



# S.I.G.T.

## English

Katsu enterprise (勝つ企業)

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**Deadline**

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**THIRD HAND-IN**



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## Identify and roles of the members of the group, reasons for the conformation of the group

### Who we are

Katsu enterprise is a business dedicated to create data management software.

It is formed by four members: the Coordinator, Sub-coordinator and the Developer members.

Working together was the best option to make Katsu enterprise work efficiently as a result of our own skills and personality. Thus, we decided on the roles as a team after a meeting.

The organization is formed by the coordinator Fiorella Macedo, who was chosen to be the Coordinator due to her ability to make everyone motivated. Oriana Dávila is the sub-coordinator, Lautaro Perez is the Developer member, given his skills with informatic knowledge and Agustin Budes Manager of the operative system, he is responsible for generating functional backups of the application creating and system-level users.

### How we work

We follow a few rules that make us work efficiently. We start making small software for small businesses like shops, small libraries, etc.

We help each other to do our job more efficiently and faster, making all of us feel comfortable and always taking care of each other.

Nevertheless, it is important to remember the fact that we have permanent link contact with our clients to make sure that we are doing what they want correctly.



## Mission and vision

Our mission is to develop specific software and create it as user friendly as we can.

We plan to make work easier and faster for you.

## Considerations in the design of the system

Our system will be used to manage data and save it for a long time, and also it will detect any discrepancy in the rules and notificate to the administrator.

Developing a user friendly program is the best for non-experienced clients in the informatic area, judges are going to send a score to the database and that score will be shown on a screen in front of the stage.

## Objectives and success criteria

The objective our enterprise is looking for is having client satisfaction. If clients like our jobs, they will be satisfied and we can serve them again.

We want to develop software for important businesses and expand ours, giving our clients what they want and making sure they are satisfied and happy with our job, providing our clients the software that they need to work, creating those tools for them.

To do a successful job we need to be a good team. Help us to resolve troubles and problems.

This application needs a lot of minimum requirements and those are our success criteria, guaranteeing our client that their needs will be ensured, in this project we must do a system that can save the score on the judges tape.



## Limitations and Requirements

Obviously our methods have some limitations that we will describe below.

Firstly, if there is not enough time to do the Karate project efficiently, we will work on being more organized and constant.

The division of the work is an important thing to do before starting to develop software correctly, because we need to be efficient, and for that reason we use a process whereby a team can manage a project by dividing the work in multiple areas. Once each team member has completed their tasks, we all have a meeting to discuss and correct possible failures.

## SWOT ANALYSIS

It is essential that every company carry out the SWOT analysis, a tool that will help us to know all our strengths, opportunities, weaknesses and threats.

After a meeting with the members of the Katsu Enterprise team, the team members have reached the self-discovery of our SWOT.

### Internal analysis

#### Strengths

Our company has several strengths that keep our company standing and generate a high probability of subsistence of the project that we are currently carrying out.

- We have a team that has well-defined members.
- Our customers and superiors have told us that our system design is very intuitive and stunning.
- We are majoring in creating software.
- We have problem solving skills.



- We are aware of our needs and we take advantage of the technical support available.
- We have expertise not only about computers, but also on marketing and enterprise organization

## Weaknesses

- Katsu enterprise is aware of their weaknesses and we are completely focused on changing it. By now, we could improve our skills in software design, developing ideas and writing criteria.
- We recognize that there are differences based on the expectations on the project, some are more perfectionists than others, which generates conflicts and sometimes delays.
- The material resources we have are not suitable when it comes to programming, thus, we had to borrow equipment to be able to do the virtual machine.

## Opportunities

It is our contention that technology is improving by leaps and bounds, and that's something we can take as an opportunity, like taking inspiration from the many types of media that IA has been creating.

We can tap into the market of virtual sports development and also take in the nature of the current app we are developing. Moreover, we can tap in the market of various physical sports

We are located in a centric zone so our local has plenty of other businesses that more or less do the same thing we do. Nevertheless, our company takes care of a very specific development of apps to assist the scoring of sports, in nature we don't have many competitors.

Obviously our system could be a great opportunity to show our business to the world, because a Kata competition system is unique, no one has made it before.



## Threats

- What is our competition doing that we aren't?
- How can our weaknesses leave us vulnerable?
- What market trends are we unprepared for?
- Which economic or political issues could impact our business?

Our software is only applicable for kata tournaments. However, our competitors may be developing software that can be used for more than one martial art.

There are only three of us. Meanwhile other teams have more people, which means that we need more time to do the same project efficiently.

We are prepared for everything, but it is known that we are not experts about all the issues that we could face in the future. We are duty-bound to investigate any matter and assure our development is being correct.

Katsu enterprise has a lot of economical problems, we must have actualized hardware and it costs money that we as a small business do not have.

## Marketing

### Promotion strategies (product sales channels).

Katsu enterprise wants to be a modernized business, which is why the most important and recognized companies were analyzed to imitate their behavior when promoting themselves. So now, it is possible to search Katsu Enterprise in the most popular social networks, where we post almost every day, making the algorithm show us more to the world, which will make it possible for us to reach more potential customers.



## Justification of the company location.

Our company has decided to establish its first store located in the area of Ciudad Vieja, Montevideo, more specifically in Sarandí & Bartolomé 4706703, where there are in the surroundings a lot of technological stores, so, if someone wants to buy something in that area, their possibility of finding us will be big thus the rich commercial traffic and great human recurrence because it is easily accessible, either that the client mobilizes on his own or has public transport.

The existence of cafes, shopping centers, offices and other establishments close to our premises favors the emergence of opportunities where we can take advantage of the influx of customers who visit these.

It is not less to clarify that being located in this area can confer a certain prestige and a stronger brand image. Consumers usually associate downtown enterprises as quality and higher level business, which can generate customer's reliability.

## Target market

Our mission is to get as many customers as possible. Meanwhile Katsu Enterprise is developing sporty programs for Karate organizations, specifically to Kata tournaments. However, our business is not closed to providing other kinds of services. We want to improve and make ourselves known in the industry, taking as many opinions or suggestions from our customers as possible.





## Presentation's script of the Pre Defense

Tired of using software that makes your work difficult and looks outdated?

Use our system where you will obtain gratified benefits when doing your work

- I have tested the software truly and have not found any flaws in this regard. The dedication and work of the katsu enterprise team is amazing. I have never tested such incredible and easy to use software before. Thank you for the opportunity to test your software.
- Since we use the software developed by katsu enterprise everything is easy.

Download now

click on the link below!

## Reflection on the process carried out to carry out the project

A few days before the final hand-in we made a commitment to write a reflection about how our team (formed by Fiorella Macedo, Oriana Dávila, Lautaro Pérez and Agustín Budes) has experienced the entire course of this project.

At first our team was composed of three people (Fiorella Macedo, Oriana Dávila and Lautaro Pérez), being a group where none of us knew each other before, yet we were able to complete all the tasks successfully.

At the beginning of October, Agustín Budes joined the team, being a very helpful member when carrying out Operating Systems work, since the equipment we previously had could not support a virtual machine, making working on it more difficult.

Regarding the project itself, it is a peculiar project if we take into account how specific it is, being difficult to search for similar programs to seek for help or inspiration. However all the minimum requirements that were demanded of us were easy to complete due to the teachers being so present and professional, who managed to answer our questions. We had perfectly remediable corrections that didn't affect the group as a whole.



## Company and product presentation spot

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