**Deontology & Professionalism**

**Deliverable 3**

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**1- The problem.**

We’ve found a large number or people who would be interested in improving their capacity to understand foreign languages for personal purposes and business. This potential customer base would probably be interested in our device: contact lenses that will allow you to understand text in foreign languages as you see it.

The added value of our product is the capacity to allow our customers to break communication barriers in a simple and efficient manner. Additionally, people with short-sightedness have the option of purchasing their AEsir as prescription lenses.

**1.1- Our idea: value proposal.**

Main characteristics of our product :

* Minimalist style.
* Capacity of reading in every language.
* Easy to put on.
* Prescription contact lenses available in case they were needed.
* Comfortable.
* Difficult to notice.
* Availability of a range colours.
* Monitoring of health condition (Can detect a glaucoma, diabetes…).
* Records what you see in the cloud.
* Access control and security.
* GPS Navigation.
* Can help workers in their job.

**2- Defining Ourselves: The Æsir Company.**

**Our mission:**

**Who would this product cater to?**

Our intention is to make AEsir as available as possible, because communication issues in business or commerce may emerge in any part of the world.

**What is the goal of our company?**

Our goal is to break communication barriers and make it for people all over the world to understand each other easier.

**How do we plan to achieve this?**

We want the technology the device incorporates to be our key differentiation point, which would differentiate us and make us relevant and hard to copy.

**Our vision:**

Our vision is for us to become one of the most helpful companies in the world. We want to provide value to and make communication easier for a massive amount of people all over the world.

**What are our defining values?**

1. Transparency.
2. 100% privacy for our users.
3. To guarantee the safety of our products
4. A compromise to face all problems that may arise our products.
5. To respect the environment
6. To create and develop this product in a socially responsible manner

**3- Analysis.**

**3.1- External analysis.**

In this section we are going to proceed to do the analysis of the environment of our company. For that, we have to take in account that it is a dynamic environment that changes with a high frequency with a high number of complex variables to take in account. Then, first we will analyse the generic environment with the PESTEL and following we will analyse the specific environment with the 5 forces of Porter:

* Pestel Analysis (assuming we’re based in Silicon Valley):
  + **Political aspects:** 
    - Political instability in China, where we would manufacture our product (threat)
    - Globalization, which would mean a large customer base (opportunity)
    - Stable political climate in most of our major markets (opportunity)
    - The government limiting the power of big tech companies ( scalability threat)

a) Which profiles of dimension 1 (C) are seen in the outgoing company of Dilbert (indicating why).

b) What profiles of dimension 1 (D and E) are seen in the company Nirvana (indicating why) c) Create a Dilbert profile with the dynamic web e-CF. The results must be delivered.