Title Page

Cyprus International University

Entrepreneurship

EASC363/BUS363/FEAS363

Name Of Company:

Techcy Digital Solutions TDS

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Techcy Digital Solutions TDS is a start-up organization which is about providing digital solution to individual’s business and organization. The company uses her creative strength and computer science knowledge to provide improvement and business solutions to help individual and business achieve their goals.

Mission

Our mission is providing creative solutions to businesses

Vision Statement

Description of Firm’s Product/Service

Software Information Technology

Business and Industry Profile

Competitor Analysis

Market Entry Strategy

Target Market

Our target market for the computer software services and smart home system includes Sole proprietors, partnership, limited liability partnership, limited Partnership, co-operative, corporation, non-profit organization, landlords, real-estate investors and families.

Advertising and Promotion

Advertising is one of the most important issues when starting a business. Today, the most active advertising areas are through social media. Advertisements on Instagram, Youtube and Facebook can be viewed by anyone in the country. In other words, we will use social media as advertisements, and we will also benefit from billboards on the main roads. As a promotion, we will have special campaigns for the opening; We are planning to offer discount packages such as 20% discount special for the opening, special discounts for our customers who apply to our company for the first time, bring a friend and earn high discount campaigns. In this way, people in the country will recommend to each other and will want to work with us.

Showing Customer Interest

We would establish a good connection with our customers/clients, a relationship that will be strengthened by our excellent delivery of services to them and frequent check up on them about services rendered to foster their interest to continue working with us. At Techcy Digital Solutions, we will offer our customers/clients a flexible and friendly collaborative service to support them with our solutions.

Location

We thought of opening our company in Girne, but since the rental prices are much higher, so we decide that it will not be suitable at the beginner level and we will start in Nicosia. We have seen an office space in a building that can accommodate Techcy Digital Solutions. The building is at K.kaymakli and we believe it is accessible for anyone trying to locate us and it will offer us enough spaces for our office sections.

Plan of Operation and Pro-Forma (Projective)

We will be starting with 6 persons. The breakdown is 2 Software Engineers and 2 financial analyst and 1 Public relations and 1 office assistant.

Our Public Relations will be in charge of getting customers request which will be passed to the Software Engineers for implementation

Mobile App Development

We develop Mobile Applications for smart phones to speed up transactions and reduce the margin of error in companies. Mobile applications can be used in organizations such as Restaurants, Hospitals, Hotels. Controlling customers' reservations, ordering food quickly, or accessing patient information speeds up the work of employees and reduces potential errors.

Smart home systems

Smart home systems allow you to remotely control your smart devices (water heater, air conditioner, light) in your home with an internet connection. For example, with our application that we will install on your smartphone or tablet, when you approach your home, you can automatically turn on your air conditioner, activate the water heater, or turn the lights on and off in your home with your phone.