# Company of my dreams

Hi there, I’m Maarten Oste. Welcome to East Solutions. I started this company a few years ago after I graduated. I studied graphic and digital media at artevelde University of Applied Sciences and that is where I learned all the skills I needed to start this company. Of course we’re working in an industry where you have to learn new things forever. \*click\*

The origin of the first part of the name of the company can be found in my last name. My last name is Oste and some of my friends gave me the nickname ‘Ooste', I don’t really remember why, but it roughly translates to East in English. The second part of our name comes from what we do here in the company, we try to offer our customers a solution. These solutions range from websites to apps to IOT applications. Basically we make every digital product our customers need. \*click\*

So I am the manager, since I founded the company. I think I am still the right person for this. For me, a good leader has three main characteristics: Vision, integrity and the ability to make decisions. So I determine the vision of the company, what direction we want to take, how I would like the company to look in the future. These things make that I choose which customers we work for, to stay on course to achieve our goals. Furthermore, I consider integrity to be a crucial characteristic of a business manager. You should always be able to be satisfied with your results and stand behind the decisions you made in the past. Integrity includes honesty and always being honest with your customers is the key to success. Being able to make decisions is my last quality, which is again crucial. But having to make the final decision also makes it that I have a lot of responsibility. But making the final decision does not mean that I make all the decisions by myself. I sit down with the team leaders of the front-end, back-end, IoT, marketing and human resources departments to find the optimal solution for everyone in the company. \*click\*

As I just told you, we have different departments within the company. Each of these departments foresees a certain process in the making of an end product. The front-end developers creates everything the end user will see. They take care of the development of the design and make sure that the end users can do everything with the app that is necessary to have the ultimate experience. The back-end developers take care of the basis of the applications. Thanks to them, the application can communicate with databases and they make it so the front-end developers can do what they have to do. The IoT department consists of a smaller workforce, as we receive fewer orders for these kind of projects. They make sure that customers who need an IoT application get the right solution, develop it and install it wherever the customer needs it. Then there is the marketing department. This is where we make sure that we bring in new customers through advertising. And finally there is the human resources department. They make sure our employees have everything they need and if not, they look for a solution.\*click\*

At East Solutions, we are specialized in web apps and websites, because we have the most experience making these kind of projects. To develop apps and websites we usually use the principle of the MERN-stack. Preferably we make apps that can make a real difference for the end users. For example, we have already made an app for people born with spina bifida for the Ghent University Hospital. You get a lot of satisfaction from this kind of projects. As mentioned before, we also make Internet of Things solutions. These are specific products that customers ask for. An example of this is a tracking system for cows that we made a few months ago. \*click\*

Besides creating new applications and websites, we also have to maintain our old projects. By maintaining projects we mean the release of new updates, but also the removal of possible bugs. Furthermore, our employees attend courses monthly so they stay up to date with the latest technologies. This enables us to keep improving and providing the best products for our customers. \*click\*

To us, all customers are equally as valuable. Every product must be perfect when it gets released. Nobody in the company would accept it if we delivered a bad final product. Of course there are projects that bring in more money than others, but this is not the most important thing for us. Some projects can bring in less money initially, but they might provide us with new contacts with whom we can then start new projects, which will provide a greater overall profit.

Currently East Solutions has a market share of approximately 15%. This already makes us a company that is taken into account when a customer is looking for someone who can develop their product.

In the future we will try to increase our market share even more and also expand our so far rather small IoT department. We also hope to grow our other departments of course, but at a slower pace.

That is why we are currently looking for a front-end developer. In the first place we expect this person to be able to work well in a team. Furthermore, we hope that we can add a creative and driven member to our team. A basic knowledge of HTML 5, CSS3 and JavaScript are a must and knowledge of React is a plus.