Arellano University

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Senior High School Department

ENTREPRENEURSHIP

S.Y 2018 – 2019

Members

Vherniel L. Lebis

Covie-Celdrin P. Lagasca

Kean Jorell O. Nobleza

Jhonrey A. Tismo

Jeremiah M. Felipe

Arnel Bruza

Brent Maverick Chico

Ace Reyes

Kyla Malicsi

Cristel Marie D. Santos

Chezca Mae Padernal

Denica Mae Jimenez

Noah Marie Suguilon

Marielle Camila Tibig

1. Executive Summary

Introduction \*(description and the product)\*

ITMA ® is a large-scale international web and multimedia service company based in Manila – Philippines. ITMA ® operates high quality and international level services in both all aspects of Web and Multimedia Services. It utilized by the latest technologies and equipment to turn ideas into higher quality products.

\*(Customers and the mission vision)\*

The target clients of ITMA ® are small, medium, and large companies who wants to make their business look more high-quality and professional. We ensure that every service conforms to international best practices to make everything efficient and trustworthy, and to meet their needs or requirements for their own companies. Our client’s best interest will always come first, and everything we do will be guided by our values and professional ethics. Establishing the client’s trust and long-term partnership is our goal to achieve success.

1. Company Description

Background and History

ITMA ® begun in Malabon City area in 2015 when Mr. Vherniel L. Lebis, CEO of ITMA ® who had working as a freelance web developer and web designer for six years began as a small-scale local web and multimedia service company. For the next couple of years, ITMA ® grew rapidly due to Mr. Vherniel L. Lebis’s excellent idea of combining Web Service and Multimedia service all in one place. As it grow, ITMA ® became a large-scale international company and begun to bid for larger projects successfully.

Mission

To deliver innovative, high-quality, and professional web and multimedia business-centered services by utilizing the latest technologies to help companies prosper and grow.

Vision

To be a leading web and multimedia service company that provides latest technologies, professional content, and innovative products to companies.

1. Services

ITMA ® offers a high quality and international level services in both all aspects of Web and Multimedia Services. These services are carefully planned, discussed, and created and utilized by the latest technologies and equipment to turn ideas into higher quality products. Every service conforms to international best practices to make everything efficient trustworthy.

Web Services

Content Management System

Shopping Cart / Online Ordering System / Online Payments

Event Booking System

Event Calendar

Document Management System

Membership System

Blog / News Management

Business Directory / Listings

Booking / Reservations / Availability System

Social Media Integration — Facebook, Twitter, YouTube, Google+, etc.

Email Newsletter

Mobile-Optimized Website

Printer-Friendly Website

Password-Protected Pages / Client Area

Web Application / Business Software

Mobile Application / iPhone App

Designing Websites for both corporate clients and individual clients

Developing Websites and Custom Platform Web Development

Word Press Web Development

Optimizing Website Functionality for owners of existing websites

Search Engine Optimization Services and Code Writing Services

Web Graphic Design and Commercial art services

Corporate Identification design service

Other web design related services

Multimedia Services

Photography

Filmmaking

Graphic Design

Web Design

Television Advertisement

Typography

Logo Design

Advertisement

Mobile Application Design

Packaging Design

1. SWOT Analysis

ITMA ® is committed to a professional area of web and multimedia business. In order to be a leading company and in order to favorably compete at large competition of web and multimedia services, we conducted a SWOT analysis to make a well-structured web and multimedia business company. Here is a summary from the result of the SWOT analysis that was conducted on behalf of ITMA ®

Strengths

Our strength lies in the power of our team and our workforce. We have a team of creative and highly proficient developers, designers, photographers, and videographers. We are a team with excellent qualifications and experience various areas in the web and multimedia service industry. We also specialize the best practices to make everything efficient and trustworthy. With that, we are able to bring a wide variety of service to our clients that overcome their expectations.

Weaknesses

Opportunities

The web and multimedia industry are growing fast and becoming in demand to companies. It is a great opportunity to approach this kind of business in the industry due to the needs of having a web and multimedia content to their own company. In addition, they don’t need to hire multiple individuals to make the content for their companies. Instead, we offer a complete set of both web and multimedia services all in one place for them without hiring a lot of individuals to work for them with different pricing. Unlike us, we guarantee that our services had a fixed price depending on what they want for their own company instead of giving the salary to individuals with different amount of money.

Threats

Financial Plan

Payment Options

At Nine & Ten Technology®, LLC, our payment policy will be all inclusive because we are quite aware that different people prefer different payment options as it suits them.

Here are the payment options that we will make available to our clients;

Payment by via bank transfer

Payment via online bank transfer

Payment via check

Payment via bank draft

Payment via mobile money

Payment with cash

Organization and Management

Organization Chart

Founder

Vherniel L. Lebis

General Manager

Jhonrey A. Tismo

Chief Officer of Web Development

Covie-Celdrin P. Lagasca

Assistant Frontend Developer

Arnel Bruza

Assistant Backend Developer

Denica Mae Jimenez

Chief Officer of Multimedia Development

Kean Jorell O. Nobleza

Assistant Photographer

Noah Marie Suguilon

Assistant Videographer

Brent Maverick Chico

Chief Officer of Finance

Kyla Malicsi

Accountant

Marielle Camila Tibig

Chief Officer of Technical Management

Jeremiah M. Felipe

System Admin

Cristel Marie D. Santos