

Small Business Snapshot: Thetford Web Development

Dennis A. Britton • Special to The Desert Sun •
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Thetford Web Development

Address: P.O. Box 3231, Cathedral City 92235

Days and hours: 8 a.m. to 5 p.m. Monday through
Friday

Owner: Stacy Thetford

Date founded: Jan. 1, 2006

Description of business: A full-service Web site
design and development firm that works from
concept to delivery, turning visions into Web sites
that create online solutions that reflect each client's
style and operational needs.

Number of employees: 8

Cost of startup: \$10,000

Source of startup financing: Self

Did you write a business plan? Yes

Marketing budget: \$7,000

Recipe for success: "Customer service, customer
service, customer service. I spent several years in
the hospitality business with the Ritz-Carlton and
learned that listening to clients, understanding their
needs and delivering beyond their expectations is
the recipe for success."

Personal motto or mantra: "Sincere customer service
equals loyal clients."

Where do you seek advice? Business associates,
friends and family.

Information: (760) 902-2842; e-mail
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