

Increasing Business-to-Business Interaction In Poway

Prepared for:
Poway Redevelopment Agency

Prepared by:
Jose Hernandez
Jason Huling
Rene Lopez
Rodolfo Puga
Jim Sannebeck



Executive Summary

The Poway Redevelopment Agency is looking to increase interaction between businesses located within the city in order to maintain revenue inside the city. The Poway Redevelopment Agency, along with the Chamber of Commerce, track the types of businesses located within the Business Park, but do not have a full understanding about the amount of communication or interaction the businesses have with one another. Supply chains are not yet clear to the Agency or the Chamber of Commerce, in effect, there is no knowledge of how much purchasing can be done within the city.

Supply chains needed to be identified in order to know how much purchasing was being done by businesses. Upon discovering the needs that these companies have, suppliers can be identified within the city in order to lower the need of ordering supplies elsewhere. The senior experience group obtained information about businesses within the city through online sources and personal interviews. Once a list was established, the businesses were separated into clusters in order to facilitate the identification of the needs of companies and pinpoint possible future transactions. Northern American Industry Classification System (NAICS) codes were also added to the businesses, this will allow the city to classify and quantify economic activity in a more efficient way. The information was inputted into an updated database, which business owners within the city can view and possibly find new suppliers to fulfill their needs. The website was also modified, not only to make it more appealing, but also to facilitate the access to company's contact information.

A new, updated database was created which contains close to 3,000 businesses, as opposed to the previous database, which only contained information for a little over 850 businesses. Along with the new database, a new website design was also implemented. The goal of the updated version of both the database and the website is to increase communication and business interaction from one company to another within the city.

Table of Contents

EXECUTIVE SUMMARY	2
INTRODUCTION	4
METHODOLOGY	5
1. PHASE I: IDENTIFYING BUSINESSES	7
1.1 ONLINE RESEARCH	7
1.2 VISITING BUSINESSES	8
2. PHASE II: LOGGING DATA	9
3. PHASE III: NAICS CODES	9
4. PHASE IV: BUSINESS CLUSTERS	10
5 DATABASE DESIGN	12
5.1 COMPLETE DATABASE	12
5.2 COMPLETE DATABASE: CONDITIONAL FORMATTING	15
5.3 INDUSTRY ORGANIZATION	17
5.4 INDUSTRY ORGANIZATION: CONDITIONAL FORMATTING	18
5.5 OTHER WORKSHEETS	19
6. PHASE V: WEBSITE DESIGN	20
6.1 HOME PAGE	20
6.2 ADVANCED SEARCH.....	20
6.3 BROWSING	20
6.4 SEARCH RESULTS.....	21
6.5 BUSINESS CERTIFICATION / REGULATORY LICENSE	22
6.6 MY ACCOUNT.....	22
7. PHASE VI: COMPANY NEEDS	24
7.1 INDUSTRIAL	24
7.2 FOOD & BEVERAGE	25
7.3 TECH & COMM.	26
7.4 BUSINESS SERVICES.....	28
7.5 HEALTH	29
7.6 CONSUMER PRODUCTS & SERVICES	30
8. LIMITATIONS	31
9. RECOMMENDATIONS	32
9.1 DATABASE.....	32
9.2 SYSCO.....	33
9.3 GENERAL ATOMICS AERONAUTICAL	34
9.4 PALOMAR HOSPITAL.....	35
9.5 GEICO	35
APPENDIX A	37

Introduction

The Poway Redevelopment Agency has previously worked with Cal State San Marcos with other senior experience groups. Tony Winey, the person in charge of overlooking the project with the group, expressed his satisfaction with previous groups and expressed that he looked forward to continue working with other groups and was anxious to see the results this group produced.

Increasing business interaction was the main focus of the project and it was the senior experience group's objective to find ways of making this possible. It was identified that many companies, within the city of Poway, looked outside the city limits to fulfill their needs of supplies to conduct their business. It is beneficial to the city of Poway if the supplies came from within the city limits, since it will increase the interaction between businesses and revenue will be kept within the city. The database that was produced will be a key factor in making this possible. Particularly because the details it provides about companies; it contains information on whom to contact and various means of communication. Such means include various telephone numbers, e-mails and fax numbers.

The website that was produced also facilitates the usage of the site, taking away any reluctance of usage due to the complication it portrayed. With the simplified version, finding information will be an easy and efficient way of sorting through the longer list of businesses that have been added.

Surveying ten percent of each business cluster identified company needs and the group was able to obtain an understanding of how much interaction is actually taking place between the businesses inside the city limits. Recommendations are also made to certain businesses that were interviewed with more detail. Group members had the chance to ask about the businesses' suppliers and received information about the percentage of supplies each company obtained from within the city.

Methodology

In order to accomplish the task, the group used several methods and implemented several phases. The first step was to identify businesses in the city of Poway and to obtain information from the businesses to input into the database. This first phase consisted of gathering information on businesses that have closed or relocated, in addition to depicting new businesses that have opened and obtaining the information on how many employees each company has.

After the information was gathered, it was entered into an Excel sheet that consisted of twenty-two columns with information about the businesses. Information such as the address, the contact person for the company, owner's name, phone number, e-mail addresses and fax numbers, among other information. Online research was used to obtain as much information as possible from the businesses, but more detailed information was obtained by visiting the businesses personally.

Northern American Industry Classification System (NAICS) Codes were then added to the businesses as well. This step consisted of logging in to ReferenceUSA.com or NAICS.com to obtain a six-digit reference number that helps place the businesses into their specific category.

After entering the NAICS codes, the businesses were separated and put into clusters. There were a total of six major industries in which the businesses were placed; business services, consumer products and services, food and beverage, industrial, health or technology and communications. These industries, however, also have subcategories in which they were placed. Let's take business services, for example, its subcategories contain: credit card services, lawyers & attorneys and bank, loans and investments. This step of the process was very important to the project since it immensely simplifies the database for the users and makes it that much easier to navigate. In effect, this will take away the reluctance that users may have toward using the database since everything is broken down in a much more manageable fashion.

The online database includes: the new completed database, key-notes, the six clusters previously mentioned, a section with the new businesses that were identified, deleted businesses, the list from ReferenceUSA.com and a copy of the old database.

Recommendations are to be provided to the Poway Redevelopment Agency at the end of the project. It was agreed upon that ten percent of the companies from each subcategory of each cluster would be good enough to get a fairly educated idea of how the majority of the companies felt about the online database. The questions that were asked were to gain a better understanding of how many companies already conduct business within the city of Poway and to what extent these businesses would be willing to give good use of the database and help increase the number of transactions being performed within the city. It was evident that many businesses were willing to use the database and that many were even willing to provide discounts to other businesses that used the database to find their company.

1. Phase I: Identifying Businesses

Two options were available to help identify businesses for the database. The first was obtaining as much information about the businesses as possible by doing online research using Google Maps, YellowPages.com, and Google Earth. The second form was by visiting the businesses in person to both verify their existence and make a note of any new businesses that were not found by using the techniques previously mentioned.

1.1 Online Research

The businesses along Pomerado Road and Poway were the main businesses to focus on. Using Google Maps as a reference, three sections were made. The following information was needed: Business Name, Address, City & Zip, Contact, Title, E-mail, Phone, Fax, Pres/CEO/Owner, M/F, Title, E-mail Addresses, Website, NAICS, Business, Type of Business, and EMP (Number of Employees) adding to a total of 17 categories, as represented in Figure 1.

Figure 1: Old Template of Database: Part I

BUSINESS NAME	ADDRESS	CITY & ZIP	CONTACT	TITLE	E-MAIL	PHONE	FAX
A-1 Prestige Plumbing Inc	13200 Kirkham Way #115	<i>City, State & ZIP</i> Poway, CA 92064	<i>Main contact with city</i> James Thiry	Owner/Pres/CEO	a1prestige@sbcglobal.net	858-748-3448	858-748-4489
BUSINESS NAME	ADDRESS	CITY & ZIP	CONTACT	TITLE	E-MAIL	PHONE	FAX
99 Cent Only Store	12369 Poway Road	Poway, Ca, 92064	Erica Lara	Manager	none	858-679-7490	none
Advantage Automotive Center Inc.	12255 Poway Rd	Poway, Ca, 92064	Eric Charlesbois	President	sales@advantageautomotivecenter.com	858-668-1800	858-668-1881
Afterglow Tan & Spa	12234 Poway Rd #200	Poway, Ca, 92064	David Lewis	Sales Associate	none	858-513-7600	none
Antonio's Autocare Auto Repair	12365 Poway Rd	Poway, Ca, 92064	Antonio	Owner	none	858-486-0901	none
Cellular World	12218 Poway Rd	Poway, Ca, 92064	Amir Beylouni	Manager	none	858-513-3707	858-513-3707
Cool Scrapbook Stuff	12305 Poway Rd	Poway, Ca, 92064	Gina	Owner	contact@coolscrapbookstuff.com	858-679-9100	
Dennys	12207 Poway Rd	Poway, Ca, 92064	Tony Lopez	General Manager	none	858-748-4528	none
Distiller Outlet	12369 Distiller Outlet	Poway, Ca, 92064	Ray Ballo	Owner	none	858-748-4617	none
Dream Dinners	12218 Poway Rd	Poway, Ca, 92064	Phil and Sheila Harris	Owner	powayrdCA@dreamdinners.com	858-679-3732	858-391-3094
Edward Jones Investments	12229 Poway Rd	Poway, Ca, 92064	Susie Liu	Owner	susie.lie@edwardjones.com	858-513-1216	877-399-4568
Golden Haircare	12325 Poway Rd	Poway, Ca, 92064	Donna Doan	Owner	none	858-486-4517	none
Helen's Nails and Spa	12307 Poway Rd	Poway, Ca, 92064	Helen	Owner	none	858-513-3655	none
Ignis A Complete Salon	12234 Poway Rd #100	Poway, Ca, 92064	Anousheh Motamedi	Owner	none	858-679-3630	none
Izumi Sushi	12245 Poway Rd	Poway, Ca, 92064	Tony Chang	Owner	none	858-391-3080	none
Jenny Craig	12234 Poway Rd #102	Poway, Ca, 92064	Laura Silva	Manager	none	858-748-2383	none
Joann: Fabrics & Crafts	12312 County Highway S4	Poway, Ca, 92064				858-486-4108	none
Mexi-Cocina	12213 Poway Rd	Poway, Ca, 92064	Roberto Montoya	Owner	none	858-748-6452	858-748-1798
Michaels: Arts & Crafts	12339 Poway Rd	Poway, Ca, 92064	Christine Smith	Manager	none	858-748-0798	none
Ming's Upholstery	12319 Poway Rd	Poway, Ca, 92064	Ming Kao	Owner	mingsupholstery@att.net	858-486-3268	858-486-5066
Mon Amie Hai Studio	12231 Poway Rd	Poway, Ca, 92064	Nancy Win	Manager	none	858-391-9393	none
Poway Alterations	12323 Poway Rd	Poway, Ca, 92064	Tin Le	Owner	none	858-486-5439	none
Poway Animal Hospital	12219 Poway Rd	Poway, Ca, 92064	George Shinzaki	Owner	none	858-748-3326	858-748-5842
San Diego English Country Dancers	12227 Poway Rd	Poway, Ca, 92064	Helen McGuiness	Manager	none	858-676-9731	none
State Farm	12234 Poway Rd #204	Poway, Ca, 92064	Jim Mullen	Owner	jim.mullen.b8t4@statefarm.com	858-748-6555	none
Submarina	12233 Poway Rd	Poway, Ca, 92064	Les Warfield	Owner	none	858-513-3617	none
Ultra Fuel Gas Station	12365 Poway Road	Poway, Ca, 92064				858-748-1554	

Figure 2: Old Template of Database: Part II

<u>TYPE OF BUSINESS LEGEND</u>
A & T = Autos & Transportation
B & C = Building & Construction
B & I = Business & Industry
B & I/ OSE = " Office Supplies & Equipment
B & I/ IT = " Information Technology
B & I/ LI = " Light Industrial
B & I/ HI = " Heavy Industrial
B & I/ PS = " Professional Services
F & D = Food & Drugs
GCG = General Consumer Goods
R & H = Restaurants & Hotels

Figure 2 contains a legend that helps to identify the type of business each company is placed in. There are a total of 11 categories for the types of businesses that were taken from the original database:

- A&T = Autos and Transportation
- B& C = Building and Construction
- B & I = Business and Industry
- B & I/ OSE = Office Supplies and Equipment
- B & I/ IT = Information Technology
- B & I/ LI = Light Industrial
- B & I/ HI = Heavy Industrial
- B & I/ PS = Professional Services
- F & D = Food and Drugs
- GCG = General Consumer Goods
- R & H = Restaurant and Hotels

1.2 Visiting Businesses

To gather the rest of the information, it required going to the designated sections and visiting the businesses. Another objective was to input any and all new businesses that could not be found through one of the search tools into the database. Upon visiting the assigned areas personally, it was evident that there were a lot more businesses to be entered into the database.

2. Phase II: Logging Data

After the businesses were identified, the next step in the process was to begin logging in the data into the excel sheets individually. The information that was collected was: business name, address, contact name along with their title, e-mail, phone numbers, fax, owner, sex, website, type of business and number of employees. All of this data was logged into the excel sheet which would be incorporated into the original database when everyone had their section done. This was done so mistakes that could have occurred wouldn't ruin the original database. Businesses that were no longer in business were identified and deleted from the database. The database was organized in alphabetical order, so it would be easier to read and find businesses.

3. Phase III: NAICS Codes

The codes are used to classify business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy, according to the census website. It was adopted in 1997 to replace the Standard Industrial Classification (SIC) system. There are two main websites that were used when completing this portion, ReferenceUSA.com and NAICS.com. Business names were typed into ReferenceUSA.com and company information such as: description, owner, address, phone number, NAICS and SIC codes, employee numbers along with other miscellaneous information would be provided. If a company could not be found because there was not enough information, then '99999' was assigned to the business to be put aside and analyzed further at a later time.

4. Phase IV: Business Clusters

Separating the business within the database was a very important step for this project. By separating the businesses, it would allow for easier access to find similar products or services and it was also crucial for putting the database into the website and business search engine. It is important to separate these clusters in the best and most efficient way possible in order to create an easy to use, and easy to understand, database. Websites such as Manta.com show the best ways to separate business clusters, and therefore should be followed to separate the business in the Poway database.

Figure 3: Manta.com Clusters

Find U.S. Companies by Category <small>Browse member profiles.</small>		Find U.S. Companies by State	To find non-U.S. companies: Browse or Search by Country	
Business Services (3.4 Million) Accounting and Bookkeeping Advertising & Marketing Banks, Loans and Investment Credit Card Services Insurance Lawyers and Attorneys Media Printing & Publishing Professional Services Real Estate Tax Preparation Services Transportation & Shipping Warehousing & Storage Other Business Services	Consumer Products & Services (4 Million) Air Conditioning Contractors Apparel Beauty Salons Building Materials Car Dealers, Repairs and Services Carpenters Child Care Services Concrete Contractors Consumer Electronics & Appliances Consumer Services Electricians Furnishings Landscape Contractors Painters Photographers	Plumbers Car Rental Roofing Contractors Shopping & Stores Travel & Leisure Videographers Other Consumer Products & Services Food & Beverage (1.2 Million) Agriculture Beverages Food Food Processing Bars Restaurants	Industrial (1.8 Million) Building & Construction Defense Electrical Electronics Energy & Resources Environmental Markets Fabrication Machinery & Equipment Manufacturing Materials & Chemicals Textiles Other Industry Products & Services	Health (0.8 Million) Doctors Dentists Healthcare Medical Equipment & Device Pharmaceuticals Technology & Communications (0.3 Million) Aerospace Computer Hardware Computer Software E-Commerce & IT Outsourcing Information Technology Telecommunications & Wireless

These clusters include: Business Services, Consumer Product and Services, Food and Beverage, Industrial, Health, and Technology and Communication. These six clusters help to focus on the main industries that operate out of the city and will help show how Poway businesses cover a wide range of services and products. By implementing these main clusters into the database, clarity and precision are being created for any users of the database. However, simply dividing all 2,800+ businesses into these six clusters is not sufficient enough. For each main cluster, a series of several subcategories should be used that will help further separate and specify the businesses. The following page shows an example of one cluster along with its subcategories:

Industry: Industrial

- Building and Construction
- Defense
- Electrical
- Electronics
- Energy and Resources
- Environmental Markets
- Fabrication
- Machinery and Equipment
- Manufacturing
- Materials and Chemicals
- Textiles
- Other Industrial Products and Services

The subcategories listed above help to define each business within the Industrial industry, and allow for the best possible clarity and simplicity. The clarity that these clusters have created make using this database very easy to follow and understand, which will ultimately help companies find what they are looking for more quickly when searching through the database.

5. Database Design

The design of the database has changed dramatically in order for data to be more easily navigated and viewed. There has also been the addition of new workbook tabs representing different industries, various conditional formatting and grouping for easier navigation and viewing of the database. For optimal usability, it is highly recommended to use Microsoft Excel 2007 or newer in order to preserve the integrity of the new features that have been implemented.

5.1 Complete Database

When the Excel document is initially opened, the “New Complete Database” worksheet will be selected as shown in Figure 4. Above the listed businesses are basic statistics on the entire database. The top left contains a total company count, a total employee count, and an “E/C Ratio,” which stands for an employee to company ratio of how many people are being employed for every company. The top right contains the number of businesses with business certificates and its percentage of the total number of companies in the database, as well as the number of companies without business certificates and its percentage of the total number of companies. The lower right section contains the number of companies that have a name under the “Contact” column, “Purchasing Officer” column, and “Pres/CEO/Owner” column and their percentages of the total number of businesses in the database. The “Purchasing Officer” columns were added to allow companies to add their information via website.

Figure 4: Layout and Design of the Complete Database

Poway Redevelopment Agency Database							
Updated: April 18, 2011							
Companies: 2,876		Business Certificates: 361		% of Total			
Employees: 31,277		No Business Certificates: 2,515		12.6%		87.4%	
E/C (Employee to Company) Ratio: 10.88		Contact Info.: 1,099		38.2%			
		Purchasing Officer Info.: 0		0.0%			
		Owner/CEO Info.: 1,781		61.9%			
No.	Business Name	Contact	Purchasing Officer	Pres/CEO/Owner	Employees	Updated	Business Category
1	#1 Hair and Nail	Mica Lalker				Mar-11	Beauty Salons
2	123 Emblems				3	Dec-10	Advertising & Marketing
3	123 Floor				2	Jun-10	Other Industry Products & Services
4	Zen Corp				3	Jun-10	Other Industry Products & Services
5	3 Graces Salon & Spa LLC				2	Jun-10	Beauty Salons
6	4 Women Only Fitness Center	Lori Golia		Mike Ippolito	14	Mar-11	Other Consumer Products & Services
7	76				5	Jun-10	Other Business Services
8	7-Eleven			Mike Shearon	9	Jul-10	Food
9	7-Eleven				9	Jun-10	Food

As seen in Figure 4, only eight columns are initially shown. The use of grouping is implemented to allow the information to be viewed more easily and efficiently. When all the groups are collapsed, the following columns can be viewed:

- No.
- Business Name
- Contact (Name)
- Purchasing Officer (Name)
- Pres/CEO/Owner (Name)
- Employees (Number)
- Updated (Most recent update)
- Business Category (Subdivision of the Industry)

Individual columns may be expanded by clicking on the [+] above the columns. For example, to expand the rest of the company information, click the [+] above column “I.” To expand the contact information, click the [+] above column “L,” and so forth. All of the columns can also be expanded at the same time by clicking the small “2” in the upper left hand corner, and collapsed by pressing the small “1” above the “2.”

When all of the columns are expanded, they will read as follows:

- No.
- Business Name
 - Address
 - City & Zip
 - Phone
 - Fax
 - Website
 - Bus. Cert. Num. (Business Certificate Number)
- Contact (Name)
 - Contact Title
 - Contact Email

- Purchasing Officer (Name)
 - M/F (Male/Female)
 - Phone/Extension
 - Email
- Pres/CEO/Owner (Name)
 - M/F (Male/Female)
 - Title
 - Email
- Employees (Number)
- Updated (Most recent update)
- Business Category (Subdivision of the Industry)
 - Industry
 - Type of Business
 - Description from the original database, for companies from the original database
 - Description based on the NAICS code for ReferenceUSA companies and companies researched on Poway and Pomerado by the California State University San Marcos Senior Experience Team
 - Business
 - Coding form used in the original database, e.g. B & I/LI
 - The key for this coding and other notes have been moved to the “Key-Notes” worksheet and off of the main database worksheet
 - Business District
 - Business Park column from original database with a broader description to allow more utility and the transfer of Business District specifications from the Business Certificate database
 - NAICS Codes
 - Some not available for companies from the Business Certificate Database

5.2 Complete Database: Conditional Formatting

Conditional formatting has been used for the following columns:

- H – Bus. Cert. Num (Figure 5-1)
 - Every cell in this column that contains the phrase “BC” will be automatically formatted with a light green background and a dark green font to clearly differentiate companies with a Business Certificate.
- T – Employees (Figure 5-2)
 - Every cell in this column that contains a number will also contain a bar clearly showing the number of employees in that company. The shortest bar represents 1 employee while the longest bar represents 200 or more employees. The value 200 was used to allow midsized companies to be differentiated from smaller companies. The largest value of over 2,000 would diminish the effectiveness if used as the maximum bar value.

Figure 5-1: Business Certification Numbers

55
4
7
100
4
3
2
3
1
30
180
20
1
10
69
1

Figure 5-2: Number of Employees

BC-002086
BC-002897
BC-002986
BC-001333

Conditional formatting has been used for the following columns (continued):

- U – Updated (Figure 5-3)
 - Two conditional formatting techniques are being used for this column. The first is red to white shading that uses the minimum and maximum values in the column, shading the oldest values dark red and the newest values white. Empty cells are also white.
 - To aid in interpretation, the second conditional formatting is the use of green, yellow, and red badges. Red being the most out of date, then yellow and green being the most recent.

- Z – Business District (Figure 5-4)
 - With the inclusion of company information from the Business Certificate Database, it became necessary to change the Business Park column to Business District. This allowed the inclusion of other districts into the same column. While this is useful, it is apparent that the Business Park companies need a separate designation as they once did. The conditional formatting in this column formats any current cells, and future cells, that contain the phrase “Business Park” with a light green background and dark green font. Allowing companies within the Business Park to be identified easily.

Figure 5-3: Update Status

✓	Jun-10
✓	Jun-10
✗	Jul-07
!	Nov-08
✓	Nov-10
✓	Jun-10
✗	Jul-07
✓	Dec-10
✓	Jun-10

Figure 5-4: Business Districts

Business Park
Business Park
Poway Road Strip
Business Park
Business Park
Business Park
Business Park
Poway Road Strip
Twin Peaks/Pomerado

5.3 Industry Organization

The industry categorization has been organized into individual worksheets for the following industries:

- Business Services
- Consumer Prod. & Ser. (Consumer Products & Services)
- Food & Beverage
- Industrial
- Health
- Tech & Comm. (Technology & Communication)

Figure 6 is a screenshot of what is seen when the “Tech & Comm.” tab/worksheet is selected. For each industry worksheet there are business categories or clusters within. Column D represents the total number of companies for the given business category, with the gray cell in column D representing the total number of businesses for the industry. Column F represents the total number of employees for the given business category, with the gray cell in column F representing the total number of employees for the industry. Column H represents the E/C Ratio, explained in Database Design section, for the given business category, with the grey cell in column H representing the total E/C Ratio for the industry.

Figure 6: Industry Organization and Business Clusters

	A	B	C	D	E	F	G	H	
1		Industry: Technology & Communications							
2		TOTAL		Companies:	84	Employees:	3614	E/C Ratio:	43.02
3									
4		Aerospace	Companies:	4	Employees:	2436	E/C Ratio:	609.00	
10									
11		Computer Hardware	Companies:	4	Employees:	23	E/C Ratio:	5.75	
17									
18		Computer Software	Companies:	23	Employees:	146	E/C Ratio:	6.35	
43									
44		E-Commerce & IT Outsourcing	Companies:	1	Employees:	2	E/C Ratio:	2.00	
47									
48		Information Technology	Companies:	22	Employees:	760	E/C Ratio:	34.55	
72									
73		Telecommunications & Wireless	Companies:	30	Employees:	247	E/C Ratio:	8.23	
105									
106									

The use of conditional formatting and grouping is extensively used again. The grouping for this instance is to consolidate the rows under a given business category or cluster instead of the columns as in the last instance. As described in section 5.1, clicking the [+] can be used to expand one section and clicking the “2” can be used to expand all the sections. While clicking the “1” can be used to collapse all the sections and [-] can be used to collapse single sections. Figure 7 shows the “Aerospace” business cluster expanded with the same conditional formatting that was explained in section 5.1.

Figure 7: Expanded Business Cluster

	A	B	C	D	E	F	G	H	I
1	Industry: Technology & Communications								
2	TOTAL		Companies:	84	Employees:	3614	E/C Ratio:	43.02	
3									
4	Aerospace		Companies:	4	Employees:	2436	E/C Ratio:	609.00	
5	No.	Business Name	Address	City & Zip	Phone	Fax	Website	Bus. Cert. Num	Contact
6	1	General Atomics Aeronautical Systems	10840 Thornmint Rd	Poway, CA 92064	858-455-3000				Mike Steele
7	2	ITT Night Vision	13771 Danielson St Ste K	Poway, CA 92064	540-561-9782		www.classicdentalstudio.com		Mike Walker
8	3	Mod Space	14015 Kirkham Way	Poway, CA 92064	858-513-0021	858-513-2472	www.quattrocomposites.com		Lee Bauman
9	4	Space Dev. Inc.	13855 Stowe Drive	Poway, CA 92064	858-375-2000	858-375-1000			Sara Sand
10									

5.4 Industry Organization: Conditional Formatting

The use of conditional formatting for this instance is limited to bar representations of the data in the given cells. Each separately colored bar section is based off its own section to calculate the bar lengths. As with Database Design section, some of the maximum values for the longest bar length were adjusted to allow for the best representation of the data. The bars for the business clusters are exclusive to their industry, and are not based off of information from other industries. However, the totals for the industries, in the grey cells, are based off of the other industries in the separate worksheets.

Figure 8: Conditional Formatting for Industry Organization

TOTAL	Companies:	84	Employees:	3614	E/C Ratio:	43.02
	Companies:	4	Employees:	2436	E/C Ratio:	609.00
	Companies:	4	Employees:	23	E/C Ratio:	5.75
	Companies:	23	Employees:	146	E/C Ratio:	6.35
ing	Companies:	1	Employees:	2	E/C Ratio:	2.00
	Companies:	22	Employees:	760	E/C Ratio:	34.55
elless	Companies:	30	Employees:	247	E/C Ratio:	8.23

5.5 Other Worksheets

“New Businesses – SE”

- Contains the company information that was collected from businesses on Poway Road and Pomerado Road.

“ReferenceUSA”

- Contains all of the companies that were gained from the ReferenceUSA database of companies within Poway.
- Includes duplicate companies

“Deleted Businesses”

- Contains the original, untouched, companies that have been deleted from the database

“Old Database”

- Contains the original database that was received from the Poway Redevelopment Agency with the inclusion of the ReferenceUSA businesses in blue.

6. Phase V: Website Design

All of the figures for section 6 are listed in Appendix A. The purpose of remodeling the online front-end of the database is to allow Poway business to look up other businesses easier and more efficiently. The current amount of search options for the database can be beneficial at times, but it can also be overwhelming to someone trying to find a business in a manner that they are already used to from other search engines such as Google or YellowPages.com.

6.1 Home Page

Figure 9-1 represents the current website and Figure 9-2 represents the changes that were made to simplify the search process and provide a more intuitive user experience. On the proposed search page, users will have the ability to do a standard or “Quick Search” which will search the database by company name, industry, business type, and address.

6.2 Advanced Search

If the user wishes to perform a more detailed search, they may also perform an advanced search, or browse the database by clicking on the “Advanced Search” link under the search box. Figure 10 represents what the user will see when performing an advanced search. The user now has the ability to narrow down their search by excluding searching for the company name, industry or business type and address. Although the database represents both the industry and business type as separate values, the user may not know the difference between the definition of the industry and the definition of the business type, therefore this option will search for both values in the database to avoid confusion and frustration.

6.3 Browsing

The user will also gain the ability, in the proposed version of the website, to browse by either company name or the industry/business type. This is to avoid irritation that may occur if they are trying to search for a specific company or industry, but due to either improper spelling, or improper search terms, are not receiving the results they were anticipating or expecting.

6.3-1 Browsing: By Company Name

Figure 11 represents what the user will see when they click on the “Company Name” link under “Browse By,” which allows them to browse the database by company name alphabetically.

6.3-2 Browsing: By Industry/Business Type

When browsing by the industry and business type, the user will first choose the industry category represented in Figure 12. Then, Figure 13 represents what would be shown if the user were to choose the “Food & Beverage” industry in Figure 12. The business types in the “Food & Beverage” industry would expand and be visible to the user. If they then clicked on the “Health” industry, the “Food & Beverage” business types would collapse, no longer being visible, and the “Health” business types would expand. This allows the user to quickly sort through the available business types and industries quickly and easily, without needing to load a new page each time they click on a different industry. Figure 14 demonstrates the layout when the user clicks on “Food & Beverage” then “Food.” To go backwards the user may click on the “Food and Beverage” or “Industry/Business Type” links at the top of the website page.

6.4 Search Results

When searching through either the “Quick Search” option, the “Advanced Search” option, or the “Browsing” option, the user will see the same search result table. Figure 15 shows the current search results, with ten results shown per page with a horizontal scroll bar to show the company name, city, state, zip, owner name, business type, and start date. The city, state, and zip fields are irrelevant due to the fact that the database only contains businesses in Poway, CA.

Figure 16 shows the proposed changes, which includes removing the scroll bar by only showing the company name, business type, phone number, and adding a new heading, which is discounts. The purpose of adding discounts on the results page is to allow users to easily see the discounts that are available and possibly encourage other businesses to offer discounts so as to participate in the database as well. The results page will still only show ten results per page in order to avoid the need to scroll vertically, and still provide a “Print Report” link. The search results will be sorted by relevance first, available

discounts second and finally alphabetically by the company name. The user will have the ability to sort by the “Company Name, Business Type, Phone Number” or “Discounts” by clicking on the appropriate headings.

6.4-1 Search Results: Company Details

When a user clicks on a company in the table shown in Figure 16, the details will appear above the table, as opposed to below the table, which is its current orientation. The reason for this small change is to account for those with different screen sizes and resolutions that will be viewing the page. Figure 17 shows the company details that would be available to users depending on whether they are logged in to their account, and whether they are allowed to see the information, which will be covered in 6.6-2.

6.5 Business Certification / Regulatory License

Due to the consolidation of the “new” and “renew” links for business certification and regulatory licenses, a new intermediary page is presented when clicking on either the “Business Certification” or “Regulatory License” links in the left hand column. When clicking on either of the links, the user will be presented with options for either a new business certificate or regulatory license, or to renew their current business certificate or regulatory license, which is shown in Figure 18.

6.6 My Account

When a user, either consumer or business, needs to access their account they will be presented with the login screen shown in Figure 19 after clicking on the “My Account” link. Those who do not have accounts may also create a new account by clicking on either the “Add Your Company” button for new businesses, or the “Click to Register” button for new consumers.

6.6-1 My Account: Add Your Company

When a new business wants to add their company to the database, they will be presented with the screen shown in Figure 20. The information that is desired in order for a company to be included in the database is somewhat extensive. If all the information is asked from the user in one step, it can become overwhelming and prevent the user from signing up. Therefore, the necessary data is split into three separate pages. The first two pages are necessary in order to register the company. The third page contains the same

information that is available, to be edited, when the user logs in and can, therefore, be completed at a later date. Figure 20 represents the first page necessary to complete the registration process, asking only for basic information, making the user more likely to be willing to complete it and move on to the next step.

The second page of the registration process is shown in Figure 21 and moves on to ask some slightly more personal information, as well as information that is necessary in order to allow the user to login at a later date, such as a username and password. Because the user has already gone through the first step of filling out some of their information on the previous page, they will be more likely, and willing, to enter the additional information asked for on this page. After the user completes this page, their information will be saved on the website and in the database. They will then be sent to the third page, which is the same page users are directed to after logging in.

6.6-2 My Account: Company Information

After the user has logged in, or completed the registration process, they will be directed to the page shown in Figure 22-1. Users will have the ability to edit their general company information, which is shown in more detail in Figure 22-2. They will also have the ability to include information for their company contact, owner or CEO, and purchasing officer as shown in more detail in Figure 22-3. As well as the ability to control who will be able to see their contact information and whether it will be available to the public, and, therefore, viewable under their company's details when searched by users who are not logged in. The information will be available to the company, the Poway Redevelopment Agency and either registered companies, registered consumers, or both.

6.6-3 My Account: New User Registration

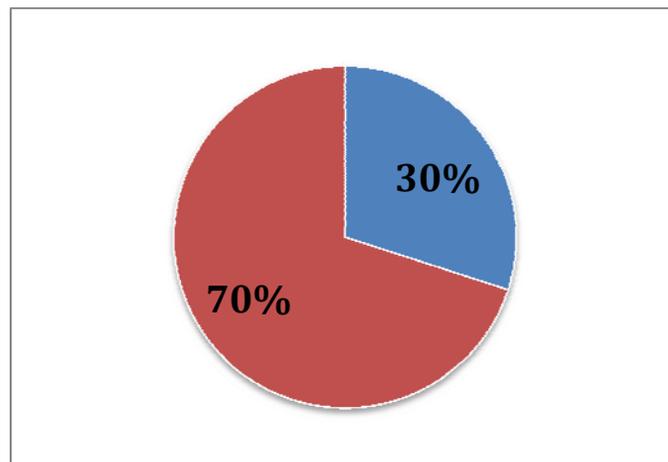
Private consumers can register to view additional company information such as owner or purchasing officer information, if allowed by the company as described in 6.6-2. As shown in Figure 23, only basic information would be needed, including email, username and password.

7. Phase VI: Company Needs

7.1 Industrial

To find out company needs every member of the group was assigned a cluster of businesses to ask question to. A total of 10% of companies per cluster were chosen. E-mails were sent to these companies, since not many companies responded in that form, group members went out and personally talked to them face-to-face. The first question asked was if they already bought products or services from the city of Poway. According to the chart below, it was discovered that 70% of industrial companies already buy from Poway. 30% of industrial companies on the other hand said that they do not conduct business within the city of Poway.

Figure 24: Poway companies that utilize products/services from Poway



The second question consisted of asking if an on-line database would be something that the companies would be interested in using. More than half of the companies said they would be interested in using the on-line database. Another question asked was if they would be willing to provide discounts if businesses used the database to find their company; more than half said they would. Businesses in Poway are willing to support one another with more than just office supplies from Staples or snack food for meetings from Costco or Sysco, if they can get supplies at a better price and if the location is convenient. With the on-line database businesses could search to see if there are other companies in Poway where they can get supplies or services that they need.

7.2 Food & Beverage

Of the 173 food and beverage companies, 16 businesses were interviewed which comprised 9.25% of the industry's companies. Figure 25 shows that, of those businesses, 69% used suppliers from Poway while only 31% did not use any suppliers from Poway.

Figure 25: Use Suppliers Located in Poway

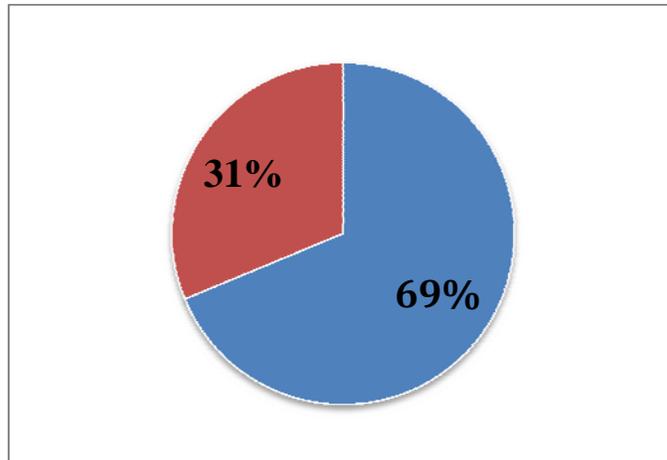


Figure 26 shows that 44% of the companies were interested in an online database that the Poway Redevelopment Agency would be offering, while 37% would not be interested at this time, and 19% are undecided.

Figure 26: Interested in Using Database

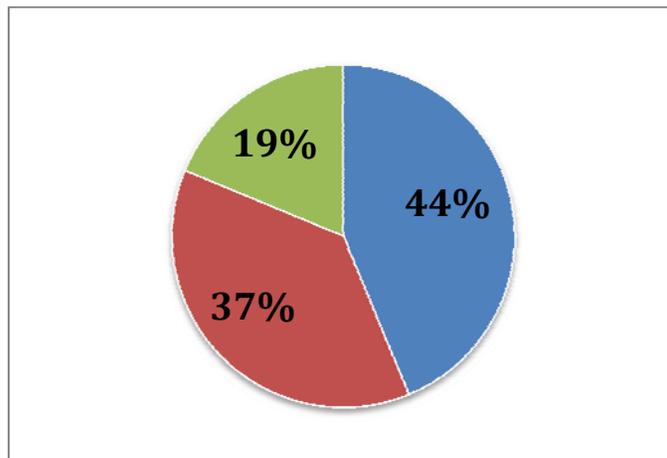
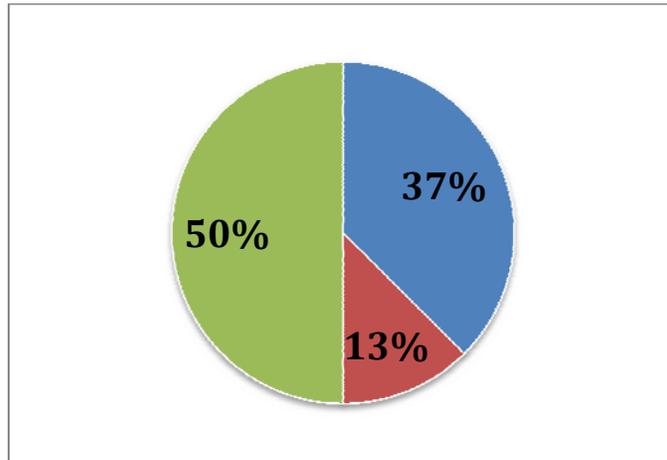


Figure 27 shows that 37% of the companies were interesting in taking advantage of a discount program, through either offering or accepting discounts. While 13% were not interested and 50% were undecided.

Figure 27: Take Advantage of Discounts (Offering and/or Providing)



7.3 Tech & Comm.

Of the 84 technology and communications companies, 9 businesses were interviewed which comprised 10.71% of the industry's companies. Figure 28 shows that, of those businesses, 67% used suppliers from Poway while only 33% did not use any suppliers from Poway.

Figure 28: Use Suppliers Located in Poway

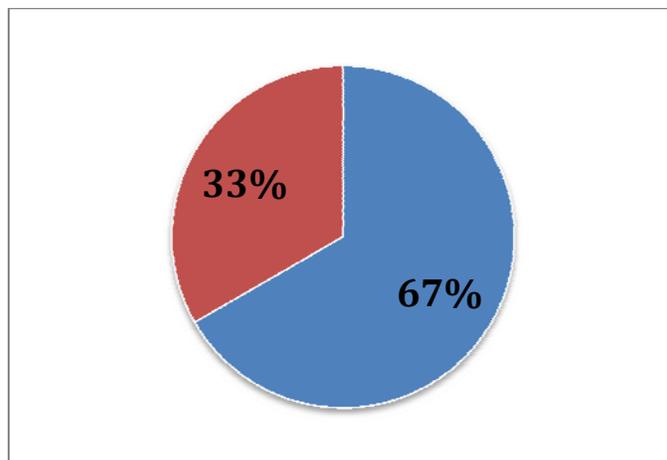


Figure 29 shows that 33% of the companies were interested in an online database that the Poway Redevelopment Agency would be offering, while 45% would not be interested at this time, and 22% is undecided.

Figure 29: Interested in Using Database

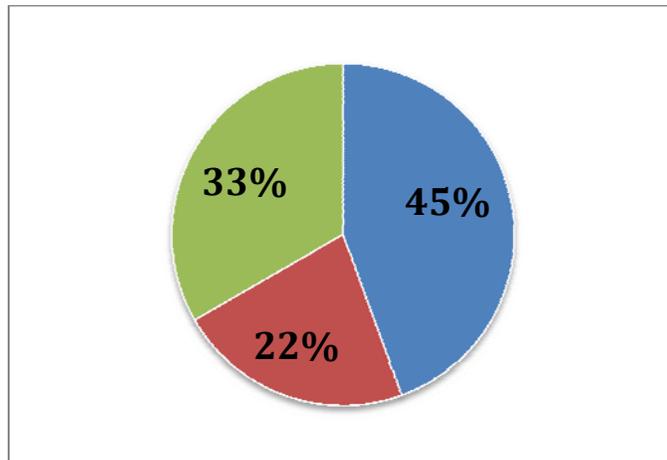
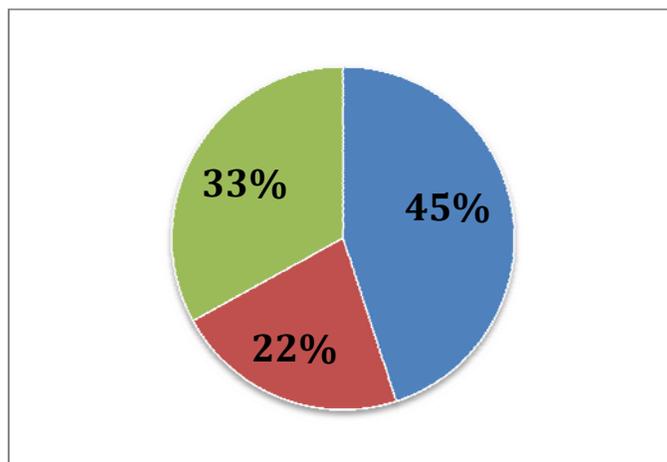


Figure 30 shows that 45% of the companies were interesting in taking advantage of a discount program, through either offering or accepting discounts. While 22% were not interested and 33% were undecided.

Figure 30: Taking Advantage of Discount Programs



7.4 Business Services

The cluster of business services contains a large percentage of business within the city of Poway. There were 670 classified businesses under this cluster, and of those businesses, 60 participated in the questionnaire for this specific cluster. These 60 businesses were used as a sample group to determine a mean average of inner city business use within this specific cluster. After asking a series of questions through email, telephone, and in-person research, here is the information that was found:

- There were 52 out of 60 businesses say that they currently use suppliers within the city to some extent.
- Of those 52 businesses, only 19 of them say that they currently receive 25% or more of their supplies from Poway suppliers.
 - Media and transportation/warehousing services had the highest average percentage.
 - Insurance services had the lowest average percentage of suppliers used.
- 46 of the business said they would be interested in using the database.
- Of those who said they would be interest, 27 companies would be interested in offering discounts.
- Of the 14 businesses that are not interested in the database, 12 of them said discount offers would increase their chances of using it.

The questionnaire showed that most businesses, on average, use suppliers within the city to some extent. However, it is clear that a lot more businesses could use suppliers that are local to increase the average. By doing this, it will help companies cut down on potential shipping costs as well as wait time for any purchases needed.

7.5 Health

Many companies, especially from the health section, operate with supplies that are too specialized to be found within the city limits. Examples of such health sections are:

- Dentists
- Urologists
- Oncologists
- Neurologists

Other sections would include practices such as:

- Psychologists
- Chiropractors
- Podiatrists
- Massage therapists

These practices are in little or no need of supplies to conduct their business. However, instruments, ointments or medication are still needed for the facilities to conduct business. A company that would be able to supply such instruments or supplies is needed within the city; this would save businesses the trouble of having to look outside the city limits to fulfill their needs. The Poway Redevelopment Agency can advertise such needs of specialized instruments or materials and this may persuade a company to see the untapped market in the city and consider opening a facility that can provide these specialized items.

7.6 Consumer Products & Services

This business cluster is the biggest clusters out of all the clusters that were classified. Not only did it account for the most companies, breaking the 1,000 barrier, it accounted for the most employees as well. One of the biggest segments in this cluster is car dealers, repair, and services. Out of all the businesses that were interviewed from this segment, there was no interest in using the database from the Redevelopment Agency. These companies mentioned that they were already part of their own private database within this segment and could not give out any information regarding it. A lot of the main utilities that are used in their everyday operations cannot be provided by any businesses found in Poway.

Another big segment in this business cluster was beauty salons. Out of the seven salons interviewed from this segment composed of 88 businesses, all of them were interested in using the database to allow other Poway businesses to conduct business with them easier. Being in the salon industry, no salon said they would offer more than 10% in discounts to use as an incentive to allow other businesses to find them in the database.

Another significant segment in this cluster is private contractors. The section ranges from landscape, roofing, and concrete. In response to the first question, their main suppliers are located out of Poway. There are a couple of contractors that responded that less than one percent of their suppliers come from within Poway.

Overall, the majority of the businesses that do buy their supplies from other Poway businesses, the level of interaction is not very high. This is referring to everyday supplies such as office supplies, janitorial supplies, etc. Other than the car dealers, repair, and services category, it was concluded that there is a great interest from companies in using the online database that is being created.

8. Limitations

There were some unexpected difficulties during the phases of the project. In phase I, a problem encountered was that some businesses were not willing to give any information due to the fact the owners or managers were not present to “authorize” the giving of any information. Another difficulty encountered was that some business managers were too busy with customers to have a conversation with the group members. In addition to the previous difficulties stated, people were reluctant to speak with group members dressed in business attire, thinking the group members were there to sell a product or to conduct a survey. In contrast, there was also a problem when dressing in casual attire, which portrayed the team as too unprofessional for other businesses. There was also the matter of the business representatives asking us for credentials or something that could verify that what the group members were doing was actually through the Poway Redevelopment Agency, which in the beginning the group was not equipped with. In the end, the simplest form of obtaining the information needed for the database was to simply ask for a business card. For the businesses that information could not be attained, for whatever reason, the procedure was to write down the name of the business and do more online research to fill in the missing information for the database.

9. Recommendations

9.1 Database

Now that the database has been completed, there are two important goals that still need to be accomplished. The first goal is to make business aware that the database exists and is up and running. Secondly, there is the need to get them to use it. Businesses should want to log onto the website to update their company profile and information. This allows the company to personalize their profile to their exact specifications of what they want other businesses to see and know about them. Also, getting them to log on and offer discounts to other businesses that are using the database is a very important step in the overall development of the website.

There are four steps to the implementation process that will notify the company, and get them using the database and website. The first part is simply notifying the companies that the website is up and running. This can be accomplished by sending each business a personalized letter from the Poway Redevelopment Agency. It is important to include in this letter that the company has been included in the database free of charge, and that using it is free as well. A possible incentive could also be included in the letter to get companies to log on quickly and update their information. For example, the first 20 companies who offer a discount or update their profile could receive a restaurant gift card or be invited to a private dinner.

The second step is to offer monthly or quarterly incentives to companies who use the website extensively. It is important to keep businesses wanting to use the website and keep them engaged. These incentives can be given on a monthly or quarterly basis and would be given to the company who offers discounts most regularly or the company who has the most website logins. The key is to reward those who use the database. This can be done by offering the winning company an advertisement slot in the local newspaper, or a credit for a certain amount can be offered for the company to use in whichever media they prefer. This would allow the company to choose the best reward for their particular company.

The third step is extremely vital in order to have continued success with the database and website, and that is receiving feedback from users. Holding an informational meeting within the first month of the site launch with all business being invited would help gather initial thoughts and feelings about the website. It will also allow for new ideas or corrections to be suggested from the users. Be sure to offer two or three different meetings within that month so that the greatest number of businesses can attend and offer their thoughts and input. After the initial meeting, this should turn into a bi-annual event so that the Poway Redevelopment Agency can continue to receive feedback. Incentives can also be offered for attending these meetings by doing raffles for baseball or football tickets, or even offering gift cards. Phone calls can also be made to gain feedback from businesses that do not attend the informational meetings.

The final step in this implementation process is to host a yearly dinner. This will let the invited businesses know how much their support and use of the database is appreciated. Companies will be invited depending on their usage. By tracking company usage, such as searches and detail views of other businesses, a decision can be made on which businesses to invite. Once the companies have been decided on, be sure to allow two guests per company, in order to help minimize cost. The criteria for being invited will help to motivate other companies to increase their use of the database.

9.2 Sysco

The Sysco Company has become North America's number one supplier of "meals-prepared-away-from-home", surpassing all other competitors. The operations this company deals with are very large, having such suppliers as Campbell's, General Mills, Kellogg's or Kraft. Such corporations are difficult to compete with due to number of customers and the economies of scale they can achieve do to their size. To attempt to try and make Sysco switch over to a supplier located within the city of Poway would be very difficult. There are twenty-seven buyers in the Sysco offices, each dealing with thirty to fifty vendors. In addition, decisions that are as important as switching to other suppliers are done at a corporate level, not simply through the company located in the city of Poway.

However, the company can supply the city's businesses with the food service it provides. The business section of the city is made up of large companies that employ a substantial amount of employees. When business meetings take place or company picnics are conducted, Sysco can be the company that fulfills their needs when it comes to providing the food for such gatherings. Since the businesses are located within the city limits, shipping costs will be considerably lower than catering to other cities, so Sysco may be able to pass on the savings to other businesses and establish a business relationship with those companies.

9.3 General Atomics Aeronautical

General Atomics Aeronautical is a world leader in providing reliable, unmanned aircraft systems (including the Predator and Gray Eagle UAS series) for the U.S. Air Force, Army, Navy, and Department of Homeland Security, as well as tactical reconnaissance radars and sensor systems. General Atomics Aeronautical is a highly secured facility because of the work that is done at this location. Clearance is needed when entering different areas of the building, so it was difficult to go to different departments to ask questions. General Atomics Aeronautical works with high-end, specialized materials and parts. In order for a vendor to do business with them the vendor has to go through background checks and fill out forms that takes up to several months in order to see if the vendor qualifies to be able to provide materials for the company. Since this is the case many vendors find it difficult to do business with General Atomics Aeronautical.

Even though this company is strict with the companies it does business with, everyday needs need to be met. Janitorial supplies, office supplies and other items that are used in the buildings are sometimes needed in a timely fashion. The company turns to businesses in Poway for such needs. For instance, if they need food or snacks for meetings they go to Costco or Sysco, if they need ink cartridges they go to the Staples located in Poway. It is recommended that they Partner up with local businesses as well, businesses such as Home Depot or Wal-Mart and establish a business relationship in order to do fast and efficient business with one another.

9.4 Palomar Hospital

The Palomar Hospital is the biggest business within the health cluster, in terms of employees, with over 800 workers currently employed. Because of the size of this business this is a great place to focus on building and increasing business-to-business within the health industry for Poway. There are several areas in which the hospital could look to other Poway businesses for the necessary supplies needed. Pharmaceutical goods are another area that the hospital could easily use Poway businesses to order medicines or other medical devices from, instruments such as hearing aids can be found within the city. The hospital currently does business with a small amount of San Diego Pharmaceutical companies, but the specific companies used as suppliers might not be from the city of Poway directly. With companies such as eCosway, Vita H2O Inc, and Hearasist Hearing Aids, there is opportunity to use suppliers who are located only miles away.

Secondly, medical devices and equipment is another area where business-to-business interaction could be taking place. With items like x-ray and MRI machines the life expectancy of such instruments is much longer, so purchasing these items happens much less often, however, items such as gauze or needles can be supplied by Poway based companies such as PdP Pomerado LLC and Abundant Home Care Inc. These medical equipment companies could greatly help increase business communications, and would greatly help the city economy. Last of all, Janitorial supplies are necessary for any hospital, and if Palomar Hospital used a local business, or businesses, to supply all their janitorial supply needs, it would be of great advantage for the hospital and the city of Poway.

9.5 GEICO

GEICO is one of the nation's largest auto insurance companies and a major subsidiary of Berkshire Hathaway. A reason for GEICO's financial success is their ability to implement their direct-to-consumer sales model. Also, they are very successful because of the fact that the marketing section of the company is very active throughout the entire country. It is recommended to investigate what their current contracts with the local television networks or providers entail. Possible interaction can be promoted with other

San Diego based companies, such as COX Communications. Lending services to each other can be beneficial to both companies; COX can discount advertising space on television, while GEICO may be able to provide a discount to the expense of the insurance. This would result in business being done locally that would benefit the city of Poway.

Because GEICO performs at a national level, branches do not usually make decisions without going through the corporate level first. If presented with the possibility to receive discounts in areas such as air conditioning, plumbing or office supplies, considerations may be given to the Poway branch from corporate headquarters to decide to switch or not. GEICO is aware that the database is being put together, but has expressed no interest in using it. It is recommended to present GEICO with what Poway businesses are willing to offer to either match the national discounts or give them better deals.

Appendix A

Figure 9-1: Poway Current Home Page



Figure 9-2: Poway Proposed Home Page



Figure 10: Advanced Search

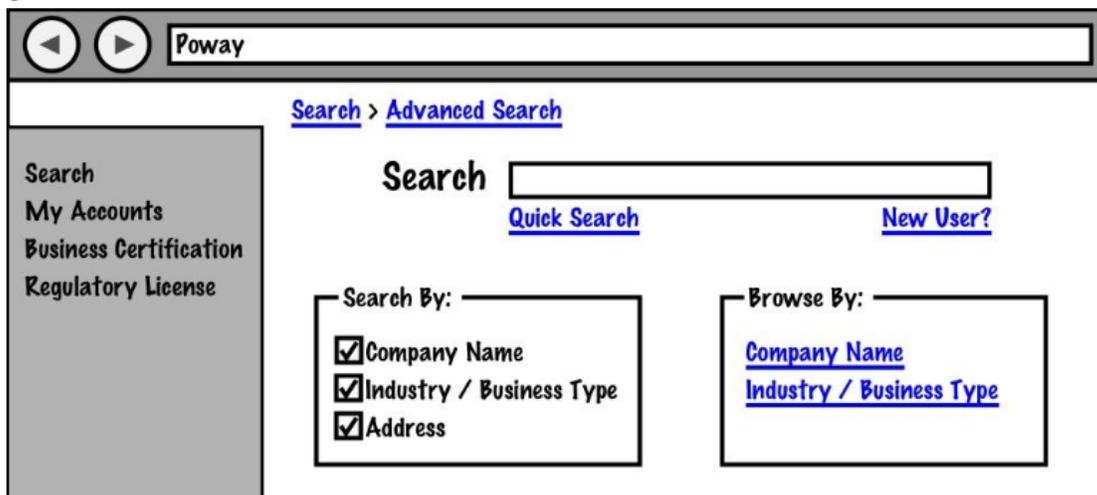


Figure 11: Browse by Company Name

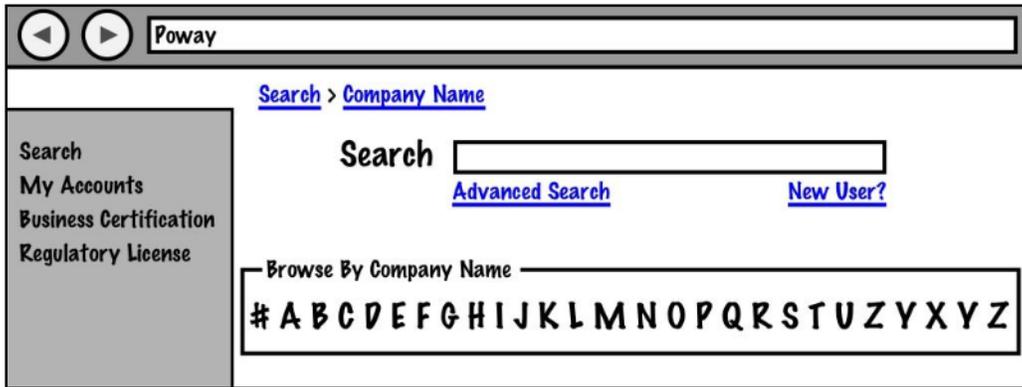


Figure 12: Browse by Industry



Figure 13: Browse by Industry (Food & Beverage)

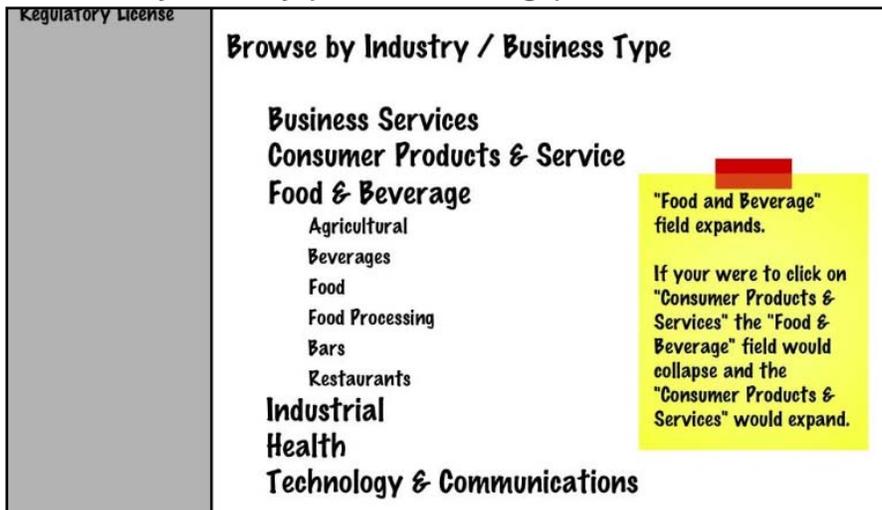


Figure 14: Browse by Industry Results

Search > Industry / Business Type > Food and Beverage > Food

Search [Advanced Search](#) [New User?](#)

Browse by Industry / Business Type
Food & Beverage: Food

Page 1, 2, 3 ... 10 Next Page [Print Report](#)

Company Name	Business type	Phone Number	Discounts
Animal Medical Ho	Animal	(858) 748-5983	25% Off Invoice
ARCO AM/PM	Automotive	(858) 679-2779	

Figure 15: Current Search Results

New Regulatory License
Renew Business Certificate
Renew Regulatory License
Search Businesses
Update Business

Search Businesses [Printer Friendly Report](#)

Search By: COMPANY

Begins with A

(Click Row for Details)

COMPANY	CITY	STATE	
ANIMAL MEDICAL HOSPITAL OF POWAY	POWAY	CA	92064
ARCO AM/PM	POWAY	CA	92064
ARTISTRY IN GOLD	Poway	CA	92064
AUTO BODY EXCELLENCE, INC	Poway	CA	92064
ALBERTSONS #6741	Poway	CA	92064
ANIMAL KEEPER, THE	Poway	CA	92064
AUTO UPHOLSTERY OF POWAY	Poway	CA	92064
ANYTIME COMPUTER	Poway	CA	92064
AIBERTO'S TACO SHOP	Poway	CA	92064
ALL STAR GLASS	Poway	CA	92064

(Page: 1 of 5) Prev Next

Figure 16: New Search Results

Business Certification
Regulatory License

Page 1, 2, 3 ... 10 Next Page [Print Report](#)

Company Name	Business type	Phone Number	Discounts
Animal Medical Ho	Animal	(858) 748-5983	25% Off Invoice
ARCO AM/PM	Automotive	(858) 679-2779	
Artistry In Gold	Retail	(858) 486-4373	

10 rows shown per page

Sorted by:
1. Relevance
2. Discounts
3. Alphabetical

Figure 17: Company Details



[Search](#) > ["A"](#) > [ARCO AM/PM](#)

Search

My Accounts

Business Certification

Regulatory License

Search

[Advanced Search](#) [New User?](#)

Company Details

Company: **ARCO AM/PM**

Business Address: **12805 Poway Road**

City, State, Zip: **Poway, CA 92064**

Business Phone: **(858) 679-2779**

1 Industry: **Consumer Products and Service**

Business Type: **Other Consumer Products & Services**

Website: www.Arco.com

Company Description

2

Company Contact

Name: xxxxxx xxxxxx

Title: xxxxxx

Email: xxxxxx

Job Title: xxxxxx

Move details from bottom of the page.

Depending on the monitor size/resolution of the browser, you may not notice that the details have appeared at the bottom of the page.

Owner / CEO and Purchasing Officer information will be shown if chosen by the company.

Page 1, 2, 3 ... 10 [Next Page](#)
[Print Report](#)

Company Name	Business type	Phone Number	Discounts
Animal Medical Ho	Animal	(858) 748-5983	25% Off Invoice
ARCO AM/PM	Automotive	(858) 679-2779	
Artistry In Gold	Retail	(858) 486-4373	

Figure 18: Certification & Licenses

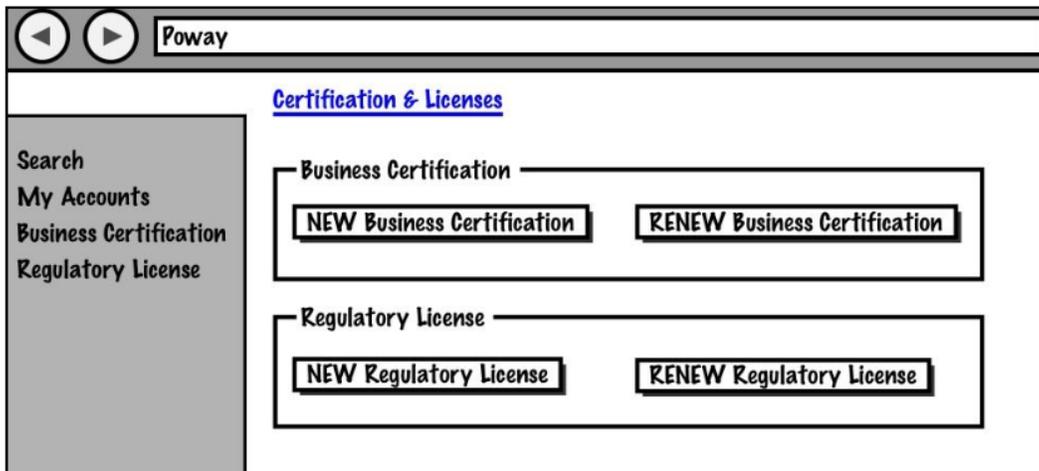


Figure 19: My Account

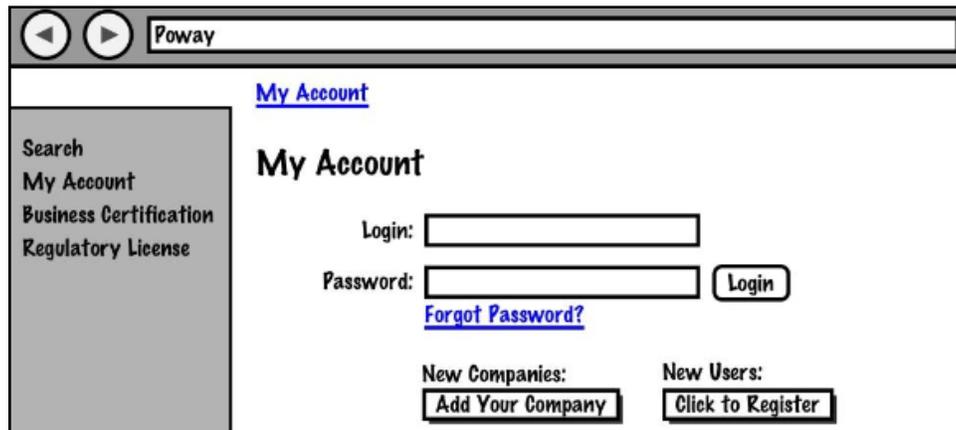


Figure 20: Add Your Company

The screenshot shows a web browser window with a navigation bar at the top containing back and forward buttons and an address bar. Below the navigation bar, the breadcrumb path [My Account](#) > [Add Your Company](#) is displayed. On the left side, there is a vertical sidebar with a grey background containing the following menu items: Search, My Account, Business Certification, and Regulatory License. The main content area is titled "Add Your Company" and contains the following form fields:

- Company Name: [Text Input Field]
- Phone Number: [Text Input Field]
- Company Address: [Section Header]
- Street Address: [Text Input Field]
- City, State, Zip: [Text Input Field]

Below the form fields, the question "What is your relationship to this company?" is followed by two radio button options:

- I'm the owner of this company.
- I work for this company.

At the bottom right of the form, there is a button labeled "Continue Adding This Company".

Figure 21: Sign Up

My Account > Add Your Company > Sign Up

Sign Up

What Is Your Relationship To This Company?

Your Position ▾

Your Job Function ▾

Enter Your Actual Title

Sign Up

Your Name: First Last

Your Email:

Confirm Email:

Desired Username:

Create Password:

Confirm Password:

Sign Up & Continue

Figure 22-1: Edit Company Information

Figure 22-2: Company Information

My Account > Your Company

Search
My Account
Business Certification
Regulatory License

Your Company **Edit**

Company Information

Company Name: [xxxxxxx]

Phone Number: [xxxxxxx]

Fax Number: []

Street Address: [xxxxxxx]

City, State, Zip: [xxxxxxx]

Industry: []

Business Type: []

Company Description: []

Company Contact

Name: [First and Last]

Title: []

Email: []

Job Title: []

Make this information visible to...

Everyone (public)

Poway Redevelopment Agency ANP:

Registered Companies

Registered Consumers

Only Poway Redevelopment Agency

Owner / CEO

Name: [First and Last]

Title: []

Email: []

Make this information visible to...

Everyone (public)

Poway Redevelopment Agency ANP:

Registered Companies

Registered Consumers

Only Poway Redevelopment Agency

Purchasing Officer

Name: [First and Last]

Title: []

Email: []

Make this information visible to...

Everyone (public)

Poway Redevelopment Agency ANP:

Registered Companies

Registered Consumers

Only Poway Redevelopment Agency

Company Information

Company Name: [xxxxxxx]

Phone Number: [xxxxxxx]

Fax Number: []

Street Address: [xxxxxxx]

City, State, Zip: [xxxxxxx]

Industry: []

Business Type: []

Company Description: []

Figure 22-3: Company Contact

Company Contact

Name: [First and Last]

Title: []

Email: []

Job Title: []

Make this information visible to...

Everyone (public)

Poway Redevelopment Agency ANP:

Registered Companies

Registered Consumers

Only Poway Redevelopment Agency

Figure 23: New User Registration

My Account > [New User Registration](#)

New User Registration

Search
My Account
Business Certification
Regulatory License

Email:

Confirm Email:

Desired Username:

Password:

Confirm Password:

[Sign Up & Continue](#)

Private cons
to view add
information
purchasing c
(if allowed b

Also possibly
advertising
from compa
that the con
chooses.