
Electronics Installation Company

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A new residential and commercial contract installation business needs a name and branding, including a logo. The company provides:

- home installs for appliances, audio and video equipment purchased at consumer electronics retailers such as Walmart, Target and Sears
- residential electronics, including home theater and “smart home” systems
- large commercial electronics installs, specializing in mega-church audio/video/special effects systems
- custom equipment for purchase

REQUIREMENTS

- Avoid specific “audio” and “video” references
- The company may have a presence in the electronics department at Walmart and the other stores it serves (think independently branded service providers like Geek Squad or Firedog)
- The company will also market at least one retail product, a Do-it-yourself flat-panel TV installation kit
- Will need to include “Inc.”
- Will be judged on the availability of a short .com domain name
- Should not be too cheesy or cutesy because large companies (churches) need to trust the company with millions of dollars. Install-It-All, for example, is too glib and commodity-sounding to also serve that sector.
- Open to something that doesn't have a literal meaning

ATTRIBUTES

- Professional/Punctual
- Friendly
- Easy/Convenient
- Established
- Expert

MAJOR RETAIL CLIENTS

- Zip Express: www.zipinstallation.com, <http://zipinstalls.blogspot.com/>
- Target, Walmart, Sears, Whirlpool

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