

### 3's MALIBS TECH COMSHOP

**Business Concept Overview:** Equip community with cutting-edge computer technology and expertise, delivering personalized solutions and exceptional service. In this generation, a successful business concept for making and selling computers and computer parts revolves around customization, sustainability, technological innovation, exceptional customer experience, and a strong online presence. By aligning your business strategy with these key factors, effectively meet the demands of today's consumers and thrive in the competitive technology market.

#### Key Features:

**Customer Support:** Offer excellent customer support services, including technical assistance, warranty support, and product troubleshooting.

**Quality Control:** Implement rigorous quality control measures to ensure that all products meet industry standards and customer expectations.

#### Marketing Strategy:

**E-commerce and Online Presence-** establishing a strong online presence is crucial. Operating an efficient and user-friendly e-commerce platform enables customers to browse products, compare specifications, and make purchases conveniently from anywhere.

**Social Media Platforms-** Making pages on Social Media to make the customer easily contact their inquiries. Posting items and Selling Items through online.

**Pricing :** Set competitive prices based on market research, production costs, and perceived value.

**Target Market:** comprising professionals, gamers, students, small- to medium-sized enterprises, and tech enthusiasts.

#### Competitive Advantage:

**Product Quality:** Offering superior quality, innovative features, or customizable options that are not readily available from competitors.

**Customer Service :** Delivering exceptional customer service through personalized support, timely responses, and effective problem-solving. Competitive advantage indeed lies in its ability to offer unique

value to customers, setting it apart from competitors. This unique value proposition could stem from competitive edge.

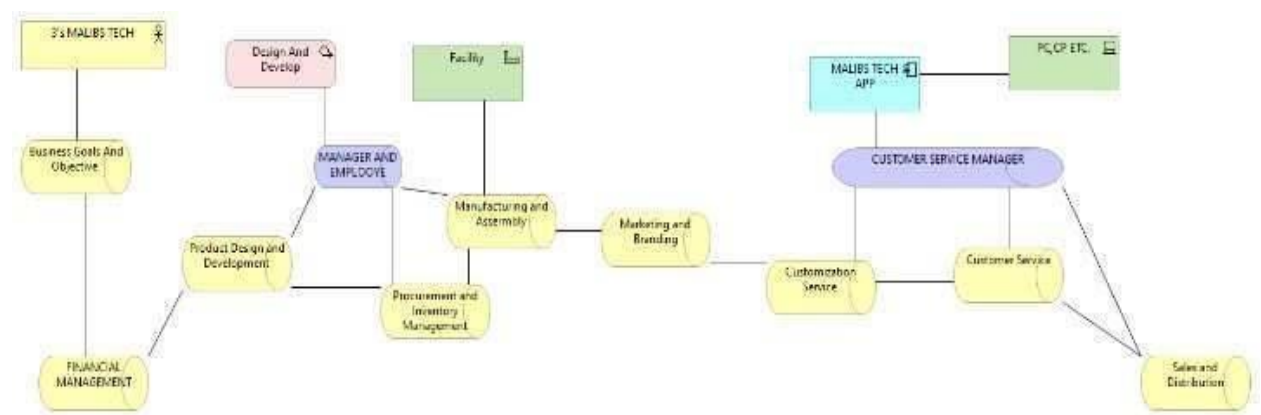
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**PANOY CHRISTOPHER M.**

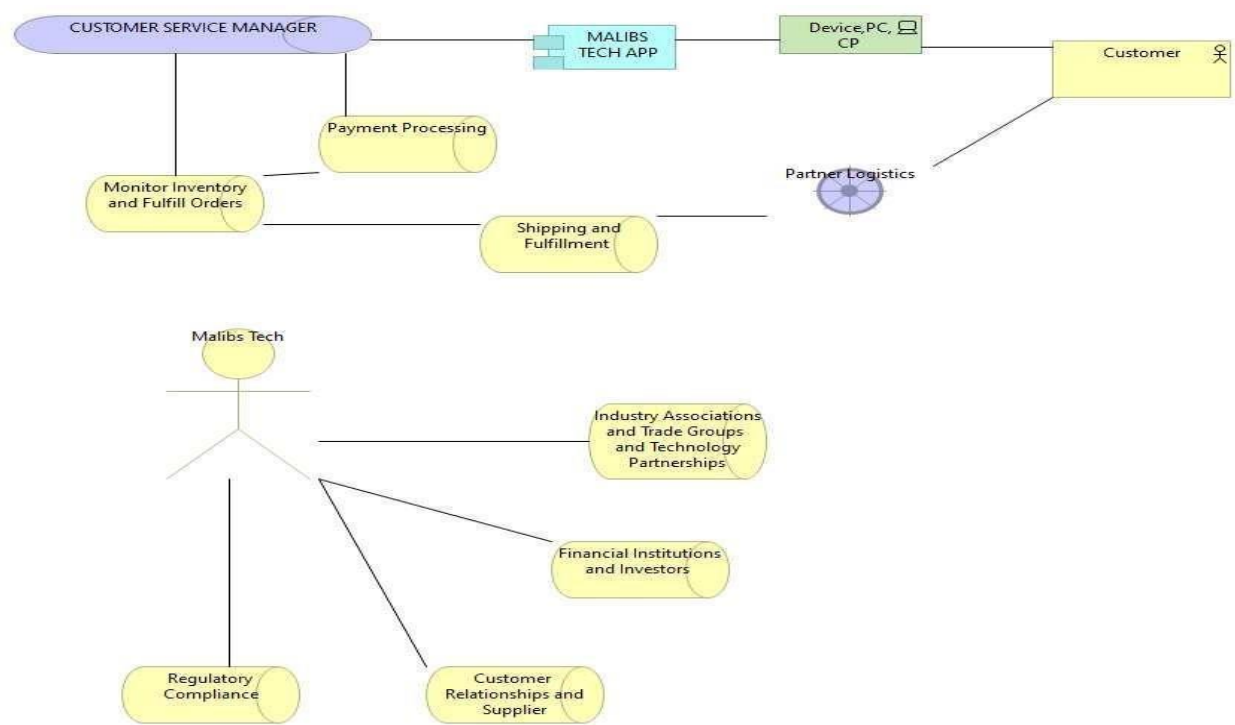
**POPATCO LEONEL P.**

**MERCADO ROMAN S.**

INTERNAL FUNCTION



EXTERNAL FUNCTION



**MIDTERM EXAM: INTERNAL AND EXTERNAL FUNCTION**

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## **Malib's Tech Case Study**

Malibs Tech Web Base Application the future of shopping. Easy to access just search the name of the app in the online platform. With our app, you have the power to browse our extensive catalog of products from the comfort of your own home. Whether you're on your computer, tablet, or smartphone, you can explore our range of customizable computers and computer parts with just a few taps or clicks. Our app is designed to streamline the entire purchasing process, from product selection to checkout. With intuitive navigation and user-friendly interfaces, you can find exactly what you're looking for in no time at all. With secure payment options and fast, reliable shipping, you can trust that your order will be handled with the utmost care and attention to detail.

### **Business Process**

#### **Function**

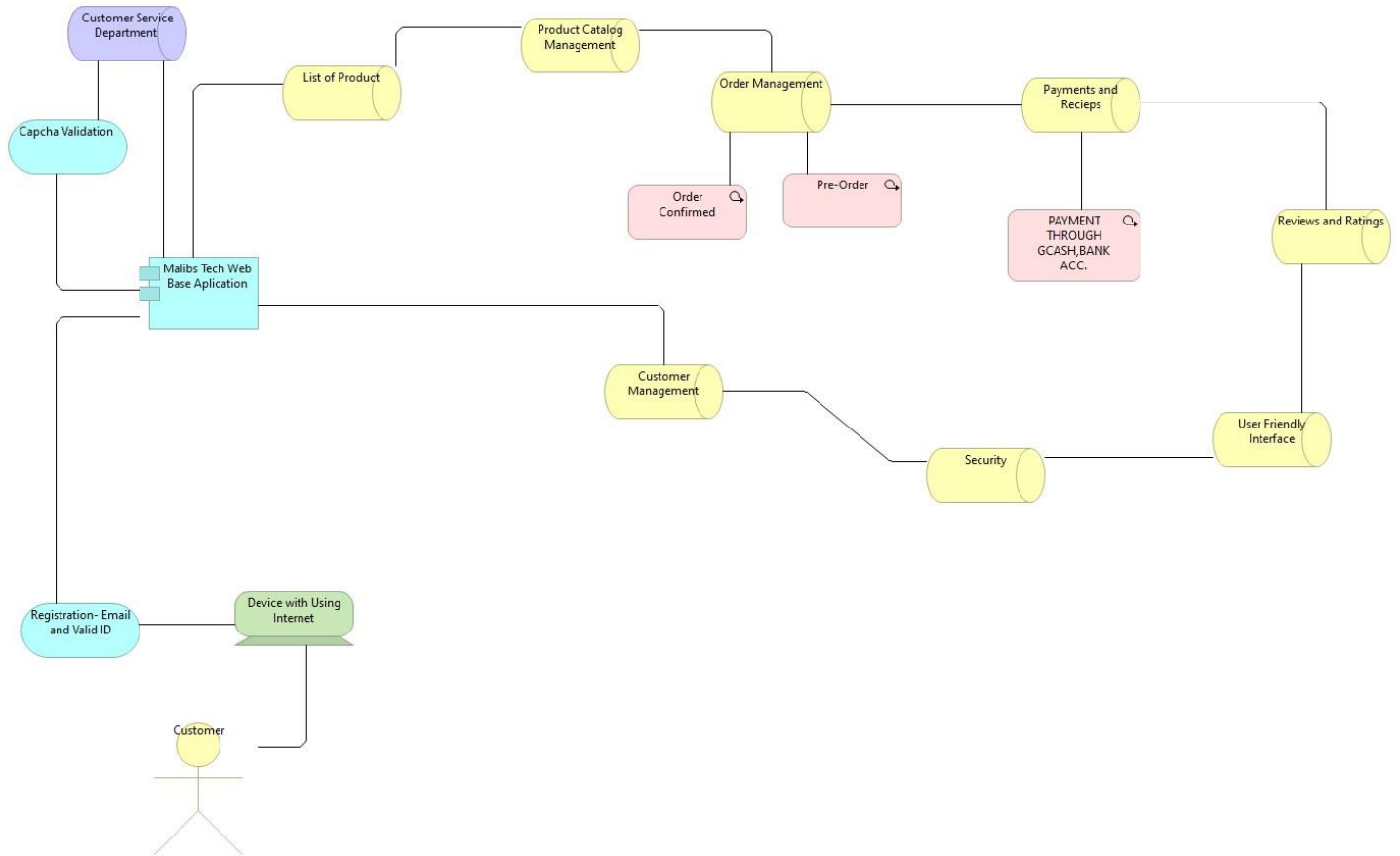
- 1.Financial Management**
- 2.Procurement and Inventory Management**
- 3.Manufacturing and Assembly**
- 4.Marketing and Branding**
- 5.Sales and Distribution**

#### **Actors**

- 1.Customer Service Manager/Representative**
- 2.Customer**
- 3.Partner Logistics/Shipping and Delivery Providers**

#### **Products/Services**

- 1.Product Design and Development**
- 2.Web Based Malib's Tech App**
- 3.Customization and Customer Service**
- 4.Payment Processing**
- 5. Shipping and Delivery Providers**



### Final Model of Malib's Tech System.

In our web-based system, we've prioritized seamless functionality, starting with robust customer service managing captcha validation to distinguish between human and AI registrations. Customers register using email and valid ID, undergoing captcha validation before accessing the app. Once inside, they encounter a list of products kung saan dito Nakalagay lahat Ng list Ng item namen and also comprehensive product catalog management , allowing them to select items based on specifications and descriptions.

Order management divides orders into "confirmed" and "pre-order" categories, with payment split 50/50 between bank transfer and upon delivery. Additionally, we've integrated a review and rating system for valuable feedback.

Our user-friendly interface prioritizes both ease of use and stringent security measures to safeguard customer information. Customers can track their order status throughout the process.

Moreover, maintaining proactive customer management ensures constant engagement and satisfaction. Collaboration with external stakeholders is vital for success and longevity, especially in the computer hardware industry, where innovation and market dynamics drive progress.

