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# Information Technology Plan and Google Adword Project

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**Abstract**

Smart Business (New Zealand) Limited is a small business that provides core business services such as payroll, financial, phone and administration to business's who wish to pursue outsourcing. In addition, Smart offer franchising opportunities to business minded people who wish to set up a unique business.

The Information Technology Plan and Google Adword project is one that has benefited Smart. The "Novel Way" methodology has provided a process where a high quality project has resulted. The organisation has been thoroughly analysed, investigated and summarised to produce strategic goals and Google Adword prototypes that have assisted with the completion of the final IT products. Local IT suppliers assisted with the IT plan in providing relevant information about each unique technological solution.

The overall benefits for Smart include better decision making, more website traffic, better customer satisfaction and support, and more competitive technologies.

**Introduction**

Within this document includes the process and findings of how the Smart project progressed and resulted. There were several steps taken to ensure that both IT products were produced to the highest standard possible. Overall Smart will use the IT products to grow their business with maximising the use of technologies currently available.

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## Methodology

A strategic planning methodology called the “Novel Way” created by the Novel Management Group, Georgia, United States of America. There are six steps that were followed:

Step	Description
Customer Initiation	Defines what the strategic objectives are. A project proposal is constructed.
Vision, mission, and value statements	Smart’s vision, mission and value statements are identified. These are the back bone for the strategic plan.
Organisational assessment	Identifies the external and internal factors of Smart. A SWOT analysis is administered.
Analysis of strategic goal priorities	Strategic goals are identified and prioritised within governance, administrative and financial measures.
Create strategy	A baseline scorecard diagram, strategy maps are designed. Google Adwords are designed. The strategic document is constructed.
Implement the plan	The Google Adwords are displayed within the Google Account and the IT plan is communicated to Smart.

**Table 1: Novel Way Steps**

Table 1: Novel Way Steps discusses the process of creating the information technology plan. The Google

Adwords were analysed, designed, constructed and implemented within this methodology.

## Results

- A decision-making IT plan for future technological investments
- Technologies are analysed in detail and suitable for Smart management.
- Google Adwords have 159 more impressions and are more efficient for Smart.

## Conclusion

Thus can conclude that the Smart project has proven successful for both the project student and the project sponsor. The two IT products will give value to the growth of Smart within 2010 by providing functionality and technologies that will be competitive and current.

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