.

Though the final evaluation criteria still need to be completed, preliminary research shows the following values for the selected laptops:

Table 1.1 Laptop Specifications

Name	Company	Processor	Display	Battery life (in hours)	RAM	Storage	Operating System
XPS 13 Laptop	Dell	10th Generation Intel® Core™ i5-10210U)	13.3" 1920 x 1080 resolution	12	8 GB, LPDDR3	256 GB SSD	Windows 10 Pro 64-bit
Surface Pro 7	Microsoft	Quad-core 10th Gen Intel® Core™ i5-1035G4 Processor	12.3", 2736 x 1824 resolution	10.5	8 GB, LPDDR4x	256 GB SSD	Windows 10 Pro
ThinkPad T14	Lenovo	10th Generation Intel® Core™ i5-10210U Processor	14.0" 1920 x 1080 resolution	16	8 GB, DDR4	256 GB SSD	Windows 10 Pro 64-bit

Proposed Tasks:

In coordination with Mr. Lapkin we will begin analyzing and assessing the prospective WFH laptops. The tasks for our proposal will be as follows:

- **Task 1: Acquire laptop specifications from Corporate Inc.**

Ms. Vega will interview the managers and employees to see what computer specifications are being used for their office computers and if any special programs need to be included for their WFH laptops. This information will help in creating the final parameters of the laptop evaluation criteria and help decide which of the three laptops will best fit with the company's needs.

- **Task 2: Create finalized research and testing guidelines**

After the employee and manager specifications are noted, Mr. Lapkin and Ms. Vega shall create the final evaluation criteria for the laptops with guidance from the rest of the IT Department. In consultation with Mr. Lapkin, Ms. Vega will draft possible budget costs based on the required laptop specifications.

- **Task 3: Complete preliminary research**

Mr. Lapkin and Ms. Vega will start to assess the brands through research to see if they meet the evaluation criteria as defined by Task 2. Each laptop model will be further analyzed through their respective manufacturer's site. In addition to the information obtained from the respective manufacturer's site, further research shall be conducted through independent and reliable online sources.

- **Task 4: Physically test laptops**

Ms. Vega will order the three chosen models so that they can be examined and tested physically. Once the ordered laptops arrive, Mr. Lapkin and Ms. Vega will begin implementing physical tests of the selected laptops to further assess performance, speed, and battery life.

These scores will be noted and added to the proposal results at the end of testing to help Corporate Inc. decide which laptop will best suit the company's needs and budget. In order to complete this stage of the testing, Mr. Lapkin and Jessica Vega will need approximately \$4,292 so that the prospective laptops can be ordered and examined.

- **Task 5: Obtain costs for bulk ordering and shipping**

Ms. Vega and Mr. Lapkin shall contact the laptop companies and obtain cost figures of leasing and purchasing bulk orders, in addition to shipping information. This information shall be included in the final recommendation report.

- **Task 6: Research Report**

Ms. Vega will compile all the information and studies and submit the finalized research report to Ms. Zarfati.

Sources of Information:

Once we obtain the evaluation criteria from the managers and IT department, we will begin researching laptops within those parameters.

Processor, display, battery life, etc. concerning the quality of the laptops will be researched from the respective products' sites. These sites will include the manufacturers' sites and trustworthy online sources. Additional information shall also be obtained from the consumer reports.

These laptop manufacturers have been chosen based on recommendations from the IT department and the compatibility that they have with Corporate Inc.'s current computer systems.

After the laptops have been analyzed with preliminary research, physical testing will commence. The testing shall be completed by Mr. Lapkin and Ms. Vega and shall include performance, speed, battery life. These tests will confirm which of the three laptops will best fit the needs of our company and our employees.

Schedule:

The following table illustrates the proposed schedule of the laptop research and testing procedure:

Table 1.2 Research Schedule

Task	Dates of Tasks (by Week)						
Task 1: Acquire laptop specifications							
Task 2: Create research and testing guidelines							
Task 3: Complete preliminary research							
Task 4: Physically test laptops							
Task 5: Obtain costs for bulk ordering and shipping							
Task 6: Research Report							
Order							
	Week 1: 02/17 to 02/21	Week 2: 02/24 to 02/28	Week 3: 03/02 to 03/06	Week 4: 03/09 to 03/13	Week 5: 03/16 to 03/20	Week 6: 03/23 to 03/27	Week 7: 03/30 to 04/03
Month	February		March				March / April

Budget:

The table 1.3 is a prospective budget for physical testing based on IT recommendations. The table includes costs based on purchasing or leasing for an individual. Additional leasing terms apply and require further research to see which payment method is the most economical for bulk orders. Table 1.4 illustrates the costs of the research and pay for the work involved.

Table 1.3 Laptop Costs

Laptop	Company	Purchasing Costs Individual (\$)	Leasing Costs Individual (\$)
XPS 13 Laptop	Dell	\$949	\$575
Surface Pro 7	Microsoft	\$1,304	\$47
ThinkPad T14	Lenovo	\$2,039	\$1
Total Amount (\$)		\$4,292	\$623

Table 1.4 Employee Costs

Employee	Hourly Rate	*Estimated Days	Total
Jessica Vega	\$30.00	35	\$1,050
Sagiv Lapkin	\$45.95	35	\$1,608
Total Amount (\$)			\$2,658

*Based on an 8-hour day from Monday through Friday

Summary:

Due to the pandemic, Corporate Inc. will need to equip employees with laptops in order to make sure that the business can continue to operate normally. However, currently Corporate Inc. does not have enough laptops to outfit all employees. Due to the lack of laptops, normal business operations cannot continue while the employees are in quarantine.

In order to achieve this task, CEO Ms. Zarfati has asked Ms. Vega and Mr. Lapkin, to research and test which laptops models will be appropriate for company use and whether to purchase or lease the chosen laptop models. Research will include comparisons of laptop stats and physical testing of the chosen models.

To conduct the necessary testing and evaluation of the prospective laptops Ms. Vega and Mr. Lapkin propose that \$4,292 and 35 days be granted in order to ensure the quality and reliability of the research and tests. The final recommendation report will include which laptop is the best fit for the company and whether it would be more economical to purchase or lease the chosen laptop model.

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