Instituto Tecnológico de Chihuahua ll

Ingeniería en Sistemas Computacionales

AplicacionesDispositivosMóviles 1



Bussines Plan

Alumno(s):

Angel Joel Lara

Javier Conde

Francisco Herrera

**Docente:**Ing. Rubén Alonso Hernández Chávez

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# Vision/Mission Statement and Goals

## A. Vision Statement

The company aims to be the pioneer in improving customer service experience in the face of the prejudices of this same service, reducing waiting times to capture data by hand or transcribe.

## B. Goals and Objectives

Our business is adhered to that customers have an excellent experience in customer service avoiding rows and thus avoiding inconvenience to the apartments hacienda all very transparent, financially would not cost too much, only spend time To adapt the app according to whoever needs it.

## C. Keys to Success

In order to be successful in the company is necessary to have the efficient equipment to be able to make the tests more efficiently and of equality to have the time and the people to be able to adapt the app according to the needs of who contract us, the risk that one has, is that I got failures or the server stops working.

# Company Summary

## A. Company Background

Our business makes applications to improve customer service that provide different companies that we get to hire.

The initial founders are Angel Lara, Francisco Herrera and Javier Conde, students of the technology of Chihuahua II of the matter of programming of mobile devices I.

There were some problems in which the purpose of the company is being directed.

## B. Resources, Facilities and Equipment

Our products and services are produced thanks to the programming environment Android Studio and the Web server 000WebHost where you will find our database that is managed thanks to PhpMyAdmin.

Our resources are few, the equipment of our facilities are enough to do the necessary tests and documentation, our human resources for the moment we are only the three founders and finally financially we do not need anything More than a travel allowance.

At the moment our service providers are free but as we grow our business will be bigger because at the moment they are not rewarded.

## C. Marketing Methods

All our work is totally in team for the development of the work to improve the performance, with the success of our work we can reach to have agreements with our service providers, providing better functionalities that improve the Quality of our products and services.

We plan to use maintenance contracts and updates that our customers ask, we will work according to our customers and the utilities they want to give the app, likewise if they need us to maintain the app.

It will hardly cost too much if you have to deliver the product elsewhere, but travel expenses would pay the company that would hire us.

## D. Management and Organization

Currently the three members of the team we manage the project, the responsibilities have been divided equally by equal parts, here there is an authority, we all support, the buyer of the product is the chief relatively, but by The moment we are all equal in the line of command, which behaves as the direct is Javier Conde, who will determine the salary of our future employees will be Francisco Herrera also perform the performance evaluations, the academic training of the Development members is a computer engineering study in the Institute of Chihuahua II, the reputation of this team in the student community is excellently good, the same way the skills of such team is good as they are all They devote hard to constant research in programming, the team is going to ask for help and support to Professor Rubén Alonso Hernández Chávez.

## E. Ownership Structure

The main parts of the business are the three founders of the same, is a socially responsible society with variable capital, we do not need many legal permits to operate, only tax to declare taxes and that our company this Registered to be able to operate as a society.

###### F. Social Responsibility

We as environmental practices make reforestation of the park El Reliz and likewise contribute daily to the environment by turning off the equipment we use to reduce energy consumption, as well as solar panels for the Use of alternating energy; We have noise policies, not to disturb others and if they want to listen to music everyone should bring or use hearing aids.

Each one of the members will have the obligation to obtain contracts with different companies selling the product, at local, state and international level and for this it is necessary that our staff have training in addition to knowing how to program relate to customers and understand the needs they require, also knowing how to sell the products and services we have, however you should know how to handle the equipment used as they are the main tools of work.

## G. Internal Analysis

The strengths that the company has is that the staff is young and is updated at all times and likewise always have to be investigating new technologies to implement them in the development of new projects for the same company, The same way we have few weaknesses as for example that being young our work is not well known and some companies expect us to have more experience in the field, but take advantage of any opportunity that we provide to let us know yet More.

We as a development company are implementing new technologies to overcome the others, apart from the fact that we are the only one dedicated especially to the satisfaction of the customers who hire us in the same way to reduce production time in These departments such as customer service and those who are connected with the one that is usually most of them, we can help build a better job between departments.

At the moment the company that shows promise is Euroalarmas that is the one that will give us the first opportunity to implement our idea in its customer service.

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# Products and/or Services

Our product provides a customer service, ie the customer can request technical service at home from your cell, without the tedious need to go to the company or make phone calls tired, and in the same way facilitate the work of the Different departments involved, as well as avoiding that the orders are lost or misplaced, or that there is ambiguity when transcribing the data to the database, it also prevents the client from disfiguring what the customer requested.

Our product guarantees an excellent quality of service increased the satisfaction of the customers who contract us thus increasing the profits.

The price of the product will be charged for installation, implementation, upgrades and maintenance.

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# Market Assessment

## A. Examining the General Market

Currently the consultancy market is very exploited to what could be attached to our products that basically is to solve the stronger problems of these companies but we focus more on the experience of their customers; Since not currently markets do not focus so much on customer service, we believe they are the most important, we face the great strengths that there is no company like us but our threats are few as we can not They know even in the market of the industry.

We have a great bargaining power because at the moment there is not an equal service/product and it is quite striking and attractive for business increased our purchases; Similarly we have a negotiating power with our vendors because they know very well our product and our suppliers could use it in the same way reaching agreements in order to have benefits for us; Once well established competitors can emerge, as in our beginnings that are not known in the market but our plan is to cover as much as possible the industries of the area.

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## B. Customer Analysis

Our customers will be anyone who has a business and want to implement a more efficient customer service, we sell a product that fits the needs of each company, is not the same for everyone, this product solves problems with Client-Company and avoid re-work for their employees, give support to one of our clients has or not cost depending on the situation. We have a great bargaining power because at the moment there is not an equal service/product and it is quite striking and attractive for business increased our purchases; Similarly we have a negotiating power with our vendors because they know very well our product and our suppliers could use it in the same way reaching agreements in order to have benefits for us; Once well established competitors can emerge, as in our beginnings that are not known in the market but our plan is to cover as much as possible the industries of the area.

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## C. Industry Analysis

Nowadays the industry has grown too much which will make you one of the most competitive market that exist.

# Strategic Implementation

###### Production

The application will be made by engineers in systems specialized in creating mobile applications, it will be done in the middle of Android Studio, the application will collect the problems that a user can have with one of our alarms, this is to be able to give security to the user that their The alarm is functional, and in the event that it fails, you can change the alarm or you can send it to fix.

The competitive advantage that we have with this application is to be able to achieve customer satisfaction, since for a company that seeks to be big, it is a priority that customers are satisfied with our products and have the confidence that they will have quality products with a certain warranty.

It involves using a list system to organize the activities that technicians have to perform to repair failures in certain alarms, these are organized for priority and date means. An external database is used where the data of the employees that use the application are saved and also the activities that the technicians must perform are kept, loaned and updated.

The company seeks to expand by itself and the satisfaction of customers with our alarms, so it is thought that the application will expand into activities and functionalities for the growing number of customers and users.

###### Resource Needs

1. Human

People are needed to be experts in the management of Android Studio to be able to solve all the problems that arise in the process of development and creation of the application, these people are recruited in the middle of the interviews that value their level of efficiency and production.

1. Financial

Some money is needed to buy computers and to be able to pay for hosting an external database.

1. Physical

Competent computers are needed so that developers do not have problems or inconveniences when it comes to making and testing the application.

###### C. Marketing Strategy

The plan for you to promote the application is to provide the service as a guarantee for customers who buy their alarms directly in the "EuroAlarmas" store to receive a user and password to be able to report any failure of their alarm. The application will also be loaded into a Play Store.

1. **Hedging, forward pricing, options**  
   The risk is diminished because using the application means that an alarm has been previously purchased and that is what keeps the company economically, so there should be no risk in implementing the application concept.
2. Contracting

The application is used as a kind of guarantee for someone who has already purchased an alarm beforehand.

###### Performance Standards

Technical techniques were developed to monitor the correct operation of the application for users who are not difficult to use, to have a high level of performance and ease of use.

# Financial Plan

## A. Contingency Plan

In the event that the main plan does not work, we are prepared to offer options that can control the situation, these situations depend on the situation of the company and how a solution can be proposed.

Most of the employees are excellently trained, so we have a general idea of ​​what each one does, in the case of a member. so that he can perform the work of the previous key member.