



S.I.G.D.

Inglés

Recode

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**Fecha de
culminación
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SEGUNDA ENTREGA

I.S.B.O.

3°BB



S.W.O.T Analysis

Positive	Negative
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Strengths	Weaknesses
<ul style="list-style-type: none">-User friendly software. Easy to learn-Trained Staff-Central location in the capital.-Personalized attention by email.	<ul style="list-style-type: none">-New company in the market-Little staff-Little budget
Opportunities	Threats
<ul style="list-style-type: none">-The demand is getting higher. more and more sports schools use web pages	<ul style="list-style-type: none">Constant creation of new companies in the field of web pages in the market.



Target population of the system.

The target population of our current system are schools and sports institutions in Uruguay. We hope that the system will be well received by students and teachers.

Marketing. Promotion strategies (product sales channels).

We think of mainly using modern platforms such as social networks such as Facebook, Instagram, Twitter, among others to promote our services and reach the maximum number of people possible.

Foundation of the location of the company

This location was chosen because it is in a central area that is very accessible, busy and easy locomotion from the Uruguayan capital.