



**MUCC InsightSolve Consultancy**

**“Smart Solutions where success and strategy meet”**

# **5 YEARS STRATEGIC PLAN (2024- 2027)**

Prepared by:  
MUCC InsightSolve Company

September 2024

Table of Contents

Cover Page .....1

Table of Contents.....2

Team Members.....3

Mission.....4

Vision.....4

Objectives.....4

Executive Summary.....5

Overview.....5

SWOT Analysis.....6

Marketing Strategy.....7

Market Description.....7

Key Trends in the IS market.....8

Target Market.....8

Service Offerings.....13

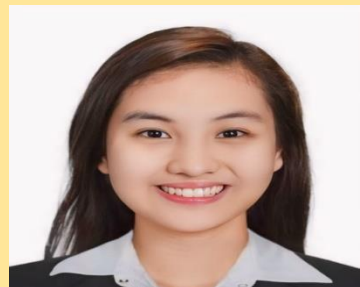
Team Members



Name: Gabriel Alonzo

Email: gabalonzo202020@gmail.com

Job Position/Title: Project manager/ Cyber security Analyst/ Business development manager



Name: Judie Ann Camille M. Castañeda

Email: castanedajudie@gmail.com

Job Position/Title: Chief executive officer/ Data analyst/ Senior Information Systems Consultant



Name: Katherine Ann Guillermo

Email: guillermokath42@gmail.com

Job Position/Title: Business analyst/ IT technical support officer/ IT infrastructure consultant



Name: Dalton Hipolito

Email: hipolitodalton3@gmail.com

Job Position/Title: IT manager/ Chief technology officer/ ERP consultant

## MISSION

Our mission is to give a wide-ranging information systems consultancy that allows businesses to optimize their technology resources. We are focusing on providing innovative, cost-effective, and sustainable solutions that can improve operational efficiency.

## VISION

To build a new world in businesses and to achieve their best outcomes through insights by using information systems tools.

## OBJECTIVES

- \*Implement mission and vision statement
- \* Develop a SWOT Analysis
- \* Overview of Consultancy Firm
- \* Discuss The Marketing Strategy
- \* Explain how will advertise the firm in industry
- \* Discuss the target market of the firm
- \* Describe the service offering

# MUCC INSIGHTSOLVE EXECUTIVE SUMMARY

## Overview

MUCC InsightSolve Consultancy was established in 2024, the firm name came from the middle Initials of the team then we combine the words “insightsolve” which aim to address and solve the problem of a business with strategic insight. The firm provide services to enhance the operational efficiency, productivity, and overall performance of organizations utilizing information system (IS) tools.

With the fast paced of technology, companies are seeking innovation to increase automation, improve data management and business performance. As well as the need for IS solutions continues to rise so businesses can have an edge or have advantage to other businesses. We analyze and create solutions to innovate, develop a strategy and engage more with customers to better understand their needs.

MUCC insightsolve consultancy helps the organizations to optimize their technology using information system tools and to meet their business goals. Our firms are offering an assessment, implementation of IT solutions and strategy development, to meet the needs of organizations. Furthermore, our firm provide a training and support for businesses to adapt the rapid changes of technological and to maintain the competitive advantages.

SWOT  
Analysis

Strengths	Weakness
<div><div>1. MUCC help businesses use technology better and improve their business</div><div>2. MUCC offer lots of services like IT planning and software development etc</div><div>3. MUCC team consultants are experts in different areas of technology</div><div>4. MUCC have a team that provides support and training to businesses</div><div>5. MUCC help with cybersecurity so companies are safe online</div></div>	<div><div>1. Sometimes it might be hard for clients to understand all the technical details</div><div>2. MUCC services can be expensive for micro enterprise businesses</div><div>3. Might face competition from other consultancy firms</div></div>
Opportunities	Threats
<div><div>1. Businesses are always looking to improve their technology for better service</div><div>2. New technologies are always being developed, giving us more MUCC services to offer</div><div>3. We can expand our services to reach more clients in different industries and Field</div><div>4. There is a growing need for cybersecurity services in Business Industry</div><div>5. We can help IT/CS/IS graduate to give job opportunities</div></div>	<div><div>1. Some organizations may already have their own IT teams and may not see the need to our service</div><div>2. Competition from other consultancy firms offering similar services could affect our ability to attract clients</div><div>3. Quick changes in technology could make it challenging for our firm to stay updated with the latest tools and systems</div><div>4. Cybersecurity threats and data breaches could remove the trust of our clients in our services</div></div>

## MUCC INSIGHTSOLVE MARKETING STRATEGY

### **Market Description**

MUCC InsightSolve Consultancy aims to provide service for growing market such as Healthcare Organizations, Technology Sector Organization, Financial Sector Organization, Government Agencies, Small and Medium Enterprises, Manufacturing Firms, Educational Institutions, Corporation, and Real Estate. It aims to provide service to solve and innovate the needs of the business. Integrating IS tools like Business intelligence, artificial intelligence (AI) and machine learning tools, customer relationship management, collaboration tools, and etc. These tools can help in analyzing data and to improve the overall performance of a business.

The following are ways to advertise our consultancy firm;

- Online Marketing: We are going to develop a website to showcase our offered services and in which we can attract more clients. Social Media marketing and other professional network can help in advertising our consultancy firm to establish more engagement.
- Providing Webinars/Seminars: hosting and providing free webinars/seminars that give insights on how businesses can analyze and solve business needs utilizing IS tools.
- Strategic Alliance and Collaborations: Expanding our reach by collaborating with IS tools that adds value to the software so we can offer tools our clients need and services which can improve and help organizations to be efficient.

## Key Trends in the IS market

- \* Digital transformation/innovation to stay competitive in the market
- \*The need for data security
- \*Using IS tools such as machine learning and artificial intelligence
- \*Businesses are integrating cloud-based
- \*Modernizing Enterprise Resource Planning (ERP)to improve the overall performance
- \*IS market support team collaboration

## Target Market of our Consultancy Firm

- \* Healthcare Organization
- \* Technology Sector Organization
- \* Financial Sector Organization
- \* Government Agencies
- \* Small and Medium Enterprises
- \* Manufacturing Firms
- \* Educational Institutions
- \* Corporation
- \*Retail



## Target Market of our Consultancy Firm

### ➤ Healthcare Organizations

- Hospitals and Medical Centers
- Public clinics
- Private clinics
- Pharmaceutical companies

### ➤ Technology Sector

- Health tech companies
- Cybersecurity firms
- Cloud service providers
- Artificial intelligence and machine learning

### ➤ Financial Sector

- Investment firms
- Insurance companies
- Wealth Management firms
- Financial Advisory firms
- Accounting firms

Target Market of our  
Consultancy Firm

➤ **Government agencies**

- Department of Labor and Employment (DOLE)
- Department of Trade and Industry (DTI)
- Department of Finance (DOF)
- Department of Justice (DOJ)
- Department of Social Welfare and Development (DSWD)
- Department of Education (DepEd)
- Department of Information and Communications Technology (DICT)
- Department of the Interior and Local Government (DILG)
- Department of Tourism (DOT)
- Department of Foreign Affairs (DFA)
- Government Service Insurance System (GSIS)
- PhilHealth
- Local Government
- Social Security System (SSS)

➤ **Small and Medium Enterprises**

- Catering Business
- Boutique Clothing Stores
- Food and Beverage
- Grocery Stores
- Restaurants and Café's

➤ **Manufacturing Firms**

- Toyota
- Honda
- Apple
- Ford Motor
- Samsung
- Cosmetics

➤ **Educational Institutions**

- Public School / Universities
- Private School/ Universities
- Colleges

➤ **Corporation**

- Jollibee
- McDonald's
- San Miguel Corporation
- BDO
- Metrobank
- Globe Telecom
- PLDT
- Bank of the Philippine Islands

➤ **Retail**

- Robinson
- Mercury Drug Store
- Alfamart
- Convenience Stores
- Shopee
- Lazada
- Puregold
- SM Supermalls
- Bench

**Service Offerings**

For our offering services are indicated below.

- IT Strategy and Planning
- Systems Integration
- ERP Implementation
- Cloud Computing Solutions
- Cybersecurity Services
- Software Development
- IT Infrastructure Design

**Service Offerings**

**For our offering services are indicated below.**

**IT Strategy and Planning**

- We are assisting the businesses or organization to develop their long-term strategies and aligning their goals.

**Systems Integration**

- Our firm helping the business to select, implement, and to integrate a software and hardware systems.

**ERP Implementation**

- By implementing and optimizing the ERP systems to have a better business management and to finance supply chain operations.

**Cloud Computing Solutions**

- For our Cloud Computing Solutions, we are advising to cloud strategy, transfer, and to manage the cloud environments for flexibility and cost-saving.

**Cybersecurity Services**

- Our firm help the business to protect their data and systems by having a risk management and security solution.

**Software Development**

- For this service, it involves the coding, testing, designing, and to maintain the application and systems. It also following a step which are planning, development, testing, and the deployment.

**IT Infrastructure Design**

- For this service, it involves the planning and designing the software, hardware, and the networks. That can assure you to have a flexibility, security, data centers, and cloud solutions.