## Title Page:

Name of the Group: LinTech

Name of the Members:

Abel Jude Del Rosario

Edrin JamesEdades  
Carl Jamel Castañares  
Willard Lou Perez  
Jorito James Peralta

Name of the business: Media Mastery Digital Group

## Executive Summary

The entrepreneur’s firm or business is Media Mastery Digital Group, MMDG is a Graphic Designing Business that offers budget-friendly services. Its vision is to help micro, small and medium-scale businesses or firms to be popular and attractive to customers. MMDG believes that media advertising is one of the most important things to have in your business, especially in today’s technology era. Our services are as follows:

* Commercial video
* Product photography
* Drawing (digital or any canvas)
* Banner or tarpaulin designing
* Logo Making
* Social media platforms making and admin
* T-shirts designing
* Sticker designing
* Other media art (digital or canvas)

## Business Idea

Many businesses are closed because of Covid-19 or bankruptcy. But some of them still remain or are in progress. Our team analyzes that media marketing is one of the key things to having a successful business or firm. So, we are presenting to you our business named **Media Mastery Digital Group** which consist of graphic designer, illustrator, video/photo editor, and social media experts. MMDG wants to help advertise or market micro, small, and medium-scale businesses and private individuals with their own occasions.

## Business Form

The form of business that is suitable for this venture is General Partnership. General Partnership is the most basic form of partnership and a minimum of two people is required to operate the business. Each partner has equal responsibility and authority to run the business. Each partner should be involved in the decision making and each partner has the right to know what are the updates in the day-to-day operations of the business. The team chose the General Partnership because it has the following advantages:

1. Easy to create

Each partner has different skills and abilities with the necessary skills to pool their resources and it can lead to profits.

These experiences and skills can aid in the development of a successful and profitable business venture that will have a long-term impact on the community.

1. Easy to raise funds

The ability to raise funds may be increased when there is more than one business owner, because two or more partners may be able to contribute more funds.

1. Simplified Taxes

General Partnerships do not pay income tax because all profits and losses are passed through the individual partners.

## Business Models

Advertising. This venture will be focusing on making commercial videos, product photography, drawing (digital or any canvas), banner or tarpaulin designing, logo making, and social media platforms admin. In commercial video making, the stakeholders will gain extra income for every added graphic design by the client. In product photography, the client will be charged for every photo and additional charges can occur for every effect added to the photo. In the drawing (Digital or any canvas) charges cost will be depending on how complexity is requested by the client. Banner or Tarpaulin designing will also depend on the client request in terms of sizes, design and complexity. In Logo making every revision or request by client design additional charges will occur. In Social media platforms admin, handling fee in every social media pages will be dependent on contract. Additional charges will occur when the contract is extended.

1. **Industry and Competitor Analysis**

|  |  |  |
| --- | --- | --- |
| 1. What industry does your venture belong to? | Explain how your venture is involved in the industry that you have selected. | Identify and apply five(5) forced model to your venture |
| IT Industry via Media sector | LinTech will focus on offering media services to its clients, LinTech will help to advertise or market to small/medium-scale businesses and private individuals. LinTech will help our clients to attract their target customers to boost their business. Small/medium-scale businesses and private individuals will benefit from using our media services to reach out to customers. | This industry is now in high demand since so many companies require a technology-related service as their primary source of income. Because our sector focuses on developing or making commercial films, product photography, sketching, and so on, it will pose a challenge to us because there are other firms that provide similar services to ours. We are new to the IT industry. That is why our organization could pose a threat because we provide services that others do not. Competitors amongst existing forms will be highly competitive and will push our limitations to be more fierce in order to get more clients. It will not be an issue for us as part of the IT industry, and for the power of buyers, the price range of our products and services will be more cost-efficient and justifiable due to our job quality. |

|  |  |  |  |
| --- | --- | --- | --- |
| Identify your venture’s competitors | Are they direct, indirect or future competitors | Explain how they become your competitors | How do you plan to win against your competitors? |
| 1. Artist    2.Professional photographer    3.Mascom Students | Direct Competitor    Indirect Competitor    Future Competitor | Different artists specialize in different crafts, including drawing and poster making. Artists who also create and edit banners, logos, drawings, etc. are our direct competitors.  A photographer's work revolves around photos and editing, similar to what our team creates. This makes professional photographers indirect competitors.  MassCom students also tackle similar works to our team. In the future, after gaining experience, they may become future competitors against our business. | Usually, artists excel only at one or two forms of art crafts. Due to our group LinTech's versatility, our team has the advantage of being able to commission more than a lone artist's reach.    Similar to the advantage against artists, LinTech can also do more than producing professional pictures such as video and audio editing and banner making.    Against younger MassCom students, our team has the advantage of having more experience in the field of business. |

1. **SWOT Analysis**

|  |  |
| --- | --- |
| STRENGTH:   * **Skilled employees**   + The employees have the skills that the business requires to perform the services that offer. * **Employees are adaptive**   + Adapt to a new IT environment and respond quickly to changing customer and market requirements.      * **Providing Excellent Customer Service**   + These are the qualities you should do to provide for your customers as if they were members of your family.      * **Personnel with technical expertise**   + Keeping current with technologies, application developments, and design paradigms | WEAKNESSES:   * **Limited spending**   + Given that we are a new company in the IT field, we are not very proficient at budgeting, especially purchasing technological devices.      * **Less popularity**   + Due to its newness, it is much less recognized than the other companies. |
| OPPORTUNITIES:   * **Events and Occasions**   + Ongoing events, especially those that involves bringing many different people and business together, means our team can advertise more in there as well as sell and print out more banners and tarpaulins for nearby business groups      * **Businesses (product or service) New or Old**   + New and old entrepreneurs are everywhere.      * **Rise for the Needs for our Products**   + In this emerging age of technology and information, digital drawings, banners, and logos are more in demand than ever now due to how prevalent they are now * **Social Media Era**   + Today’s generation, almost all individual are using their phone and social media platforms. | THREATS:   * **Natural Disasters**   + Earthquakes, typhoons, and other similar calamities could greatly hamper the company's productivity and work      * **Competitors**   + Businesses that tackle the same work our company does, both direct and indirect, can give our company some troubling seeking out clients |

1. **The Four Ps of Marketing a New Venture**

|  |  |
| --- | --- |
| Identify the 4Ps of your P. venture | Description |
| Product (tangible/ intangible/ services) | \*Commercial video  \*Product Photography  \*Drawing (any canvas)  \*Banner of Tarpaulin designing  \* Logo making  \*Social Media Platform Admin |
| Price | **Commercial video**  Depends on the duration and elements of the video:  10 seconds commercial video (approx.₱500 – ₱1000)  20 seconds commercial video (approx. ₱1,200 – ₱2,500)  30 seconds commercial video (approx. ₱2,600– ₱3,500)  40 seconds – 1 min. commercial video (approx. ₱3,600– ₱5,000)  **Product photography**  Per-Image    (₱20 to ₱200, depending on the quality and difficulty to take the shot)   * **Drawing (digital or any canvas, canvas material not included)**   + 4×4 inches = 16 square inches x 2.5 = (₱500-₱1000)   + 8×8 inches = 64 square inches x 2.5 = (₱1,200 - ₱2,200)   + 16×16 inches = 256 square inches x 2.5 = (₱3,000-₱4000)   + 24×24 inches = 576 square inches x 2.5 = (₱5,000-₱6,500)   + 32×32 inches = 1,024 square inches x 2.5 = (₱7,000 and up) * **Banner or tarpaulin designing**   + **Banner**  |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Size** | **13 oz Vinyl** | **18 oz Vinyl** | **8 oz Mesh** | **Fabric** | | **4’ x 2’** | ₱750 | ₱1,400 | ₱1,000 | ₱1,400 | | **6’ x 2’** | ₱1,040 | ₱1,700 | ₱1,250 | ₱1,800 | | **6’ x 3’** | ₱1,400 | ₱2,200 | ₱1,700 | ₱2,450 | | **10’ x 3’** | ₱2,100 | ₱3,200 | ₱2,550 | ₱3,700 | | **8’ x 4’** | ₱2,250 | ₱3,350 | ₱2,725 | ₱4,000 |  * Electric fee =(₱10.00) * Maintenance fee =(₱20.00) * Shipping fee =(₱50 to ₱150) * **Tarpaulin**   + 2 x 3 feet tarpaulin     - Electric fee =(₱10.00)     - Maintenance fee =(₱20.00)     - Shipping fee =(₱50 to ₱150)     - Total fee =(₱300 to ₱450)      * 3 x 6 feet tarpaulin   + electric fee =(₱10.00)   + Maintenance fee =(₱20.00)   + Shipping fee =(₱50 to ₱150)   + Total fee =(₱600 to ₱450) * 4 x 9 feet tarpaulin   + electric fee =(₱10.00)   + Maintenance fee =(₱20.00)   + Shipping fee =(₱50 to ₱150)   + Total fee =(₱900 to ₱1050) * **Logo Making**   **Depends on customization request =** (₱100-₱1,500)  **Per revision =** (₱100-₱1,000)   * **Social media  platforms designing and admin**   + **Starter plan = (**₱1000,₱3000 per month)     - Any social media platforms     - Designing and posting     - Upgrade like ads     - troubleshooting * **T-shirts designing**   + **T-shirt = (**₱430.00)     - S,M,L,XL,2XL   + **T-shirt** Front and back **= (**₱510.00)     - S,M,L,XL,2XL   + **T-shirt** for kids **= (**₱385.00)     - S,M,L,XL,2XL   + **Long sleeve T-shirt** Front and back **= (**₱570.00)     - S,M,L,XL,2XL       * Electric fee =(₱10.00)       * Maintenance fee =(₱20.00)       * Shipping fee =(₱50 to ₱150) |
| Promotion | **Social Media Marketing**  ●    Post eye-catching banner advertising on social media, and whenever a person clicks on one, they will be redirected to our landing page.    **Face-to-face marketing**  ●    We can give the businesses or shops a sample output and also our contact. |
| Place | We intend to situate our company in an area where individuals are most likely to create businesses and in a spot that is simple to find. We intend to launch our company in Dagupan City, Pangasinan, as it is one of the most populous areas in the province and where individuals frequently start enterprises that would require the services we provide. |

## Writing a Summary Business Plan

**Company Description**

Within this global economy, small and medium-scale businesses need the right information and the right contacts for access and success. Media Mastery Digital Group offers all elements of entertainment in your product or service.

Based in Dagupan City, Pangasinan, MMDG is a media marketing group helping businesses to grow and be popular through media advertising digital or traditional.

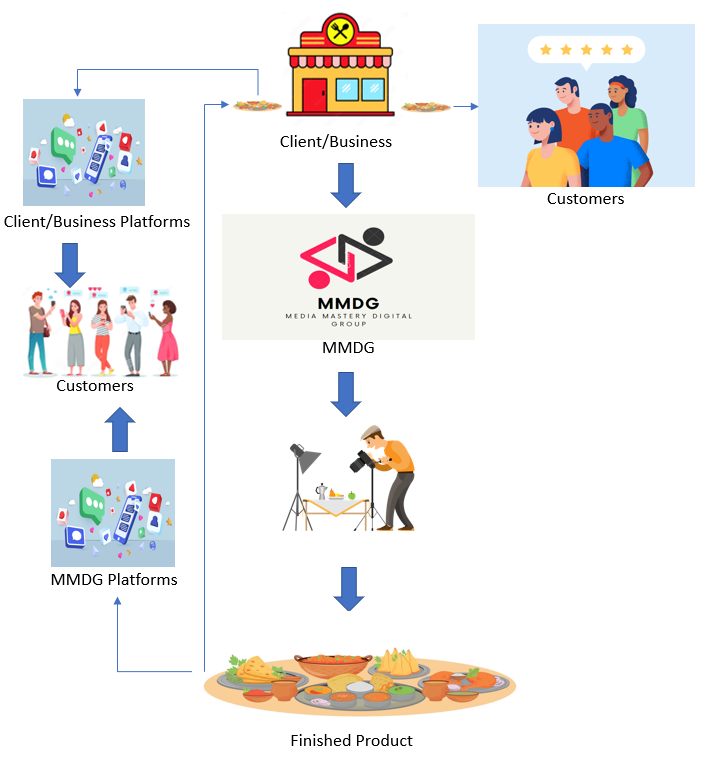
Founded in 2022 by LinTech Group, five people consist of animators and web developers, all of whom are interested in business and e-commerce.

The range of services we are able to provide is drawn from our city and climbing through the entire province. In collaboration with you, we design a route to your desired destination.

**Overall Tentative schedule:**

|  |  |  |
| --- | --- | --- |
| **Year when you plan to open your business:** | **Date:** | **Target output or milestone.** |
| When do you plan to incorporate your IT venture? | January 2023 | MMDG is Incorporated |
| Target completion date of sample outputs of services? | December 15, 2022 | Sample outputs of services is Done |
| Date when you plan to launch the soft opening of your business | February 2023 | Grand Launching/Opening of MMDG for business |
| When do you plan to obtain your critical financing? | November 2022 | Critical Financing is done by this date. |
| Date when you plan to meet with your business partners | September 2022 | MMDG Partners are the Founders also Which the CMO, DMM, Creative Director, CSM, and Senior Animator and multi-media designer |
| Date to operationalize the production/testing: | January 25, 2023 | Operation Testing is Established |
| Starting date to promote the business | February 2023 | Social Media platform’s promotion and businesses raids |

**OPERATIONS PLAN**: This is the schematic diagram of the business flow.  
Clients/businesses choose what service they want to avail from us. When the transaction about pricing and schedule is done, we will start what they avail (for example, product photography). When the product or output is done, we will post it to our social media platforms not just our business platform, but also on our personal accounts. The client will post the output from their platforms also, and they can display it in their shop/store.



## IX. Raising Capital

|  |  |
| --- | --- |
| LIST DOWN the PLANS TO RAISE A CAPITAL FOR YOUR VENTURE | HOW DO YOU PLAN TO EXECUTE IT? |
| Bootstrapping | Since we are IT students, it is expected that we have our assets such as Laptops/Desktop computers and our software development skills. We will also utilize Free or Open software for editing, drawing, and animating. And also, we might obtain payments in advance from our customers. |
| Friends and Family | We believe that the first people who will support us are none other than our family and friends. They are always there no matter what your business result may come up. We can ask for a loan as capital in our business. We can also ask for a donation of money as a gift coming from them. |

**Kickstarter**

PROS:

* No fees if your campaign is unsuccessful.
* Fees are fairly reasonable.
* Long fundraising timeline. CONS:
* All or nothing funding.
* Short campaigning time.
* Difficult to promote through offline platforms.

## GoFundMe

PROS:

* No deadlines or goal limits.
* Not all or nothing funding.
* Fees are the same whether you get fully or partially funded. CONS:
* No guarantee of success.
* Must meet withdrawal requirements.
* Limited customer service options.

## Indiegogo

PROS:

* Not all or nothing funding.
* All kinds of projects are accepted for fundraising on the site.
* There can be a lot of donors. CONS:
* Fees can be higher.
* A lot of competition for the attention of the donor.
* Lower average funds were raised than some other crowdfunding sit

## X. Project Venture employees and job Description

EMPLOYEES AND ROLE

|  |  |  |
| --- | --- | --- |
| Name of Employee/Founder | Role | Job Description |
| Del Rosario, Abel Jude | Chief Marketing Officer (CMO) | The Chief Marketing Officer is the senior-most executive on the marketing team. The CMO is in charge of building the company’s brand, promoting the business, and creating a strategy for communicating and engaging with customers to boost sales. |
| Castañares, Carl Jamel | Digital Marketing Manager | Digital marketing managers create visual content online and use web analytics to measure traffic, conversions, and the success of different channels compared to others. This person is likely to run your e-commerce site, social media pages, and website; they may also run paid search campaigns or influencer campaigns. |
| Perez, Willard Lou | Creative Director | He leads the team of creative people who come up with the visuals, taglines, and other media for an advertising campaign. |
| Edades, Edrin James | Client Service Manager | Also known as customer care managers or client relations managers, client services managers handle and resolve client queries, develop strategies for improving customer services, train other client services staff, authorize refunds on products, maintain business relationships with existing clients, and bring new clients on board.  . |
| Peralta, Jorito James | Senior Animator and Multi-media Designer | The Senior Animator leads the development of animation assets to support the execution of the production's creative vision. |



**XI - Business Ethics**

MMDG Code of Ethics

As a member of the Media Mastery Digital Group, I do hereby recognize the significance of my professional conduct and my responsibilities to society as a constructive member thereof and to other members of my profession.

1. By acknowledging my obligation to society as a whole, as well as, to the organization for which I work.
2. By pledging my efforts to assure that all claims on goods, services and concepts are made honestly, accurately and clearly.
3. By striving to improve marketing knowledge and practice in order to better serve the society.
4. By supporting free consumer choice under circumstances that are legal and consistent with generally accepted social values.
5. By promising to use the highest professional standards in my work and in the field of competitive endeavor.
6. By achieving the Association’s objectives without using my authority or posting for personal gain.
7. By recognizing the dignity and equality of all groups and individuals and thus rejecting any discriminatory practices.
8. By upholding the good name and reputation of the Media Mastery Digital Group and its Constitution and By-laws.
9. By assuming as a responsibility and as a privilege the observance of the laws of the land.

Mission and Vision

VISION

Markets are shaped by people, people who, either through the expression of their own, individual needs or the expression of needs as a result of their connection to organizations and companies, make up the true origin of the business value present in said markets.

MMDG understands that the true value of business occurs via cooperation between companies and consumers in the production of goods and services. This cooperation is fundamental and can be achieved by actively listening to the markets and by introducing a work model that facilitates communication between the brands themselves and their target audience.

MISSION

MMDG provides businesses with the tools that will allow them to transform and optimize the performance of their respective organizations so that they will find they are able to adapt more quickly and intuitively to the markets’ changing dynamic. Thus, by strengthening the businesses’ ability to make the most of new opportunities offered by the different markets, MMDG helps them to be more agile and competitive.

**XII - NEW AGE SOURCE OF SUSTAINABLE INCOME**

|  |  |  |
| --- | --- | --- |
| New age source Income | How do you plan to use it | What will be its impact to your business? |
| PATREON | MMDG creates entertaining content. We can use the platform for crowdfunding. People who are interested will subscribe and pay for their subscription monthly. We will promote this by sharing to our social media accounts and also creating interesting contents. | This will help us not just to collect funds, but also promote our business. |
| Advertisements/Sponsors | MMDG will create a youtube account and post the videos with high quality content. | When we are monetized, ads might put in our videos for the money. Also, youtube can help us get clients even in far places. |

## XIII - Feasibility Analysis Template

**Overall Potential Table**

|  |  |  |  |
| --- | --- | --- | --- |
| **Parts** | **Score (-5**  **to +5)** | **Overall Potential of the Businesses Idea Based on Each Part (High, Moderate, Low)** | **Suggestions for Improving the Potential** |
| **Part 1: Strength of Business Idea** | 3 | HIGH | Always know the techniques in creating commercial content |
| **Part 2: Industry-Related Issues** | 2.5 | HIGH | Should outsmart competitors to establish a share of the new  market. |
| **Part 3: Target Market and Customer Related Issues** | 3.25 | HIGH | Maintain this score but improve it using Market research to identify target customers and to prevent new competitors. |
| **Part 4: Founder’s (or**  **Founders’) Related Issues** | 2 | HIGH | Gain more skills and knowledge by practicing and applying the new techniques in creating an entertaining content. |
| **Part 5: Financial Issues** | 2.25 | MODERATE | Ask for advance payment. |
| **Overall Assessment** | 3 | HIGH | MMDG is feasible because it has High Potential but needs a little improvement in some areas to maintain  MMDG business. |

**Part 1: Strength of the Business Idea**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Areas | Del Rosario, Abel Jude | Edades, Edrin James | Castañares, Carl Jamel | Perez, Willard Lou | Peralta, Jorito James |
| 1. Extent to which the idea:  Takes advantage of an environmental trend  Solves a problem  Addresses an unfilled gap in the marketplace | 1  (High) | 1  (High) | 1  (High) | 1  (High) | 1  (High) |
| 2. Timeliness of entry to market | 1  (High) | 1  (High) | 1  (High) | 1  (High) | 1  (High) |
| 3. Extent to which the idea adds value for its buyer or end user | 1  (High) | 1  (High) | 1  (High) | 1  (High) | 1  (High) |
| 4. Extent to which the customer is satisfied by competing products that are already available | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) |
| 5. Degree to which the idea requires customers to change their basic practices or behaviors | 1  (No changes required) | 1  (No changes required) | 1  (No changes required) | 1  (No changes required) | 1  (No changes required) |
| Total | 3 | 3 | 3 | 3 | 3 |
| **Score** | **4** | | | |  |

**Part 2: Industry Related Issues**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Areas | D Del Rosario, Abel Jude | Edades, Edrin James | Castañares, Carl Jamel | Perez, Willard Lou | Peralta, Jorito James |
| . Number of Competitors | 0  (Few) | 0  (Few) | 0  (Few) | 0  (Few) | 0 (Few) |
| . Stage of Industry life cycle | 1  (High) | 1  (High) | 1  (High) | 1  (High) | 0 (Few) |
| . Growth rate of industry | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0 (Moderate) |
| . Importance of industry’s products  and/or services to customers | 1  (High) | 1  (High) | 1  (High) | 1  (High) | 1 (High) |
| . Industry operating margins | 1  (High) | 1  (High) | 1  (High) | 1  (High) | 1 (High) |
| Total | 3 | 3 | 3 | 3 | 3 |
| **Score** | **3** | | | |  |

**Part 3: Target Market and Customer-Related Issues**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Areas | Del Rosario, Abel Jude | Edades, Edrin James | Castañares, Carl Jamel | Perez, Willard Lou | Peralta, Jorito James |
| 1. Identification of target market for the proposed new venture | 1  (High) | 1  (High) | 1  (High) | 1  (High) | 1 (High) |
| 2. Ability to create “barriers to entry”  for potential competitors | 1  (High) | 1  (High) | 1  (High) | 1  (High) | 1 (High) |
| 3. Purchasing power of customers | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0 (Moderate) |
| 4. Ease of making customers aware of the new product or service | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0 (Moderate) |
| 5. Growth potential of target market | 1  (High) | 1  (High) | 1  (High) | 1  (High) | 1  (High) |
| Total | 3 | 3 | 3 | 3 | 3 |
| **Score** | **3** | | | | |

**E. Create a Founders’ Related Issues Table**

**Part 4: Founders’ Related Issues**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Areas | D Del Rosario, Abel Jude | Edades, Edrin James | Castañares, Carl Jamel | Perez, Willard Lou | Peralta, Jorito James |
| 1. Founder’s or founders’  experience in the industry | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) |
| 2. Founder’s or founders’ skills as  they relate to the  proposed new venture’s product  or service | 1  (High) | 1  (High) | 1  (High) | 1  (High) | 1  (High) |
| 3. 3. Extent of the founder’s or founders’ professional and social networks in the relevant industry | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) |
| 4. 4. Extent to which the proposed new venture meets the  founder’s or founders’ personal  goals and aspirations | 1  (High) | 1  (High) | 1  (High) | 1  (High) | 1  (High) |
| 5. 5. Likelihood that a team can be put together to launch  and grow the new venture | 1  (High) | 1  (High) | 1  (High) | 1  (High) | 1  (High) |
| Total | 3 | 3 | 3 | 3 | 3 |
| **Score** | **3** | | | | |

**Part 5: Financial Issues**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Areas | Del Rosario, Abel Jude | Edades, Edrin James | Castañares, Carl Jamel | Perez, Willard Lou | Peralta, Jorito James |
| 1. Initial capital investment | 1  (High) | 1  (High) | 1  (High) | 1  (High) | 1  (High) |
| 2. Number of revenue drivers (ways in which the company makes money) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) |
| 3. Time to break even | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) |
| 4. Financial performance of similar businesses | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) | 0  (Moderate) |
| 5. Ability to fund initial product (or service) development and/or initial start-up expenses from personal funds or via bootstrapping | 1  (High) | 1  (High) | 1  (High) | 1  (High) | 1  (High) |
| Total | 2 | 2 | 2 | 2 | 2 |
| **Score** | **2** | | | | |

## XIX - Conclusion

Based on the data and assessment we have provided above, we can say that Media Mastery Digital Group will be a successful business given that it has a high feasibility score. We also have our internal assets like Development Skills, Graphics Design Skills, and Equipment such as our Desktop/Laptop PCs and Mobile Phones for doing the outputs. In that way, there will be no need for hiring external employees. Also, we can earn while not spending by utilizing Community-Driven tools like free video and photo editors. This is ideal for us start-ups looking to integrate our business into the market with Little-To-No expenses.

In terms of competition, we have different strategies to outsmart our competitors. These strategies include staying focused on our target audience by providing them with better media arts and satisfaction; keeping up with the latest trends and styles; getting involved in partnerships, and; most of all finding loopholes in our company and providing immediate actions in order to prevent competitors from taking advantage of our weakness. We also secure our assets through Intellectual Property Rights.

As for financing and sources of income, we are not only limited to the agreed payments from our clients. We also have additional sources of income like bootstrapping and family wherein we get some income for our projects.

Businesses often experience stages of business growth starting from Existence Establishment up to the Maturity Phase. Once the business survives all of these stages, we can say that the MMDG business is SUCCESSFUL and our primary focus will be maintaining the business and keeping it running.

Therefore, we can conclude that Media Mastery Digital Group will be a successful business.

MMDG recommends having additional services in the near future of the business such as Web Design, Website Development, and Data Analysis to help the business owners decide what is the best strategy to compete with other businesses and what needs to be implemented in their business.