# UNA Corp

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## Executive Summary

### Product

UNA Corp is a company based in Belgrade offering management, advertising, organizing and programming services to a different types of customers. It has 150 employees working in different fields of the job. Currently it is working on the PUBLICS, a HORIZON 2020 project with the main goal of educating large amount of people.

### Customers

Anyone, companies or individuals, who we can help with our services.

### Future of the Company

IT services and support, advertising and management of the projects and resources is something that will always be needed. One can do no good job on it's own, and the help aside is always very welcome for both, companies or individuals. We will be there to make your future better and more secure.

## Company Description

### Mission Statement

To provide quality services to our clients that will help their companies and themselves to carry out complicated projects.

### Principal Members

Una Stankovic - CEO

### Legal Structure

UNA Corp is an S Corporation, incorporated in Belgrade, Serbia.

## Market Research

### Industry

The atmosphere in Serbia is very good for this type of services. A lot of people are not familiar enough with working, management and other processes needed to achieve success in a project development. Especially, they are unfamiliar with usage of computers and modern technology which can help them a lot in finishing projects faster and cheaper. The need for this type of company can be seen in the fact that the number of our customers has grown 70% since last year.

### Company Advantages

The main advantage of this company is that it is offering a full package of services necessary to conduct a project of any kind from beginning to the end with enormous chance of success. Our hard working team consists of highly qualified, educated, opened and experienced individuals, who are over achievers in all spheres of their lives.

Our company cooperates with a lot of big industry names as well as the best educational centers in Serbia and Europe. We are currently working on expanding our services to EU countries and South America.

### Regulations

UNA Corp must meet all Federal and state regulations concerning providing services.

## Service Line

### Product/Service

Services Include:

* Team management
* Resource management
* Event planing
* Cooperation with big names in the industry
* Making contracts
* Supervising the processes
* Online coursers
* 24/7 help desk

### Product Lifecycle

Created upon agreement. We usually lead a project from beginning to it's end.

### Intellectual Property Rights

UNA Corp is a trademarked name in the Republic of Serbia, and we have filed for protection of our proprietary processes and other intellectual property. Furthermore, we have registered our domain name. We have our official company social networks accounts (Facebook, Instagram and Twitter).

### Research and Development

The company is planning to conduct the following research and development:

* Create a frame for further business development for every customer
* Determine the need for different types of services and resources
* Manage the resources
* Help customer determine real conditions, tasks and deadlines
* Develop various kinds of software if necessary
* Develop strategy for success of the project
* Conduct the research and create questionnaire if necessary

## Marketing & Sales

### Growth Strategy

To grow the company, UNA Corp will do the following:

* Hire and collaborate with best experts in the IT field
* Establish a company website that contains most important content about our services
* Advertise in all types of media
* Participate in public programs (such as PUBLICS)

### Communicate with the Customer

UNA Corp will communicate with its customers by:

* Arranging meetings with local managers of the companies
* Using social media such as Facebook, Twitter and Instagram
* Using e-mail for public relations
* Using on website form

### How to Sell

We are selling our services. The price depends on demands of the project, number of people involved and various other factors.