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# MARAWAHOMES WEBSITE DEVELOPMENT PLAN

Liuva Salas - Desafío Latam - G20



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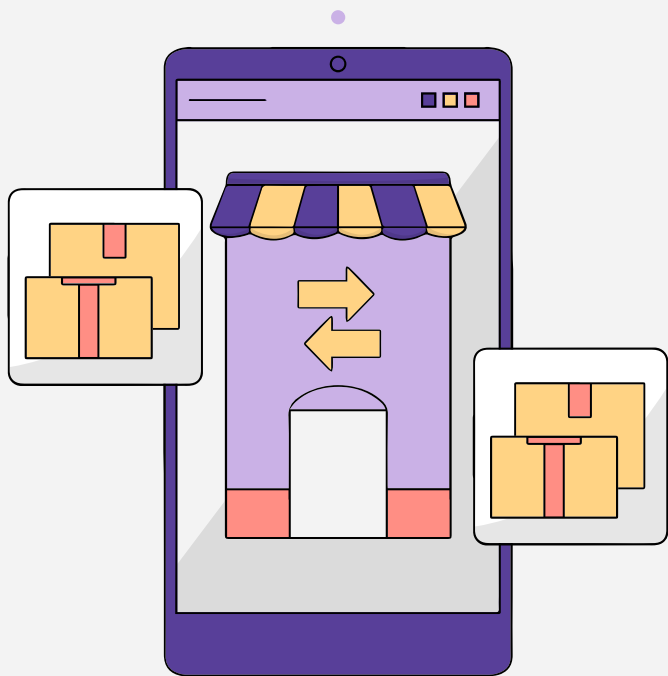
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# RESUMEN EJECUTIVO

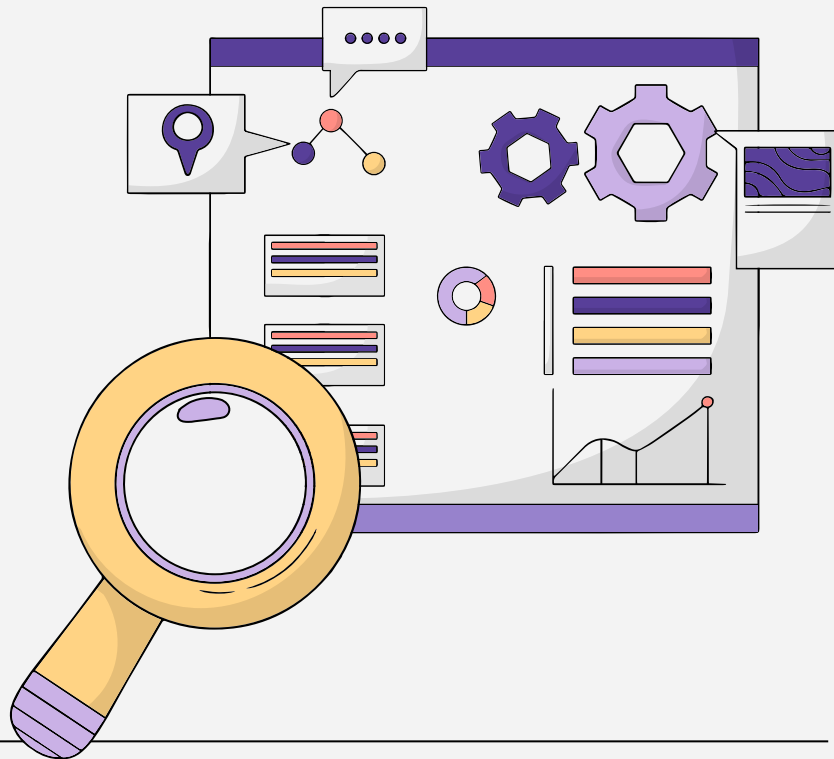
Nuestro plan de negocios describe la estrategia para MarawaHomes, una Inmobiliaria que proporciona un enlace entre arrendadores y arrendatarios. Nuestra misión es construir una comunidad donde cada puerta que se abre es una oportunidad para comenzar una nueva historia.

El análisis de mercado muestra que existe una gran demanda de nuestros productos/servicios en la industria. Hemos identificado competidores clave y creemos que podemos diferenciarnos a través de nuestra manera de mostrarnos al mercado.

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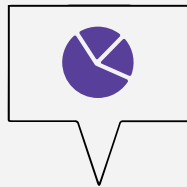
**01**

# **BUSINESS PLAN**



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# DESCRIPCIÓN DE LA COMPAÑÍA



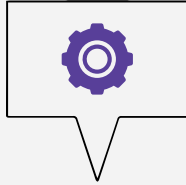
## HISTORIA Y VISIÓN

En Marawa Homes, nacimos con la misión de simplificar el proceso de arriendo, conectando a arrendadores y arrendatarios de manera eficiente y segura. Con nuestra visión de ser plataforma inmobiliaria líder en arriendos, con una comunidad donde encontrar y ofrecer un hogar sea una experiencia confiable y enriquecedora para todos los involucrados.

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# ANALISIS DE MERCADO



## VISTAZO GENERAL INDUSTRIA

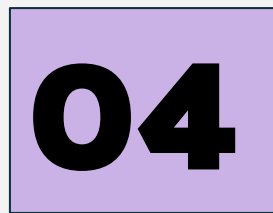
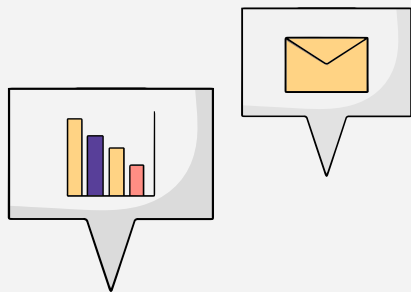
La industria Inmobiliaria está en constante crecimiento, impulsado por la alta demanda de arriendo, especialmente en áreas urbanas. La digitalización ha facilitado la búsqueda y gestión de propiedades. Se espera un crecimiento sostenido, con un enfoque en soluciones innovadoras y sostenibles.



## PUBLICO OBJETIVO

El mercado objetivo de Marawa Homes incluye a arrendatarios, como jóvenes profesionales, estudiantes y familias que buscan flexibilidad y opciones accesibles de arriendo, así como arrendadores que desean gestionar sus propiedades de manera eficiente y segura. Ambos segmentos valoran la comodidad, la transparencia y el uso de plataformas digitales para facilitar la búsqueda.

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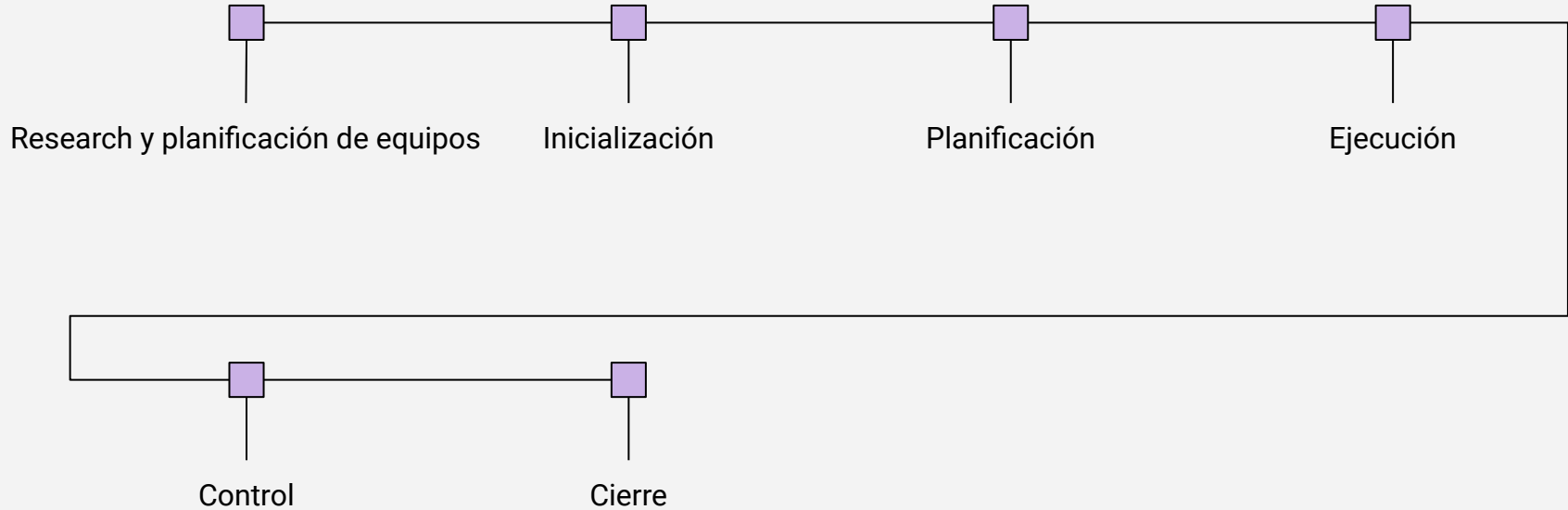


**MOCKUP**



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# DEVELOPER PLAN TIMELINE



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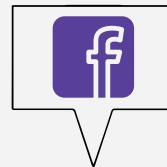
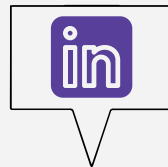
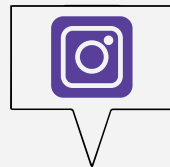
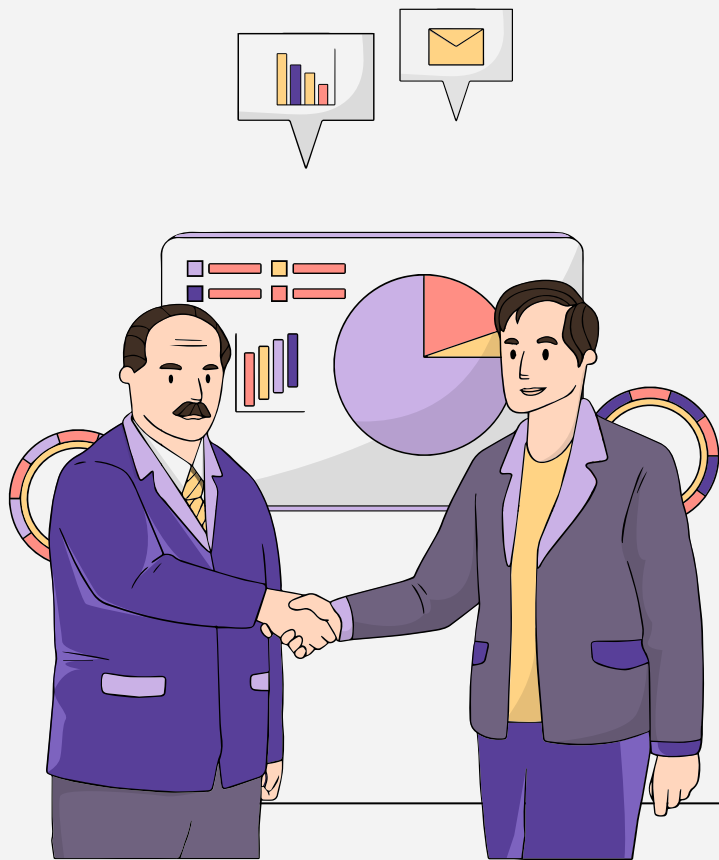
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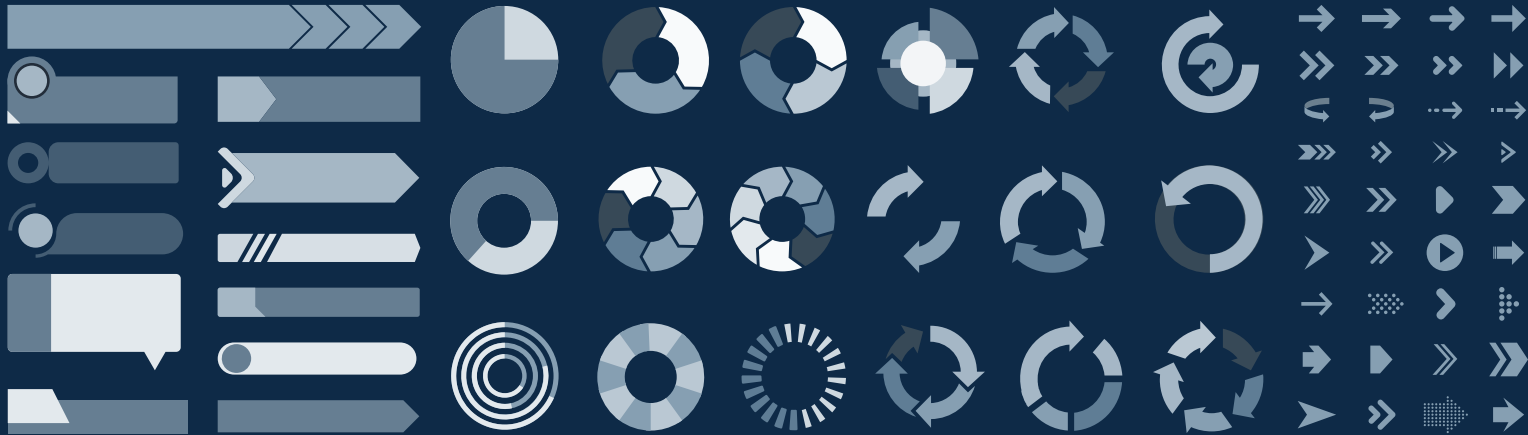
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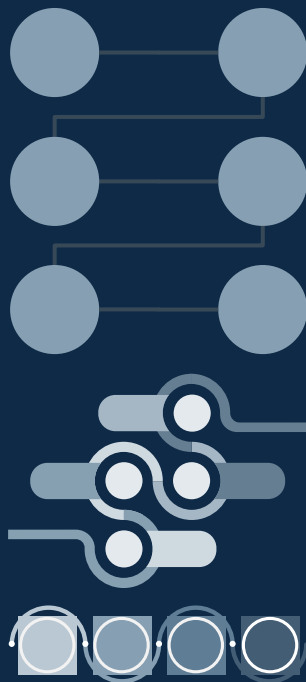
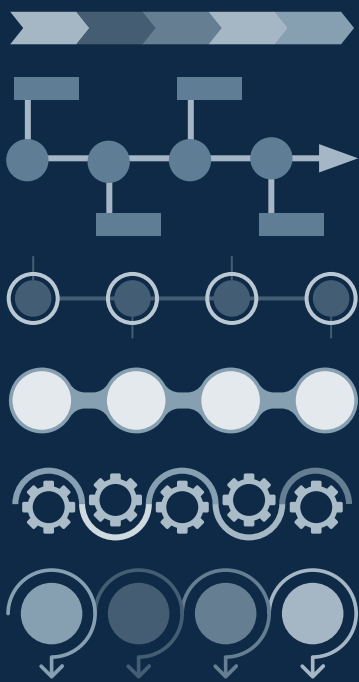
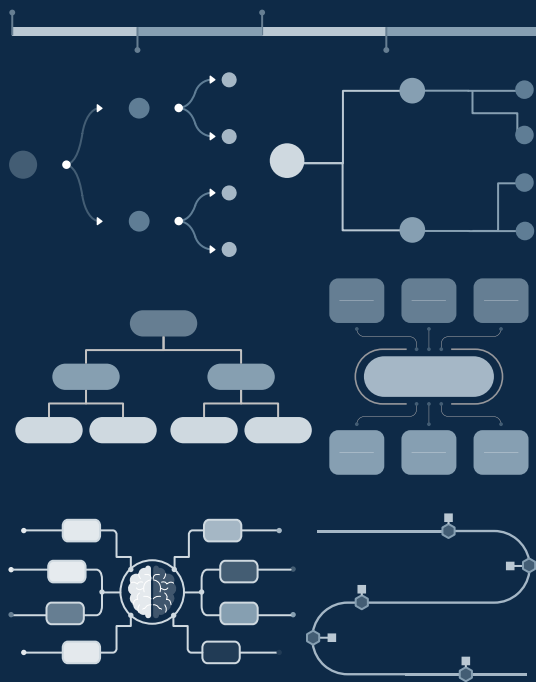
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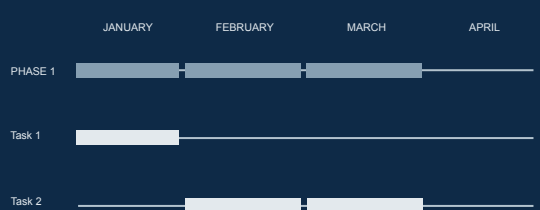
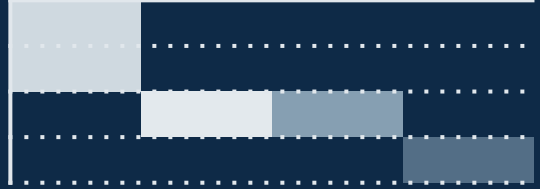
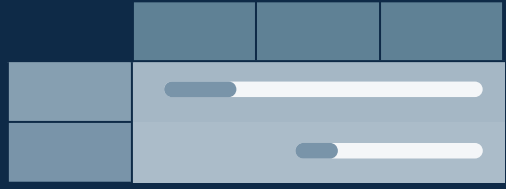
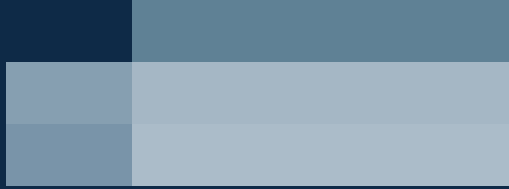
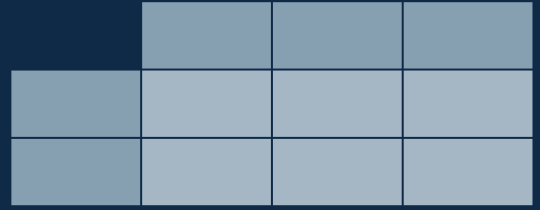
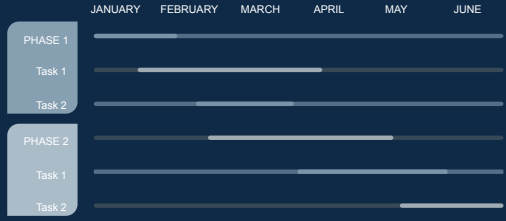
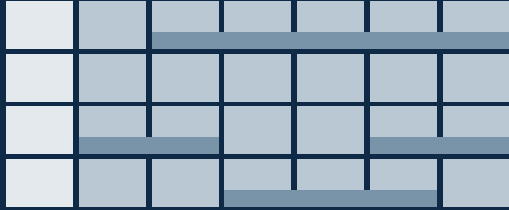
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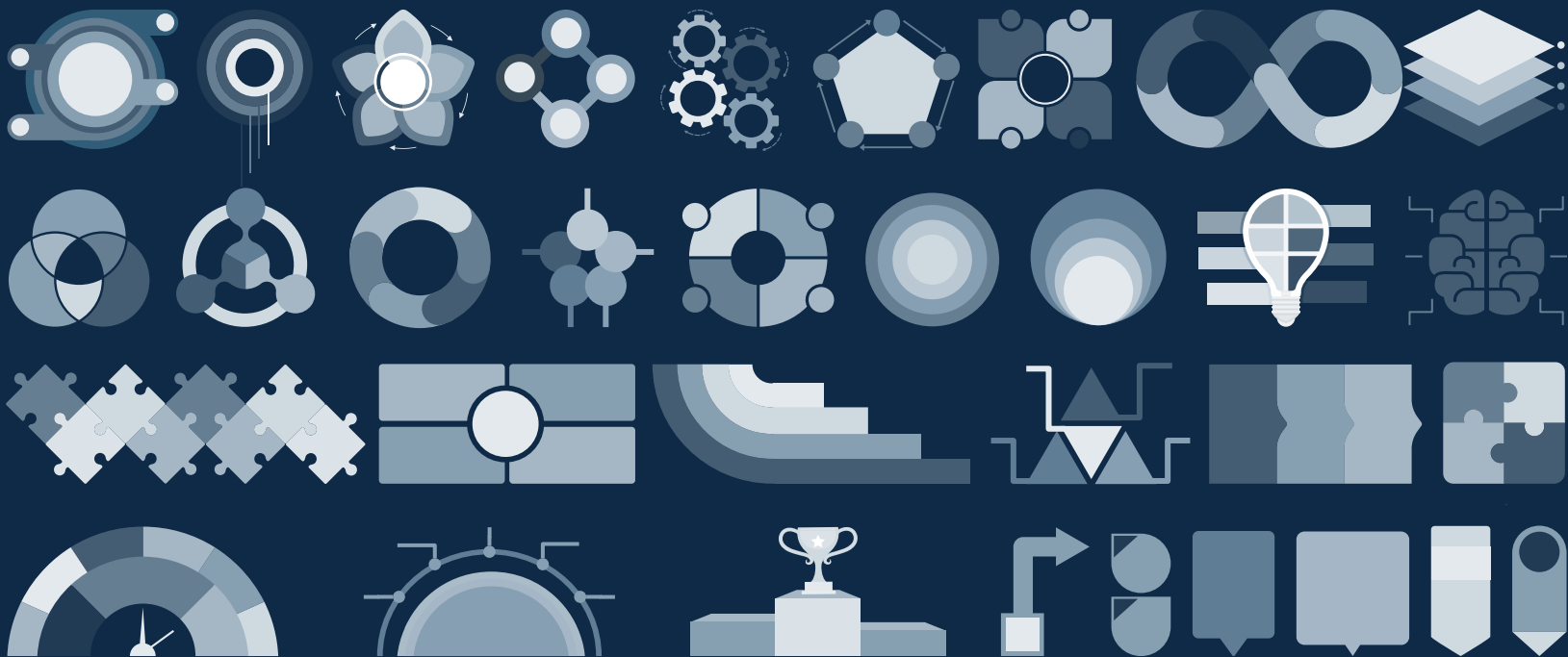














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