1. THE COMPANY & THE PRODUCT

1.1 OVERVIEW

1.2 BUSINESS MODEL

1.3 THE PRODUCT

1.4 PRODUCT VALUE

1.5 MARKET ENTRY AND GROWTH STRATEGY

2. MARKET RESEARCH AND ANALYSIS

2.1 MARKET DEFINITION

2.2 RESEARCH METHODOLOGY

2.3 MARKET SIZE

2.4 MARKETING STRATEGY

2.5 COMPETITOR PROFILE

JAB Company’s Arduino Based Water Tester will be the first water tester that is portable and easy to carry. Current water tester is available but it will be different of those water testers.

2.6 COMPETITIVE ADVANTAGES

JAB Company’s Arduino Based Water Tester is the first water tester which can be portable. Arduino Based Water Tester is very unique and useful because it can really help the user to aware. (company name) values user’s comments and suggestions to make it better.

2.7 MARKETING PLAN

JAB Company plan is to use the internet to promote and advertise Arduino Based Water Tester. Advertisements have the potential to reach thousand potential customers. JAB Company also plan on creating a website where users can post their reviews, comments and suggestions about the product. We assumed that the product will increase at least 30% every year. JAB Company ensures the customer quality product and secure online transactions and fast delivery. The Company’s revenue will be able to compensate for the operating expenses and other related expenses and will still able to generate a fair amount of profit.

3. FINANCIAL STATEMENTS

JAB Company assumed that there will be no financial problems encountered in the next 4 yrs. We also assumed the positive response of the users on the product Arduino Based Water Tester.

The financial projections show that in the 4 years that the business will continue to have a positive profit.

4. DESIGN AND DEVELOPMENT PLANS

4.1 DEVELOPMENT STATUS AND TASKS

Arduino Based Water Tester is still the development status. We are still gathering more information

that will satisfy the goal of the product. We are still studying on how the product will be existing on

the market and how will be our product will be different.

4.2 CURRENT DESIGN GOALS

The company’s current goal is to gather information, advertise and get the company name and the product out in the market, where the customers will able to see or hear. This will be a great impact on the company and with that it will expand a bigger market size.

4.3 DIFFICULTIES AND RISKS

Difficulty in this product will be the materials that inserted on it and how will the customer likes the product. Potential small businesses must be able to convince potential investor(s) about his/her own business idea. This is very challenging because you are trying to sell to your potential investor(s) something which does not exist yet.

4.8 PRODUCT IMPROVEMENT AND NEW PRODUCTS

4.9 PROPRIETARY ISSUES

5. MANUFACTURING AND OPERATIONS PLAN

5.1 DEVELOPMENT STATUS: ALPHA PROTOTYPE

Our group is composed of skilled of programmers that can build the success and invent a water tester in our company. Each programmers have plays a big role in making the water tester. The prototype was successfully finished, even though there is some problem that needs to be fixed, but we can assure that it will be solved after we released the prototype in the market.

5.2 STRATEGY AND PLANS: PRODUCTION MODEL

6. MANAGEMENT TEAM

(company name)is created with healthy issues that will secure the living of people. Our company is run by Computer Engineers namely Engr. Benny Pañares, Engr. Ahrve Kim Jabonillo and Engr. Jucel A. Gadiano who are the Chief Executive Officer, Chief Technology Officer and Chief Operating Officer of the company respectively. They are all experienced web developer and programming. (company name) will hire additional programmers and marketing experts and chemical experts to assure the growth of the company.

**Engr. Benny Pañares**

Engr. Benny Pañares is the Chief Executive Officer of (company name). He is the one who is responsible for everything. He ensure the all the requirements, administration, hiring and firing and legal matters. He graduated with a Bachelor Degree and Computer Engineering from University of Cebu, Philippines.

**Engr. Ahrve Kim Jabonillo**

Engr. Ahrve Kim Jabonillo is the Chief Technology Officer. He conducts research to improve the technological assets of the company and developing strategic plans and setting timelines for deployment of all technical. He graduated with a Bachelor Degree and Computer Engineering from University of Cebu, Philippines. And also learned to be a Web Developer and was able to apply in the company

**Engr. Jucel A. Gadiano**

Engr. Jucel A. Gadiano is the Chief Operating Officer. She is responsible our company’s operations especially in sales, marketing, finance and lead co-workers to encourage maximum performance and dedications. She graduated with a Bachelor Degree and Computer Engineering from University of Cebu, Philippines. And she has been the essential of the company to maintained marketing strategies.

APPENDICES