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BSIS 4B

1. Input Stage (Environment and Resources)

SWOT analysis

Strengths (Internal)

- Skilled and experienced staff: tailoring, sublimation, printing.
- Loyal repeat customers.
- Different services including shirts, tarpaulin, and tailoring.
- Located at Davao del Norte, where printing demand is stable, such as events, schools, and businesses.

Weaknesses (Internal)

- Broken machines that aren't replaced mean lower production capacity.
- No online marketing: Facebook, TikTok, website.
- Outdated software adversely affects design quality and speed.
- Poor employee motivation, perhaps due to a lack of incentives or training.
- Slow adaptation to trends: DTF printing, digital marketing.

Opportunities (External)

- Growing demand for customized products (custom shirts, merch).
- Every local business and school has a regular requirement for tarpaulin and printing.
- Online marketplaces like Shopee, Lazada, and FB Marketplace.
- Digital advertising is low-cost and high-reach.
- Potential partnerships with schools, sport teams, LGUs, and events.

Threats (External)

- New entrants with lower prices.
- Rapidly changing technology: new printers, DTF, UV printing.
- Economic slowdown affecting customer spending.
- High material cost: ink, cloth, tarpaulin.

2. Strategic Intent

Vision Statement

To be the most dependable and creative printing and tailoring services within Davao del Norte, offering premium customized merchandise to always surpass customer satisfaction.

Mission Statement

Jarvis Design Printing Services sets as its goal the provision of fast, creative, and reliable printing solutions through skilled workers, modern equipment, and customer-focused service, building lasting partnerships with the community.

Goals (Next 1–3 Years)

1. Increase sales by 20–30% yearly.
2. Upgrade essential machines and software for design within 6–12 months.
3. Establish a robust online presence via FB Page, TikTok, Marketplace.
4. Improve employee performance through training and incentives.

Maintain a minimum of 90% customer satisfaction.

3. Strategy Formulation

Based on SWOT, the strategies that Jarvis can employ are as follows:

A. Market and Customer Strategies

- Run a digital marketing campaign on both Facebook and TikTok.
- Offer promotions (bundle packages, loyalty discounts).
- Partner with schools, sports clubs, events organizers, and LGUs.
- Introduce new trendy products:
- DTF shirts
- Personalized corporate giveaways
- UV-printed stickers

B. Operational Strategies

- Replace broken machines to improve production efficiency.
- Upgrade software: Photoshop, CorelDRAW, Canva Pro.

- Employing quality control checkpoints to minimize errors and reprints.

C. Human Resource Strategies

- Conduct skills training: design skills, machine handling.
- Employee incentives: performance bonus, recognition.
- Create a more motivating work environment.

D. Financial Strategies

- Establish a budget for upgrading machines and marketing.
- Installment/loan options for new equipment, if needed.
- Better management of ink and material costs: bulk buying

4. Strategy Implementation

People Involved

- Owner: decision-making, budgeting.
- Marketing staff / Social media manager: Online promotions
- Designers: Training and software use.
- Production team: Machine operation and quality checks.

Budget Allocation Example

- Machine replacement/upgrading: ₦150,000–₦250,000
- Software subscriptions: ₦1,000–₦2,000 monthly
- Online marketing ads: ₦3,000–₦5,000 monthly
- Employee training & incentives: ₦10,000 quarterly

Timeline

Month 1–2:

- Replace machines, update software.
- Train employees and assign a social media manager.

Month 3–6:

- Start online marketing-FB page relaunch, TikTok videos.
- Offer promos and create tie-ups with schools and events.

Month 7–12:

- Introduce new product lines.
- Assess sales growth and customer feedback.

Year 2:

- Expand services according to demand.
- Maybe open a little kiosk or an online store.

5. Evaluation and Control

Key Performance Indicators (KPIs)

- **Monthly sales reports** (compare growth vs. previous year).
- **Customer satisfaction surveys** (physical or Google Forms).
- **Online engagement metrics:**
 - Facebook page likes, comments, shares
 - TikTok views and followers
 - Online orders and inquiries
- **Production efficiency:**
 - Number of errors/reprints
 - Output speed
- **Employee performance:**
 - Attendance
 - Skills improvement
 - Customer feedback

Guide Questions for Reflection

Which part of the framework do you think is most important for Jarvis? Why?

Answer: The Input Stage (SWOT Analysis) is the most important because it identifies the real problems—broken machines, lack of marketing, low motivation—and helps determine what actions should be prioritized. Without understanding the internal and external environment, strategies might not solve the root issues.

How can strategic management help small businesses like Jarvis stay competitive?

Answer:

Strategic management helps small businesses:

- Adapt to changes in the market
- Use resources wisely
- Identify opportunities before competitors do
- Improve operations and customer service
- Create long-term growth instead of short-term survival

What lessons can you apply to future projects or personal goals?

Answer:

- Always assess your strengths and weaknesses before planning.
- Set clear vision, mission, and achievable goals.
- Break your strategies into small, realistic steps.
- Evaluate your progress regularly to stay on track.
- Be flexible and ready to adjust when situations change.