**CHAPTER 1: INTRODUCTION**

*1.1 HISTORY OF THE ORGANIZATION*

The company EASY BROADBAND is an organization that deals with networking (fiber internet). The company was started in 2001 by Mr. Labatt for the purpose of supplying reliable internet.

Mr. Labatt who is now the CEO at EASY BROADBAND started the organization when he finished his college. Basically he started doing maintenance in some companies and also he did support in some companies

After that, he started his own company/organization as an individual. At that time he was installing or using wireless network (*microwave radios and cambium networks*). He purchased his products from micro tick company. His clients mostly were pharmaceutical in that year.

After some years he wanted to advance in his technology from radios to fiber networks. In 2016 he introduced fiber optic role, while the micro technology was still on going, the main Idea which made him change from wireless technology to fiber was that, he saw fiber as a brilliant idea to apply because of its speed and easy maintenance.

Fiber network was the right choice to apply because its faster and does not buffer as the radios technology does. After some couple of months he gave his network a catchy name (*plugins fiber/internet).* He also started his offices where he was introducing fiber although he had a hard time i.e. when trying to convince people to try to use his fiber network. When at that time the company was new and had a big competitors like JTL and many other at satellite Nairobi

After a year he got many clients in satellite due to his hard work. After people became aware of the fiber internet speed and also the company’s internet package. He extended the fiber optical cables in Kabiria, along Naivasha road and also in Kawangware. The company grew with more additional clients and finally he opened his office along Naivasha road up to date.

In 2018, clients who were using microwave/ wireless technology started to migrate from radios to fiber network, due to its reliability and speed and also due to its affordable internet packages.

**1.2 OBJECTIBES OF EASY BROADBAND COMPANY.**

The company’s prime objectives are;

* To expand a trusted brand of its products.
* To value additional to bettering clients satisfactory o internet Wi-Fi.
* Adverse on more on its networks around and expanding to iptu.
* Partnering with potential funding.
* Creating data carriers for hosting servers for clients.

1.3 **VISION, MISSION STATEMENT AND CORE VALUES OF EASY BROADBAND**

*1.3.1 VISION STATEMENT*

*The vision statement of plugins fiber is;*

* *To create a better everyday connectivity for the many people.*

*1.3.2 MISSION STATEMENT*

* *Is to provide superior to its technology to its clients that fulfills their wants and needs at the right price.*
* *Culture a knowledgeable and professional staff who will help inspire , educate and innovate solutions to our customers.*

*1.3.3 CORE VALUES*

*Plugins is striving to create a company that foster the following;*

* *Customer happiness*

1. *Bring a smile on the face of your customers credibility.*
2. *Marinating a 90% customer retention ratio.*
3. *To become a market leader in innovation and provision of services.*
4. *To become a cost effective service provider and a ccost effective service mode towards the company.*

**1.4 STRUCTURE OF THE ORGANIZATION (EASY BROADBAND)**

The management and administration of day to day activities of EASY BROADBEND resides in the office of the CEO, easy broadband. The overall responsibility of the company is vested on the board of directors and director general/CEO of the organization easy broadband

The organization structure of easy broadband is as shown below;

CEO

HEAD OF OPERATIONS

MARKETTING DEPARTMENT

HEAD OF TECHNICAL

STAFF

TECHNICIANS

**1.5 DUTIES AND RESPONSIBILITY OF THE KEY DEPARTMENT IN TH ORGANIZATION**

The following are the departments at EASY BROADBAND and their duties and responsibilities

* + 1. TECHNICAL DEPARTMENT
* Focuses on installation of the new clients in the company. #
* Responsible in any technical work that may arise in the company.
* They are also responsible for maintenance of client’s network/internet.
  + 1. MARKETTING DEPARTMENT
* Responsibly for marketing companies internet packages e.g. the fiber network to the clients.
* Also focuses on new clients to be in the company.
* The department is also responsible in advertising and promotional activities that are aimed in informing potential customers about a new existing products or proposal in the company.
* They are also responsible in designing the product package to ensure that they are appealing to the customers.
* Marketing department is also responsible in responding any complain regarding the customers view on the company product package.
  + 1. THE CALL CENTER/RECEPTION
* Responsible in the telephone service
* Also in charge of receiving call of any clients and giving feedback to the head of technical team
* Responsible in informing clients when to renew their internet before the date of expire, also responsible in mapping clients in the system and giving appropriate feedback.
  + 1. FINANCIAL DEPARTMENT
* Responsible in maintaining the account of the company i.e., income from the monthly pay.
* Also receives customer payment done due to the renewal of the internet and finally due to payment done during the installation of the internet fiber.

**THE TECHNICAL DEPARTMENT** (*my host department*)

2.1 KEY FUNCTIONS/ACTIVITIES OF THE DEPARTMANT

* The technical department was my host department during my training at easy broadband
* It serves as the core department at the company
* The following are some of the functions of technical department;

1. *The technical department does the installation of the fiber internet.*
2. *It’s also responsible in expanding the network* 
   1. *I.e. running main cables in different apartments and indifferent areas or regions.*
3. *Responsible in supplying the fiber internet to the client’s homes and also in business areas* 
   * *It’s also the one responsible of maintaining the network (plugins fiber)*
   * *It’s also in charge or responsible of the equipment or tools used in the field i.e. its responsible in securing its own equipment’s.*
4. *Supplying customers forms or document to be filled by the clients after theinstallation.*
5. *It’s also in charge of managing the stores*
6. *In the field the technical department is in charge of ensuring that there is safety in the site/in public.*
7. *The department finally is also in charge of receiving and storing any new product in the company i.e. issuing and control; of store.*

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