Republic of the Philippines
RIZAL TECHNOLOGICAL UNIVERSITY
City of Mandaluyong and Pasig
COLLEGE OF ENGINEERING AND ARCHITECTURE

DEPARTMENT OF INFORMATION AND TECHNOLOGY

An Individual Activity in Partial Fulfillment of the
Requirements for the subject
Technopreneurship

CEIT 37-803A

by:

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Submitted to:

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February 2024

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I.   **Target Market**

The proposed plan is aimed at teenagers, students, individuals seeking personal time for themselves, those looking to strengthen friendships, and those with an interest in studying in a cozy and fun environment.

II.   **Examine the needs of your target market.**

- Access to Technology: Teens must have access to computers or gaming consoles to use the internet. They are more likely to access smartphones, desktop or laptop computers, and gaming consoles.
- Social media access: Teens use several social media platforms, including YouTube, TikTok, Instagram, Snapchat, and Facebook. They spend the most of their time on YouTube, TikTok, and Instagram. Internet cafés can provide a venue where people can utilize these platforms away from the distractions of home.
- Community and Peer Interaction: Internet cafés provide a space for teenagers to meet friends, study, and play games with others. This social aspect is an important part of their online experience.
- Access to affordable Printers/Photocopy Machines: Students and teens are more likely to have to spend cheaper and less problems when it comes to printing their paper works.
- Free time: Adults or people that lacks personal can also have their best times in an internet café doing what they love.

III.   **Analyze the current trend that your target market needs.**

As the COVID-19 pandemic spread, a large number of internet cafés closed, posing a slew of issues for youths, students, and adults who rely on these places for computer access and gaming. The closure of these cafés has had an impact not only on the social dynamics of gaming groups, but also on the work-life balance of individuals who rely on these locations for productivity. With the advent of the post-pandemic era, the situation has not changed considerably. Many internet cafés remain closed, and students who require physical access to facilities for printing or photocopying their work are left scurrying to find nearby, affordable cafés. Following the epidemic, the remaining internet cafés must reinvent themselves to satisfy their clients' changing needs. The elimination of these places implies that teens and students will no longer have a social hub where they may bond, study, or simply unwind with friends. The absence of affordable printing and photocopying choices exacerbates the issues that students experience when submitting work in a physical format. As the sector navigates the post-pandemic world, it will be vital to find ways to reintegrate the social and community features that were previously central to the internet café experience.

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IV.   Out of the trends, identify a product that you would like to sell to your target market.

- Mini printing machines: Just like the trendy photo printing machines that print polaroid photos. Students that need to print paper works can use this kind of product.
- Cozy internet cafes: We can use the traditional cafes but having an internet café that can be as comfortable as being at home is a plus.
- Quality computers and internet access: While having a cozy internet café is good, pairing it with a quality computers and internet access is very much likely to make the target market to avail the products.

V.   Devise a plan on how you will innovate the product that you have identified.

- Identify the areas or locations: identifying the locations where you can sell the products.
- Research Deeper: Having a deeper analysis of the needs of the target market.
- Trial: trial of the products.
- Critical Thinking: Critical Thinking on how to make the product even better than it should be.
- Implementation and maintenance: Implementing the products and having regular maintenance on the product will give a better understanding of it.
- Being the target market itself: Seeing the point of view of the target market can create an even better perspective of their needs.

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