**Company Description**

Speed Snatcher is a manufacturing business that will serve the community by making the streets safer for new drivers and other drivers with families. Speed Snatcher provides a sensor that is placed in cars to regulate speed and work with other sensors in the car to bring the car to stop when approaching a red light or stop sign. This business was created because personally my family has been in car accidents caused by someone speeding or running a red light or stop sign.

Speed Snatcher’s form of ownership is a corporation. Our business chose a corporation because this form of business can obtain more capital through sales and taxes are paid separately and apart from its owners. The strengths our corporation brings to the industry are that our product is the first and only sensor out there that will regulate the speed of your car! An added bonus of our product is that it will reduce the number of car accidents caused by speeding or running stop signs. However, every company has their weaknesses and one weakness is being the first to try testing this product is like trial and error. With the help of other companies we will join in the years to come, they will bring new ideas and help fix the minor problems that may occur with our product.

 Our mission is to make the streets safer for drivers with families or new teenage drivers and achieve or vision of reducing the number of car accidents caused by running stop signs or red lights and speeding! Teenage drivers are accountable for most of the car crashes caused by speeding. With the help of our product we will be able to reduce the percentage drastically. This new sensor will teach new drivers how to drive safer on the roads and keep others safe. Our business’s goal is to successfully work with one business to introduce our product to the industry. In ten years we see our business expanding and working with car companies, such as Chrysler to manufacture a car with the sensor built into the car. Our objectives are to find a dealership to work with and test our product showing them the changes that can be brought to the industry. Within the next 10 years we hope to make our product a mandatory sensor needed in cars in order to pass inspection, which will accomplish our goals of making the roads safer for everyone.

Speed Snatcher is a sensor that is built separately from the car and can be used with any make or model. The sensor is placed in the car and regulates the speed of the car in areas that have a maximum speed. A smaller version of the sensor will be placed on speed limit signs, stop signs and stop lights allowing the car to recognize what the maximum speed is in the area and if there the car is approaching a red light or stop sign. The sensor in the car will work with the speed and brake sensor, which will bring the car to a stop if the car recognizes there is a red light or stop sign approaching. The sensor will work with the speed sensor only allowing the car to go the given maximum speed in the area without letting the speed go above. It is important to our business to satisfy our customers with our product and to spread the word of how our product is making the roads a safer place!

Statistically 52.7 % of teenage drivers, ranging from ages 16-19, are responsible for car crashes caused by speeding. This product will attract the parents of new drivers because a parent’s main priority is to keep their children safe!

 The technology industry is expected to grow 5%, expansion growth is expected to grow 4% and employment growth is expected grow 3% within the next year. Right now would be a perfect time to introduce our product into the new industry because it is expected to grow within the next few years in all aspects.