

Integrated Activity

Good evening teacher, today I will talk about starting their own businesses. In my case I would start a company related to web and mobile software development. The name I would give the company is DevOps Soft.

Introduction

DevOps Software would be a company dedicated to the development of web and mobile applications. The name comes from the combination of the following words: Dev equal Development and Ops equal Operations and Soft equal Software.

Products and services we offer

- ❖ **Web applications development:** Creation of custom web applications for various needs, such as CRM, project management, collaboration software, among others.
- ❖ **Mobile application development:** Design and development of mobile applications for iOS, Android, and other platforms. This includes native, hybrid or web-based applications.
- ❖ **Website Development:** Creation of custom websites, whether for companies, online stores, blogs, portfolios, or other types of websites.
- ❖ **Enterprise Software Development:** Development of software solutions specific to a company's needs, such as enterprise resource management (ERP) systems or customer relationship management (CRM) software.
- ❖ **UI and UX Design:** Design of attractive and friendly user interfaces that optimize the user experience in applications and websites.

Location of the business

The best location for our company is San Salvador because there are more opportunities to network with other companies, investors, academic institutions, and government organizations that could be potential partners or clients

Types of employees

- ❖ **Project Managers:** Project managers are responsible for planning, coordinating, and supervising the development of projects. They help ensure that projects are delivered on time and on budget.
- ❖ **Software Architects:** Software architects design the structure and architecture of applications, including making decisions about technologies and development approaches.
- ❖ **Software Developers:** They are the core of the team and are responsible for writing the code for applications and websites. There may be web developers, mobile developers, front-end and back-end developers, among others.
- ❖ **UI and UX Interface Designers:** UI/UX designers focus on creating attractive and easy-to-use user interfaces. They work on the overall look and experience of apps and websites.

Promote the business

The company would promote itself mainly through social networks such as Facebook, Twitter, Instagram, and YouTube.

In addition, there will be a dynamic website where all the products and services we offer will be in more detail, as well as a contact form so that you can make requests about the product you want us to work with.

This is all teacher, thank you very much for your attention.