

S.I.V.E.

Inglés 3ºIF



A.F.M. Tech System

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SEGUNDA ENTREGA

Table of Content

1. Analisis FODA (SWOT analysis), target population of system.	2
SWOT analysis	2
Strengths:	2
Weaknesses:	2
Opportunities:	2
Threats:	3
2. Marketing. Promotion strategies (product sales channels). Rationale location of our company.	3
Marketing:	3
Promotion strategies (product sales channels):	3
Rationale location of our company:	4

1. Analisis FODA (SWOT analysis), target population of system.

SWOT analysis

We will use the SWOT analysis to make a diagnosis of the situation of the company, from the internal point of view we will define the weaknesses and strengths, then the opportunities and threats from the point of view of the environment and the market.

Strengths:

F1: We are use technology of last generation.

F2: The group works closely together and we have motivation for the project to be accomplished.

F3: We are have the necessary technical knowledge.

F4: We are working with total responsibility.

F5: We are aspiring to constant improvement.

Weaknesses:

D1: We aren't a recognized company.

D2: We are haven't experience.

D3: We are stilling don't have sales of the product made.

D4: We are don't have a client portfolio.

D5: We are just starting.

Opportunities:

01: Innovation in the area.

02: Possibility of selling the system to several companies.

03: Deficiencies in the service provided by competitors.

04: Product need.

05: High possibility of implementation.

Threats:

A1: Competition growth.

A2: Customer expectations.

A3 Companies with more experience.

A4: Entry of foreign companies with more advanced technologies worldwide.

A5: Macro economic factors.

2. Marketing. Promotion strategies (product sales channels). Rationale location of our company.

Marketing:

We will carry out a set of study techniques, such as research and surveys and interviews that will allow us to improve and achieve a great commercialization of our product.

Promotion strategies (product sales channels):

During the first year we will go out in search of our first potential clients. These are those businesses that are installed in the market with a consolidated company and having overcome the gap of the first 3 years. For the second year we will advertise on social media platforms such as LinkedIn and twitter. For the following years we hope to be recognized in the market for the quality of our products. This will help us to achieve a significant customer base, which will generate “word of mouth” advertising. Word of mouth advertising is about a group of people who talk about a product or service to make it known. This type of advertising is what we aim for since there is no better recommendation than that of satisfied customers with our work.

Rationale location of our company:

Our company has a place that will be our workplace. The company it's in 1546 Yí corner Paysandú. This location allows us to be in the computer marketing area and to compete with other companies and not go unnoticed by the public. A poor choice of location can condemn our ventures.

