



So called Engineers

Created by:

Butucaru Andreea-Petronela

Gavrilă Andreea

Moisă Irina-Florentina

Smarandi Anastasia

Tudoreanu Miruna-Ioana

Table of Contents

Executive Summary.....	3
Company Description.....	5
Product Description.....	6
Keys to Success	7
Marketing & Financial plan	7

Executive Summary

We are a company formed of 5 imaginative girls: Andreea Butucaru, Andreea Gavrilă, Irina Moisa, Anastasia Smarandă, Miruna Tudoreanu who each played a crucial role in the development of the product.

- ✓ Andreea Butucaru: Research and Development
- ✓ Andreea Gavrilă: Design
- ✓ Irina Moisa: Marketing
- ✓ Anastasia Smarandă: Production
- ✓ Miruna Tudoreanu: Accounting and Finance

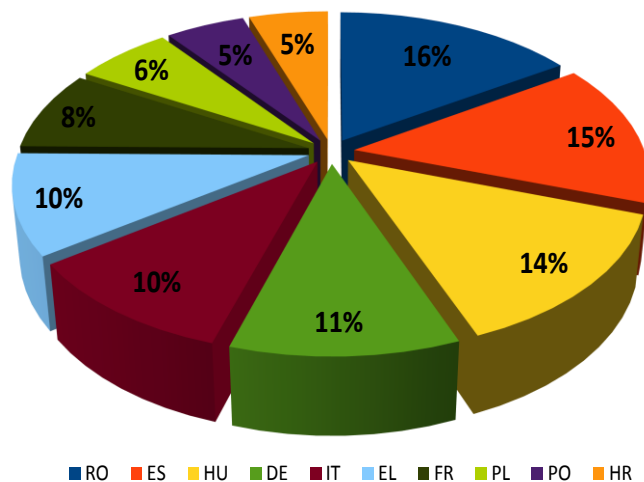
So called engineers is located in Onesti, Romania. Although we don't have that much experience at the moment we have great plans and ideas for the future. We believe that this app is just the first step towards something bigger. After the launch of our app we intend to find investors in order to improve our resources and our services since we believe both in the social and financial potential of our apps.

Mission



Nowadays, Romania has shown the lowest consumption of honey in the E.U., despite the fact that is one of the top producers.

Production of honey at European Level-2015



Bee Healthy's goal is to increase and promote honey consumption. We want to bring awareness to the health benefits that honey brings while also supporting trusted beekeepers that produce natural honey. A study by Agatha Popescu concludes that Romania occupied first place at honey production levels in 2015, but last at honey consumption.

We want to harness these resources. We have found that accessibility is one of the main causes for these conflicting statistics. As a result, we want to provide a platform where beekeepers can promote their businesses to potential users. In addition, users can receive information regarding honey's many uses and its impact on our health. We also encourage regular consumption of honey through reminders.

App Overview

In order to achieve our goal we have developed an interactive map where you can find beekeepers nearby, a page that displays the different uses of honey and how to incorporate it in day to day life, a reminder for the two daily recommended teaspoons of honey and a mini-game in order to attract younger users.

Company Description

So Called Engineers is a new corporation which focuses on developing software especially android apps.

Mission Statement: To provide people with high quality software in order to ease their lives.

Our aim is to product softwares for people who want to improve their businesses.

Six months ago we went on a trip at Irina`s grandparents at the countryside. Their neighbour, a beekeeper, offered each one of us a teaspoon of natural honey. That moment we realised how underappreciated raw honey is. After he told us about it we decided to do something in order to promote the consumption of honey. So, here we are!

Product Description

Our first application, Bee Healthy, is ideal for people dedicated to live a healthier life. Honey is highly beneficial for this purpose, but unfortunately it is often overlooked. Our research team has identified this issue, and as a result our app helps brings awareness to “nature’s sweet medicine” and educate the user on these matters that are not discussed enough. What our app brings to the market in addition to our competitors is that we provide not only the means to bring more honey in your life, but also the reasons for you to do so.

The application’s development stage has successfully ended and we only have some financial oriented aspects to implement. For one, we plan on building our beekeeper database for a small fee paid by each beekeeper that wants to appear on our interactive map. For now, we picked the featured business on our, but the final product that will be uploaded to the Play Store will only recommend our costumers.

As far as future products are concerned, we want to continue to develop software that brings small changes in people’s lives in order to make our world a little healthier and happier app by app.

Keys to Success

- Provide professional quality services on time and on budget.
- Develop a follow-up strategy to gauge performance with all clients.
- Implement and maintain a quality control and assurance policy.

Marketing & Financial plan

We plan to hire a publicity company in order to have our app promoted. Besides this, we are thinking of starting a promoting tour to let people know about our objective.

As soon as our app is launched on the market, the first 20 beekeepers will get a 100% discount for being pinned on our map. The rest of them will have to pay an annual fee of 100\$.

After we reach 200 users we are planning to expand our team by hiring new staff.

We plan to sell our app for \$0.69 in the app store. Through our survey results, we determined that 95% of our audience would be willing to buy such an app.

Next year we intend to expand our company through all E.U. and in the long term- we want to have branches all around the world.