



Republic of the Philippines
Polytechnic University of the Philippines
College of Computer and Information Sciences
Sta. Mesa, Manila



Cast Type:
A Mechanical Keyboard Reselling Company
Project Documentation

Submitted to Prof. Fernando Belarmino,
Faculty Member of the
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In partial fulfillment of the requirements for the subject
COSC – FE2: CS Free Elective

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Timeline of Activities

CAST TYPE

Gantt Chart



Overview and Background

Company and Business Profile

The Cast Type reselling company primary sells pre-built mechanical keyboard, key caps, switches, and also provide services regarding keyboard making. The users of keyboard and the market for mechanical keyboards has increased with the increasing users for computers and laptops because of the recent pandemic crisis, significant amounts pf people invested in computers because of “work from home” and using keyboards comes with this. When using the computer, it is inevitable that people will need to use their keyboards and people will want to get the best feeling keyboard they can get and compared to normal membrane type keyboards, mechanical keyboards provide a much more premium experience and these keyboards come with the satisfaction and reliability. Because pf the modular aspects of mechanical keyboards, people can pair up parts than can suit their individual preferences and make using the keyboard much enjoyable. The replaceable switches and keycaps make the keyboard timeless as when one of the switches fails it can get replaced easily without needing to buy a new keyboard and in turn saving consumer’s/customer’s money and making less waste for the environment.

Mechanical keyboard selections are vast, some people prefer to make their own mechanical keyboard by scratch choosing specific parts that they prefer using. But with our service, customers can choose any part they want in our store and request to build the keyboard for them as there are a lot of people wanting to have custom mechanical keyboards but are afraid of building their own. Our services provide high quality products and also provide warranty for each keyboard built for the customer. Services like lubing switches before shipping them out is also an option for when purchasing switches in our company.

Even the custom pre-built keyboards can be customized depending on the customer to make the mechanical keyboard more personalized without needing to build a mechanical keyboard from scratch.

Description Of the Business

The Cast Type reselling company is an up-and-coming e-commerce company that mainly focuses on selling customize assembled keyboards, switches, and keycaps while offering assembly services on the side that would help keyboard enthusiasts to find different kinds of items to make their keyboards unique. It will also help those people that are just starting in the keyboard world. The products and services will range from 500 pesos – 5000 pesos depending on what is the design and what services are they availing.

How do we differentiate our Products/Services?

Nowadays, electronic gadgets specially laptops and desktop computers play an important role in online class and work from home set up due to the surge of the COVID-19 pandemic. Electronic accessories face a high demand as it is also needed for a computer to work. An example of an electronic accessory is keyboard. Keyboards are not only used for entering data in a computer it is also represents your taste as there are assembled keyboards that makes you choose the design you want. There are parts of keyboard that you can customize. You can customize the keyboard caps and the keyboard frame of your taste and match it with a backlight.

Cast Type also offer services like assembly services it includes build services and basic modifications. Once you gave the information about the customization of your keyboard, the team will assemble it, once it is done it will be shipped back. The [company name] aims to help those who wants to express their selves by customizing their keyboard. Once the customization is done the user will have a confidence and boost their morale to do their tasks. The company wants to build a relationship with the customers so that they can give feedbacks and suggestions to improve the services. Cast Type will always improve to give a best experience and have a strong bond, especially with its regular customers.

Marketing Plan

Industry Overview

The Philippines is one of the nations whose level of technological expertise as well as its computer infrastructure is continually improving and expanding. A keyboard is one of the primary tools or input devices that a computer needs in order to be able to show messages on a monitor or store information inside the computer. In addition to other components, it consists of alphanumeric characters, pictographs, and symbols.

On the global market, there was an increase in the number of keyboards sold in the country. This was seen in both domestic and foreign sales. This was due to a variety of things, one of which was the introduction of COVID 19, in which people exploited essential technologies that they had gained in order to remain connected with the rest of the world and keep up with the times. It is anticipated that the market for keyboards in the United States would rise from million USD by the year 2021 to year 2028, with the increase occurring over the course of ten years. The completion of this extension is anticipated to take place after a period of 10 years.

The two types of keyboards that are used most often at present moment are touchscreen keyboards and physical keyboards. Touchscreen keyboards are becoming more popular. The physical keyboard has been available for purchase in the marketplace and has continued to advance through a number of phases of development over the course of last twenty years. The following are the lists brands of keyboards that can be purchased in the Philippines and are generally acknowledged as being among the finest in their respective categories: Logitech MX Keys, HyperX Alloy FPS Pro, Corsair K70 RGB TKL Champion Series, and HyperX Alloy FPS Pro, Razer Cynosa V2, CoolerMaster CK550 V2 (Version 2), Razer BlackWidow V3 Pro, Platinum XT, and the Corsair K95 RGB., Logitech Ergo K860, Rii X1 Ultra Mini, Rii i4 Mini, and numerous other products.

Executive Summary

Mechanical keyboards became a trend for most people living and working from home, especially since the pre-pandemic era. The rapid growth of the gaming industry, increasing adoption of wireless keyboards, and growing demand for multiple platform compatible keyboards are factors for the trendy keyboard to flourish. According to Market Research Update, the mechanical keyboard market reached 760 million US\$ in 2020 and is projected to increase at 1770 million US\$ by 2026. However, knowing its market value, mechanical keyboards are overpriced to get and upscale when it comes to availing your own unique parts.

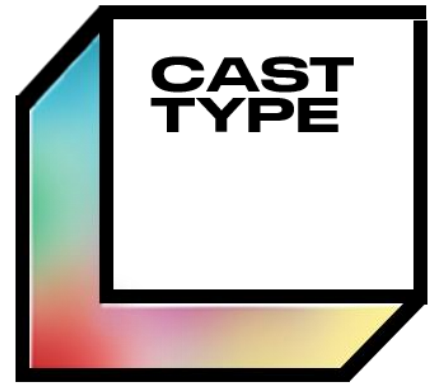
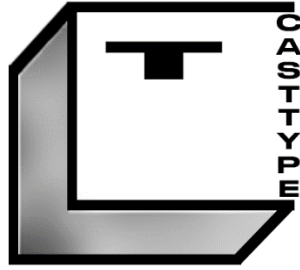
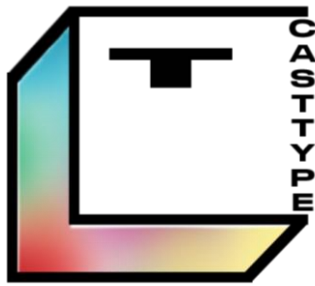
With that in mind, Cast Type hopes to bring affordable but high-quality mechanical keyboards, its parts and other accessories, for the convenience of the Filipino people. Our team consists of passionate up-to-date tech marketers and down to earth computer enthusiasts eager to serve Filipinos the inspiration to be different and ability to express their own uniqueness through affordable and customizable computer peripherals. We believe that every Filipino that loves technology has the right to express their distinction through freedom in customization.

Also, as with the rise of e-commerce, we are using its platform to be able to push through the market along with computer parts manufacturing companies. For us, to be able to reach the Filipino mass, we should take advantage of what technology can do, especially in this digital age. With that being said, we are producing a website for customers so they will have the convenience and a room to decide to purchase their carefully chosen product.

Products

Currently, Cast Type sells a variety of keyboard spare parts such as key caps, switches, switch plate, badge, top case, plate, gasket, PCB, sound absorbing fan, O-rings, and bottom case. The company will give discounts to its regular customers for their loyalty in the company.

Logo

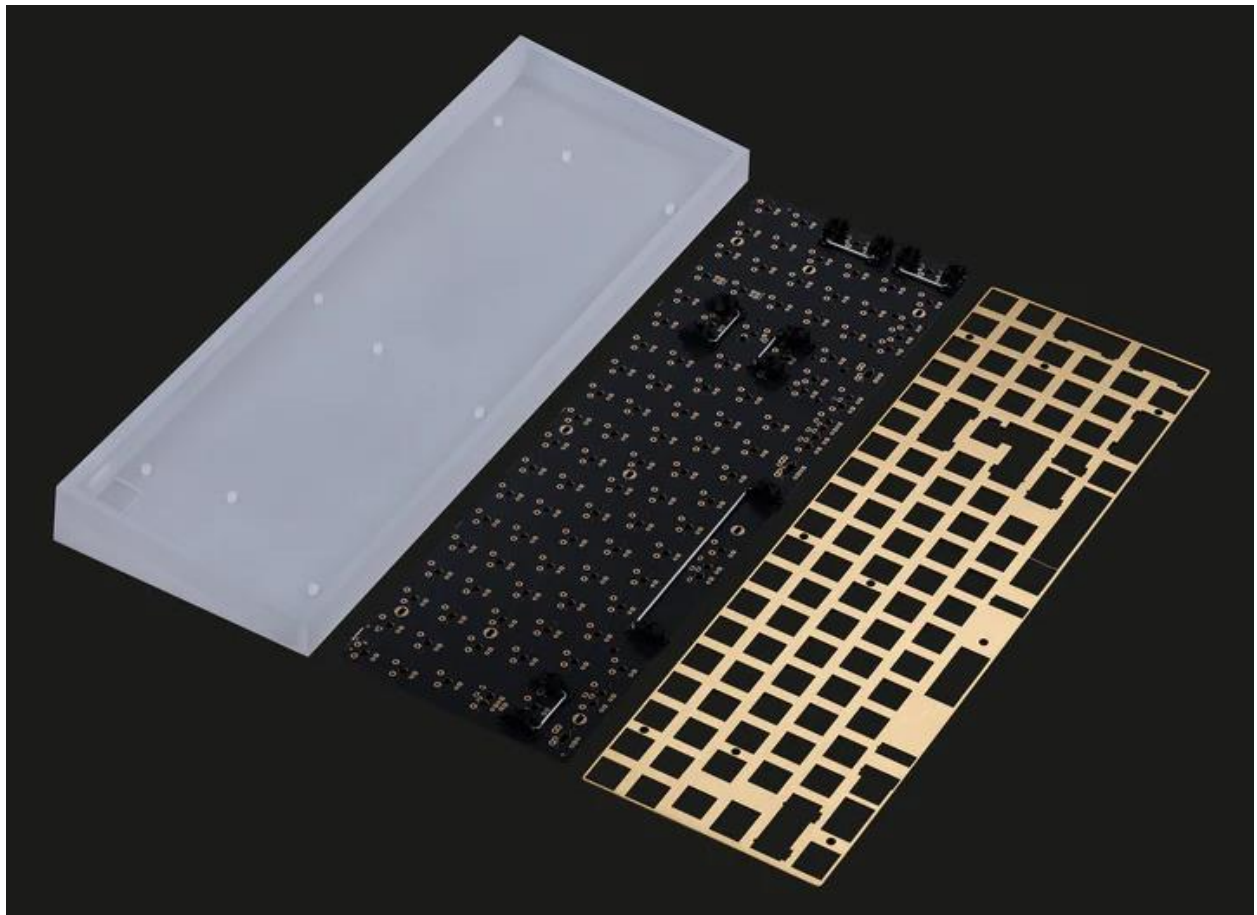


Final Logo

Sample Products



Keycaps



Keyboard Kit (stabilizers, case, PCB, switch plate)



Switch



Switch films



gasket

Our Vision

Cast Type strives to provide accessibility to and instill interest towards mechanical keyboards among the Filipinos— creating another way for them to establish connections.

Our Mission

Cast Type aims to offer affordable computer peripherals and its own services while maintaining high quality for the satisfaction of the future customers. We introduce valuable varieties of highly customizable keyboard parts and accessories to the Filipino people - whether you are budget-wise or the spendy type. In addition, our team speaks for the equal treatment of customers - with respect, right service, and quality.

Our Core Values

- Reliability – provide services that meet up to customer's expectations and beyond
- Passion for customer – through outstanding service, build up positive relationships with customers
- Integrity – uphold ethical standards and promote trust and respect with employees and customers.
- Move forward towards improvement – always strive for improvement in all aspects and provide better service in aspects that lacks and continue to grow as a company.
- Promote patriotism – be proud and promote the company's grounds on which it was established

Competitive Analysis

Our team focuses on bringing the cost of overall products into ₱500 - ₱5,000, by using practical and excellent materials so that it is affordable for every Filipino that is interested in our products.

In the diagram shown below, our primary competitor would be the local tech company, Rakk, that has already reached a generous amount of social mass interests. Other competitors that are shown are placed in second priorities at the time.

	Competitor 1 (Primary)	Competitor 2 (Secondary)	Competitor 3 (Secondary)	Competitor 4 (Secondary)	Competitor 5 (Secondary)	Competitor 6 (Secondary)
Company Name	Rakk	Mechs&Co.	KBDFans	Keychron	Duckeys	Das Keyboard
Price Point	Starts at ₱295 - ₱3,495	Starts at ₱170 - ₱25,500	Starts at ₱56 - ₱31,420	Starts at ₱225 - ₱11,205	Starts at ₱8,400 - ₱14,100	Starts at ₱6,700 - ₱11,205
Shipping Location	Local (Philippines)	International (North America, based in New York, USA)	International (Main office in China)	International (Registered in France, based in Hong Kong)	International (Based in Taiwan)	International (Based in Austin, Texas)
Key Competitive Advantage	Own website, Partnered with few big online tech retail stores	Occasionally doing keyboard giveaways	Has wide varieties and combos of parts and accessories	Its 3 founders are keyboard enthusiasts	Long-established making keyboards, since 1998	Has known experience in the industry, known for their blank keyboard
Marketing Strategy	Dominates local tech industry, good social media reputation	Decent followers on their own Instagram page	Huge community reaching Discord, known for its distinct aesthetics	Wide range of social media reaches	Frequent clearance sales	Consistent with their unique design, specifically the machine volume knob
Variety of products	Accessories, Chairs, Headsets, Keyboards, Mice, Mousepads	Deskmats, Keyboards, Keycaps, Switches, Lubricants	Deskmats, Keyboards, Keycaps, Switches, PCBs, Case, Plates	Mice, Custom Keyboards, Switches, Keycaps, Palm Rests	Custom Keyboards, Keycaps, Wrist Rests	Unique Custom Keyboards, Keycaps, Accessories

SWOT Analysis

Strengths

- High accessibility since it is quickly visible online
- New, high-quality of items that have not yet been launched to the marketplace
- Extensive product sale exposure and affordable prices

Weaknesses

- Large delivery fees

- No brick-and-mortar presence
- Since it is new and still under development, it cannot guarantee the maximum degree of safety

Opportunities

- Enhance technological policies and organizational methods
- Worldwide market expansion
- Improve social integration media presence in order to reach a broader audience

Threat

- Cybercrime is a possibility
- Strong competition from the other well-known brands
- Controversies

Marketing Strategy

Target Market

Cast Type aims to offer mechanical keyboard customization services and other related services to consumers with access to personal computers, including those of ages 16 onwards and belonging to any gender categories.

Advertising Strategy

The marketing team behind Cast Type chose to strengthen the reach of their marketed services by primarily relying on the internet like social networking sites and personal website. Aside from this, plans for opening an actual physical store are not considered as of the moment due to limitations in funding, as well as unfulfilled requirements by the business in terms of person,

place, promotion and product. The following enumerates the strategies the business will employ to minimize these setbacks:

- **Personal Website Development and Optimization**

The first choice would be developing a website so the potential viewers or buyers could comfortably browse the selection of offered mechanical keyboard products and customization services. Cast Type's technical and marketing team would ensure that appropriate search engine optimization (SEO) terms are used for the website to gain traffic, improving the visibility of the business. Aside from this, the user interface will also be optimized for satisfactory user experience.

- **Social Media Engagement**

Large and popular social networking sites such as Facebook and Instagram can be used by each member of the business to spread the hyperlink of Cast Type's website. Members can either share a post containing the website link using their personal accounts or forward it to more than one social media user or group.

- **Social Media Advertisement Campaign**

When Cast Type accumulated sufficient profit, the team will allot some of it for paid advertisements in social media platforms, specifically Instagram and Facebook. These campaigns tailored for the targeted customers could further increase the number of website visits and purchases.

- **Blogging**

The team would also resort to a partnership with other famous blogging websites with more audience, if necessary and within the budget. Partnerships with technology-related review and news sites can be established to promote the website of Cast Type.

Operations

Production Process/Timeline

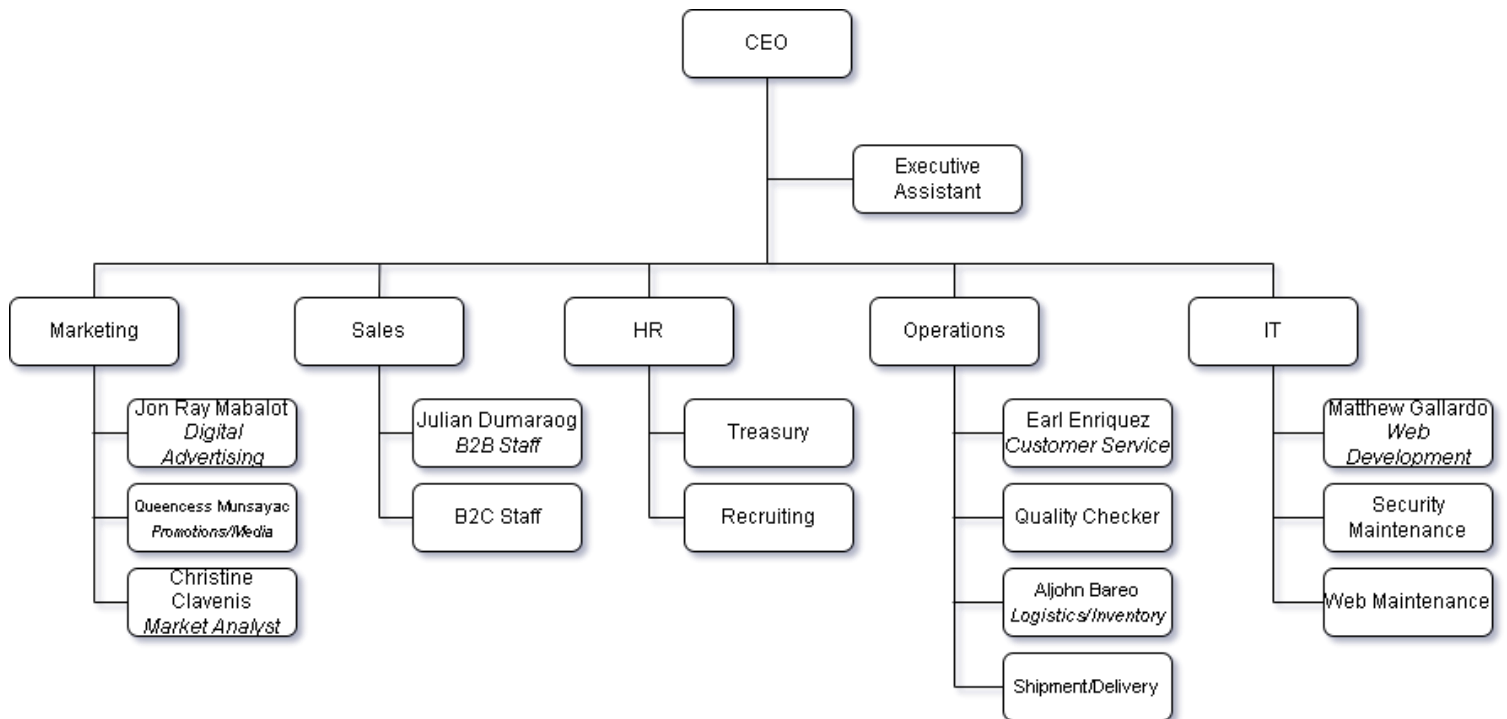
In Cast Type, our day-to-day process of delivering products to customers include providing different varieties of mechanical keyboards from different companies as we are a reselling chain, supervising and maintaining our own website if there are any buyer notifications for the convenience of our customers for both computers and mobile phones, and the careful and meticulous management of our stock and inventory. Since we are doing e-commerce, the buyer can avail our products without going to a physical store and thus the transportation of bought products is also organized and supervised. With this mentioned, the step-by-step buying process from our store to the buyer is: First, we would update the shop information frequently whether a certain product is available or not. Next, when a customer messages our online shop chat feature, it will notify us and we will coordinate with our chosen delivery services. Then, the cycle would repeat.

Vulnerability

Common problems when it comes to transportation of our products, which can be fragile or rigid, are the delivery errors due to transportation issues and the changing of the delivered product instead of the bought one. Having been able to experience this problem, we should change our chosen delivery service and we would be instilling in our mindset that double-checking our finished packages is not enough. We, as a company, should work hard so problems like these should never show in a normal busy day. However, if situations like these carry on or even

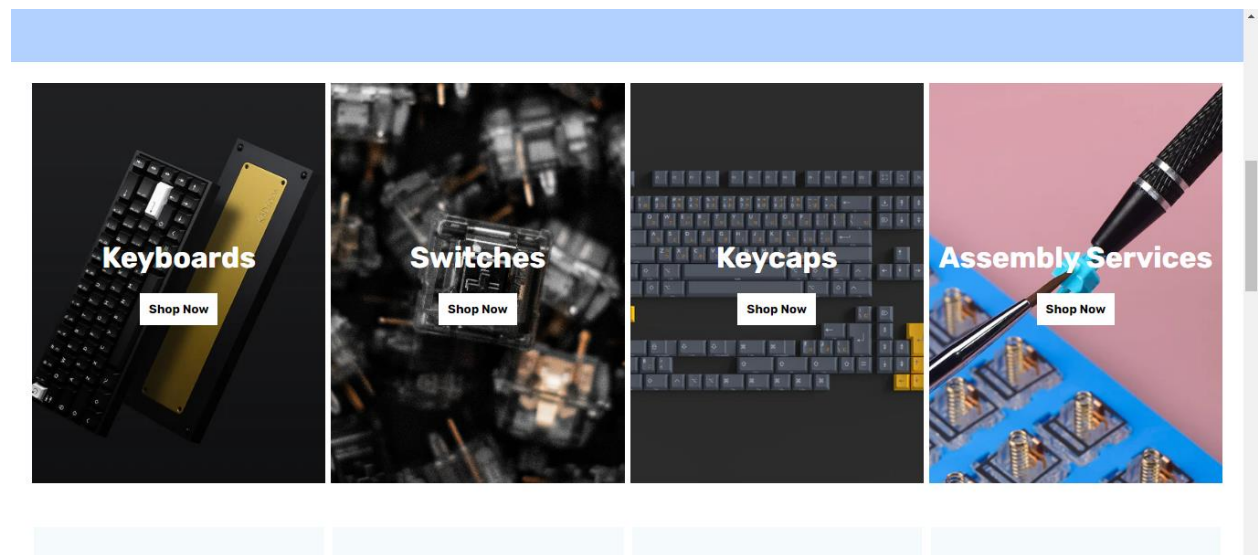
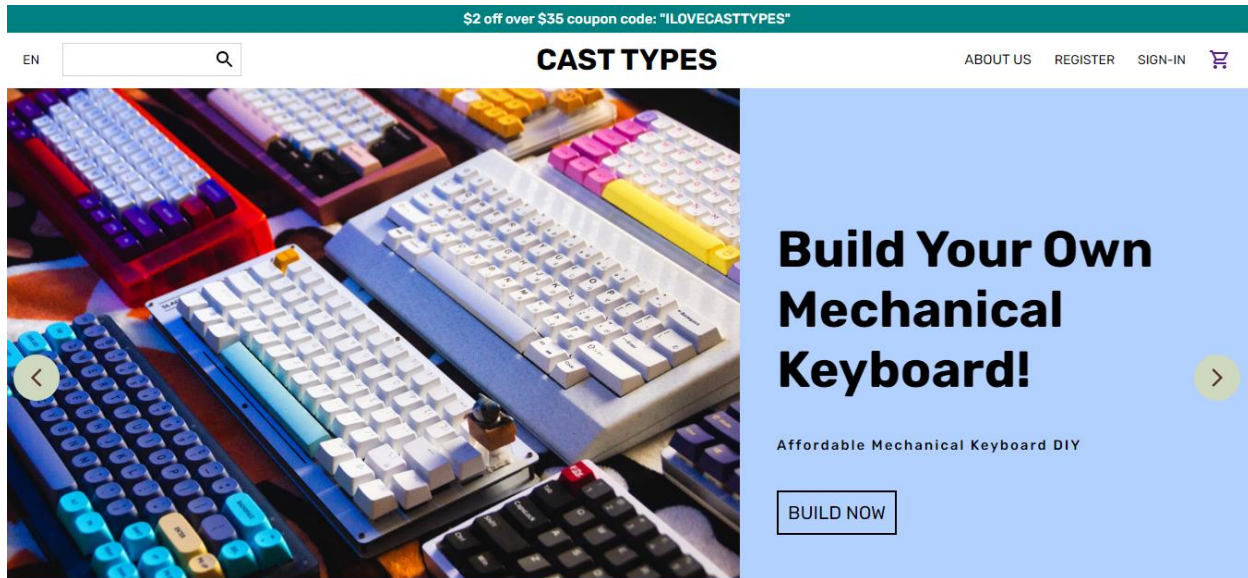
experienced in the first place, it would affect our business economy and would eventually be bankrupt. Thus, addressing it quickly is a must.

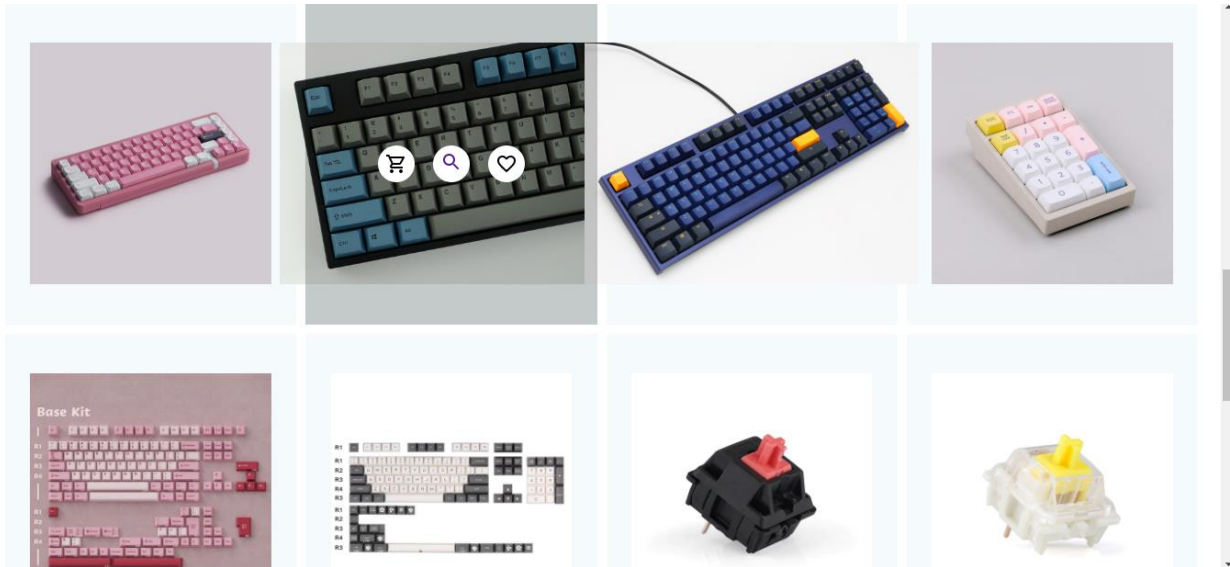
Organizational Chart



Screenshots of the Website

Sample Link: casttypes.com





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If you are interested in receiving updates and advisories on promos, preorders and on upcoming Mechanical Keyboards, switches and keycaps, Please enter your e-mail address and click on the SUBSCRIBE tab.



CAST TYPES

Founded in 2022 by BSCS 2-5 , CAST TYPES is a manufacturer-dealer from Manila that got the market's stamp of approval thanks to the excellent typing experience and customizability of their keyboards.They offer everything from budget customs to high-end keyboards.

Partners

AliExpress
Keyboard Addicts PH
DUCKY
LEOPOLD
Logitech

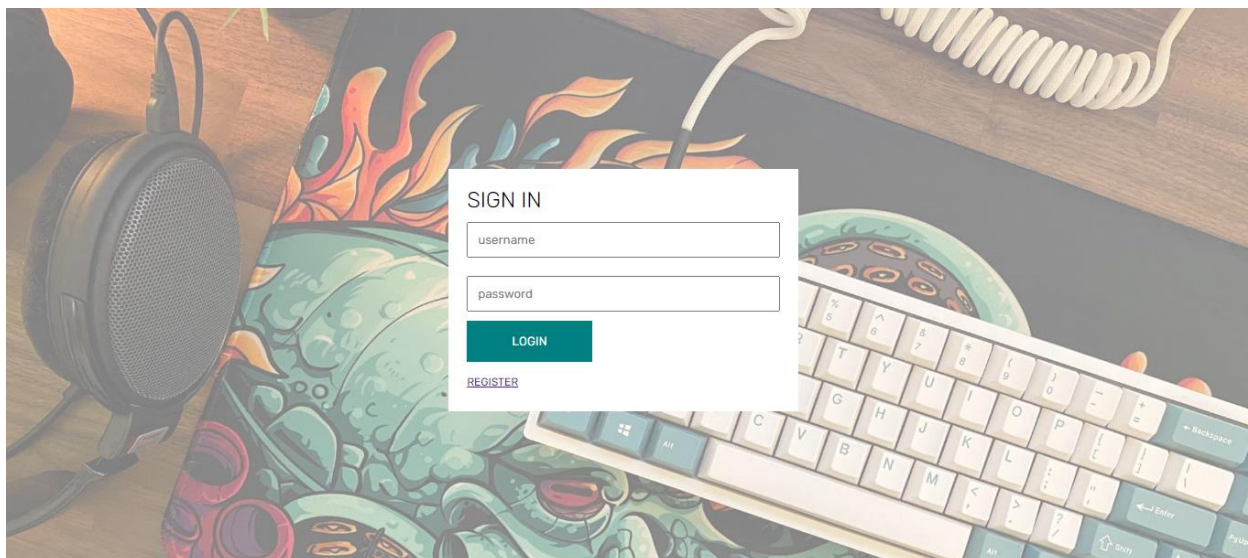
Shopee Philippines
Keychron
TOFU
Razer
Rakk

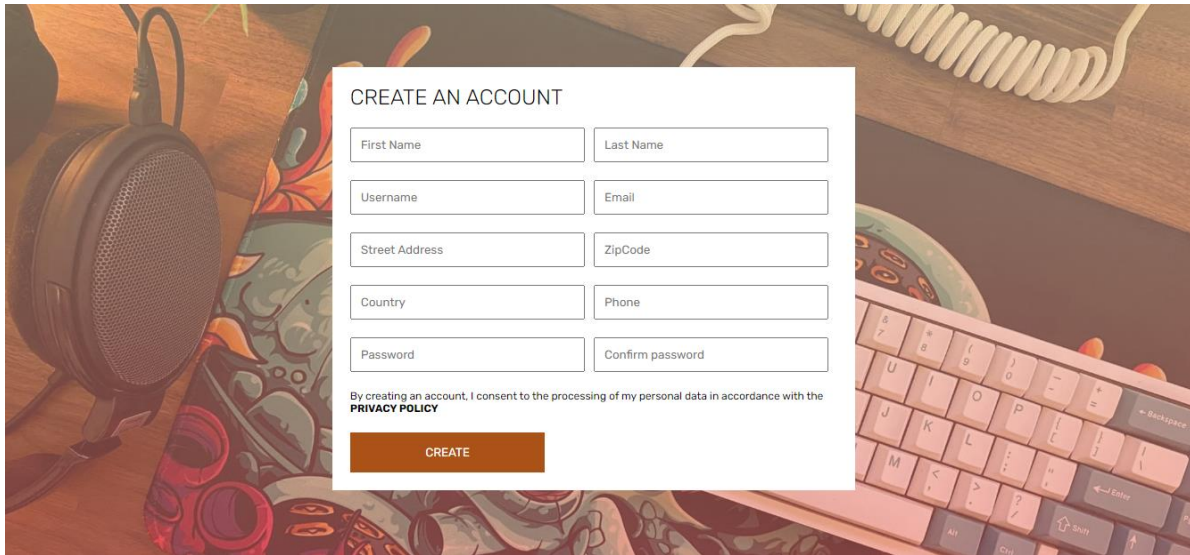
Contacts

📍 Sta. Mesa , Manila Philippines

📞 +1 234 56 78

✉ contact@TEST.com





CREATE AN ACCOUNT

<input type="text"/>	<input type="text"/>
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By creating an account, I consent to the processing of my personal data in accordance with the [PRIVACY POLICY](#)

CREATE

ABOUT CAST TYPES

CAST TYPES is young company from China that has captured the custom keyboard market thanks to hits such as the Tofu series and KBD series. They have also become the go-to shop for everything mechanical keyboard-related since they also offer keycaps, stabilizers, and other accessories. They have also become one of the most trusted vendors for group buy items.

We hope you enjoy our products as much as we enjoy offering them to you. If you have any questions or comments, please don't hesitate to contact us.

Mission


CAST TYPES aims to offer affordable computer peripherals and its own services while maintaining high quality for the satisfaction of the future customers. We introduce valuable varieties of highly customizable keyboard parts and accessories to the Filipino people - whether you are budget-wise or the spendy type. In addition, our team speaks for the equal treatment of customers - with respect, right service, and quality.

Vision

Company strives to provide accessibility to and instill interest towards mechanical keyboards among the Filipinos— creating another way for them to establish connections.

EN

CAST TYPES

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Keyb

Filter Products:





Size

Brand

Reset Filters

Sort Products:

Newest

EN



CAST TYPES

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Switches

Filter Products:

Size



Brand



[Reset Filters](#)

Sort Products:

Newest



EN



CAST TYPES

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Keycaps

Filter Products:

Size



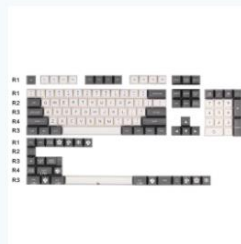
Brand



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Service

Filter Products:

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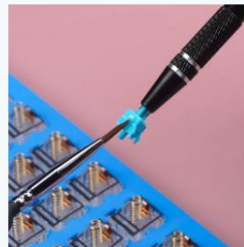
Brand



[Reset Filters](#)

Sort Products:

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YOUR BAG

[CONTINUE SHOPPING](#)



Title: Ducky One 2
ID: 62c3d9cb4cc74be4894df561



1

99



Title: KBD D65
ID: 62c3d8a04cc74be4894df55b



1

359

[Shopping Bag\(2\)](#) [Your Wishlist\(0\)](#)

ORDER SUMMARY

Subtotal \$ 458

Estimated Shipping \$ 5.90

Shipping Discount \$ -5.90

Total \$ 458

[CHECK OUT NOW](#)

EN

CAST TYPES

[ABOUT US](#) [REGISTER](#) [SIGN-IN](#) [TEST MODE](#)

CONTINUE SHOPPING

Title: Ducky One 2
ID: 62c3d9cb4cc74be4894df561

Title: KBD D65
ID: 62c3d8a04cc74be4894df55b

1

99

1

359

Shopping Bag(2)

Your Wishlist(0)

ORDER SUMMARY

Subtotal \$ 458

Estimated Shipping \$ 5.90

Shipping Discount \$ -5.90

Total \$ 458

[CHECK OUT NOW](#)

TEST

Your total is \$458

Email

☒ Same billing & shipping info

Name

Address

Postcode

City

Philippines

Payment Info

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KBD D65

FULLY ASSEMBLED D65 HOT-SWAP KEYBOARD WITH NP PBT EVA 08 KEYCAPS

\$ 359

Color ●

− 1 +

ADD TO CART

CAST TYPES

TEST

Your total is \$458

Pay \$458.00

Search Engine Optimization (SEO) Keywords

- mechanical keyboard
- best mechanical keyboard
- wireless mechanical keyboard
- custom mechanical keyboard
- Logitech mechanical keyboard
- mechanical keyboard switches
- low profile mechanical keyboard
- reddit mechanical keyboard
- 60 mechanical keyboard
- what is a mechanical keyboard
- ergonomic mechanical keyboard
- mechanical keyboard keycaps
- best wireless mechanical keyboard
- mechanical keyboard reddit
- razer mechanical keyboard
- quiet mechanical keyboard
- split mechanical keyboard
- bluetooth mechanical keyboard
- white mechanical keyboard
- mac mechanical keyboard
- mechanical keyboard simulator
- best mechanical keyboard for gaming
- corsair mechanical keyboard
- ducky mechanical keyboard
- mechanical keyboard for mac
- silent mechanical keyboard
- cheap mechanical keyboard
- tkl mechanical keyboard
- full size mechanical keyboard
- pink mechanical keyboard
- best mechanical keyboard for typing
- best mechanical keyboard for mac
- mechanical keyboard switches chart
- best budget mechanical keyboard
- ducky one 2 mini rgb led 60% double shot pbt mechanical keyboard
- rgb mechanical keyboard
- hot swappable mechanical keyboard
- havit mechanical keyboard
- gk61 mechanical keyboard
- cute mechanical keyboard
- mechanical keyboard vs normal
- numpad mechanical keyboard
- 75 mechanical keyboard
- mechanical keyboard kit
- 65 mechanical keyboard
- best tkl mechanical keyboard
- retro mechanical keyboard
- mechanical keyboard with numpad
- redragon mechanical keyboard
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- good mechanical keyboard
- best mechanical keyboard switch
- green mechanical keyboard
- mechanical keyboard case
- mechanical keyboard group buys
- gaming mechanical keyboard