

Barrangay Tech Hub

Bravo, Renan Vincent

Egbus, Keane Maundrey

Elleso, Keith Angelo

Maglangit, Jake Vincent

Samporna, John Bryan

Sebarios, Jigger

ENTREPRENEURIAL MIND BSIT401

Instructor: Miss Emie D. Dungog

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Introduction

Introduction of the Study

In today's digital era, technology has become essential in education, employment, and everyday life. Access to computers, printers, and reliable internet is no longer a luxury but a necessity. Yet many barangays still face a digital divide. Students often struggle to complete school projects and research, while job seekers encounter difficulties in preparing resumes, filling out online applications, and taking digital assessments.

At present, these services are available only through scattered shops or distant establishments outside the community. This situation forces residents to spend extra time and money, creating a burden for families with limited income. Such barriers not only delay important tasks but also limit opportunities for growth within the barangay.

The Barangay Tech Hub: A Community Innovation and Skills Development Center is proposed to address these challenges. By providing a centralized facility with computers, printers, scanners, and high-speed internet, the hub will make digital services accessible and affordable within the barangay. More than just a service center, it will serve as a platform for learning, innovation, and empowerment, helping students complete schoolwork, enabling job seekers to pursue employment, and promoting digital literacy for all residents.

Background of the Study

The rapid shift to digital systems has transformed education, employment, and government services in the Philippines. Yet many barangays remain underserved, with residents struggling to access basic technology. Students often face difficulties completing schoolwork on time, while job seekers lack the tools needed for resumes, online applications, and digital assessments.

Currently, services such as printing and internet access are scattered across distant shops and often come at high costs, placing additional burdens on families with limited income. This lack of affordable and accessible technology also affects the barangay as a whole, limiting digital literacy and reducing opportunities for growth in an increasingly digital society.

The Barangay Tech Hub is envisioned as a solution to these challenges. By consolidating essential services computers, printers, scanners, and internet, into one convenient facility, it will empower residents, support education and employment, and foster digital inclusion and community development.

Vision-Mission-Values-Core Competencies (VMVC)

The vision of the Barangay Tech Hub is to create a digitally empowered community where every resident has access to technology, opportunities, and skills that foster education, employment, and progress. It aspires to transform the barangay into a future-ready community that embraces innovation and inclusivity.

The mission of the project is to provide affordable, reliable, and accessible digital services within the barangay. By offering computers, printers, scanners, and high-speed internet, the Tech Hub aims to bridge the digital divide, enhance digital literacy, and serve as a platform for learning, innovation, and livelihood development.

The values guiding this initiative include accessibility, affordability, innovation, community growth, and service excellence. Accessibility ensures that all residents—regardless of background can benefit from the hub. Affordability reduces the financial burden of digital services, while innovation drives creativity and adaptability. Community growth emphasizes

inclusivity and empowerment, and service excellence ensures that residents receive reliable and high-quality assistance.

The project's core competencies lie in its ability to centralize essential digital services into one convenient facility, provide affordable solutions tailored to the needs of the community, and align strongly with the educational, employment, and governance priorities of residents. Furthermore, the hub has the potential to expand into training programs and workshops that will equip individuals with essential digital skills, strengthening the community's overall competitiveness.

Objectives of the Study

The main objective of this study is to establish the Barangay Tech Hub, a community-based center that offers affordable access to essential digital services for education, employment, and skills development.

Specifically, the study aims to:

1. identify the digital and technological needs of students, job seekers, and residents within the barangay;
2. design and propose a facility equipped with computers, printers, scanners, and high-speed internet that addresses these needs;
3. evaluate the potential of the Barangay Tech Hub in enhancing academic performance, employability, and digital inclusivity among residents.

Management Philosophy

The management of the Barangay Tech Hub will be guided by a community-centered philosophy that prioritizes accessibility, affordability, and service quality. Leadership will follow a participatory approach, encouraging collaboration with local stakeholders while ensuring transparency and accountability in decision-making. The hub will be managed with a service-first mindset, focusing on meeting the digital needs of students, job seekers, and residents. Employee engagement will be fostered through training and empowerment, aligning staff performance with the overall goal of promoting digital literacy and community development.

Market Overview

The municipality of Clarin, Misamis Occidental, while a vibrant and growing community, faces a notable gap in its digital service infrastructure at the barangay level. While the town proper and commercial hubs may have some existing providers, residents in more rural or residential barangays often lack convenient access to essential tech services. The commute to the town center for simple tasks like printing a school report, scanning a document for an online application, or getting stable internet for a remote meeting is not only time-consuming but also costly. This logistical challenge creates a significant, untapped demand for a localized, accessible, and reliable tech hub. The Brgy. Tech Hub will directly address this need by positioning itself as the go-to solution for students, freelancers, and professionals within the community, offering a vital service that is currently either unavailable or inconveniently located.

Target Customers

The Brgy. Tech Hub's marketing plan will focus on individuals and groups in Brgy. Clarin and the nearby areas that require digital and printing services. Our key customer segments include:

Students: From elementary to college, residing in or near the barangay, who need computers for school projects, research, and online classes, as well as printing for reports and assignments. Their primary needs are affordability and convenience.

Freelancers & Remote Workers: Individuals working from home who lack a stable internet connection or a quiet, distraction-free environment. They need a reliable, well-equipped space for online meetings, completing tasks, and printing business documents.

Small Business Owners & Professionals: Local entrepreneurs and office workers who require business-related services like document scanning, high-quality printing, and a professional space for quick, informal meetings.

Community Members: Residents of the barangay needing to print government forms, access online government services, or complete other digital transactions that require computer and

internet access.

Product/Service

The Brgy. Tech Hub is a convenient, one-stop shop for digital and printing needs within the Clarin community. We offer essential services, including:

Computer Use: Access to well-maintained PCs with high-speed internet.

Printing & Photocopying: High-quality black & white and color document printing.

Office & School Supplies: A selection of essential stationery items.

Scanning & Lamination: Professional document services for quick, on-site tasks.

ID Photo Printing: Fast and affordable photo printing for IDs.

Market Research

We will use a convenience and purposive sampling approach to reach our target customers in relevant locations within the barangay and nearby areas. Our goal is to survey 40 people and interview 10 for a total of 50 participants

I. Digital Strategy (Content & Platform Focus)

The core focus is on short-form video content to capture the attention of students and remote workers on platforms where Filipino Gen Z is most active (TikTok, Instagram Reels).

1. Social Media Content (FB, IG, TikTok)

Content Pillars: Authenticity, Utility, and Community.

Platform	Content Format	Topic Focus & Hook
TikTok/IG Reels	"The Grind" Series (Fast-paced day-in-the-life POV)	Focus: Productivity and ambiance. Showcase the journey from a stressed student to a focused one in the hub. <i>Example Hook: "Where I go for 4 hours of pure focus before an exam."</i>
TikTok/IG Reels	Utility Hacks (Short, informative tutorials)	Focus: Printing/Special Services. <i>Examples: "Life-saving print hacks for your thesis," "How to laminate your documents perfectly."</i>
Facebook	Community Polls & Events (Static posts and Stories)	Focus: Direct engagement. Announce "Themed Study Nights," weekend gaming tournaments, or "Ask the Hub" Q&A sessions.
TikTok LIVE	"Work With Me" Sessions	Focus: Ambient marketing. Host 1-2 hour scheduled livestreams showing the cafe operating silently (Lofi music, coffee shots, ambient productivity) to encourage viewers to study alongside us virtually.

2. Digital Engagement & Conversion

- **Nano-Influencer Collaboration:** Partner with 3-5 local college students/nanoinfluencers (1k-10k followers) whose niche is 'study life' or 'gaming' for authentic, unpaid content swaps (free computer use hours in exchange for a dedicated story/reel).
- **User-Generated Content (UGC) Challenge:** Launch the **#TechHubTuesdays** challenge. Encourage customers to post photos/Reels of their workspace in the hub, tagging the location and the hub's account. Winner gets a "Productivity Bundle" (e.g., 5 free printing pages + free coffee).

II. On-Ground Activation (Localized Reach)

Focus on high-traffic areas near the target market, emphasizing convenience and value.

1. Campus & Residential Outreach

- **Campus Booths/Pop-Ups:** Partner with local schools (LSU, SHS) during enrollment or exam weeks. Offer a "Free 15-Minute Trial" access card upon scanning a QR code and following social media.
- **Information Distribution:** Distribute eye-catching flyers and small posters (with QR codes for the social media) to:
 - Dorms, boarding houses, and apartments.
 - Internet cafés that *do not* offer extensive printing/services.
 - Sari-Sari stores (negotiate placement near the counter).

2. Local Partnerships

- **"Study Fuel" Cross-Promotion:** Partner with 2-3 local affordable coffee shops or *carinderias* (eateries). Offer a ₱10 discount on the hub's /coffee to anyone who presents a recent receipt from the partner establishment, and vice-versa.
- **Local Gaming Shop Tie-up:** Collaborate with a local PC parts or mobile game top-up shop. Offer a **"Gaming Grind Bundle"** (discounted computer use access for 3 hours) alongside their purchases.

III. Community & Loyalty Programs (Retention)

Formalizing incentives to ensure repeat business and create a loyal user base.

1. Student Discount & Exam Taker Perks (Formalized)

- **The Student Grind: 15% off Printing & Special Services** with a valid student ID, active for 5 consecutive days if they avail computer use (excluding Sunday).
- **The Board Exam Boost:** Civil Service, LET, NCLEX exam takers, or similar professional exam reviewers will receive an extra 2 hours in addition to their current computer use if they can present a Notice of Admission (NOA) from the Professional Regulation Commission (PRC) or a similar official document.

2. Referral & Loyalty System

- **Study Buddy Referral Program:** Current paying customers receive 1 hour of free computer rental access for every new customer they successfully refer. The new customer also receives 1 hour free upon first paid transaction.
- **Birthday Reward System:** Implement a simple database tracking system (via membership sign-up). Offer the customer a Free Upgrade (e.g., 2 hours of computer use access for the price of 1) during the week of their birthday.

Service Process

A. Computer Use Service Flow

Step	Focus Area	Key Actions
1	Customer Initialization	The customer is welcomed and their intended activity (research, encoding, design, etc.) is identified. The cashier logs them into an available computer terminal and starts the usage timer.
2	Service Execution	Customers use the computer for their tasks. Staff provide assistance in basic troubleshooting. Internet stability and computer performance are continuously monitored.
3	Monitoring & Support	The technician periodically checks the terminals to ensure smooth operation, resolve technical issues, and maintain a productive environment.
4	Payment and Log-out	Once finished, the cashier stops the timer and computes the fee based on usage time. The customer pays, receives the receipt, and the terminal is cleared of any personal files.

5	End-of-Day Review	Computers are checked for malware, temporary files are deleted, and terminals are reset for the next day.
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B. Printing & Special Services Flow

(Includes Printing, Scanning, Photocopying, Lamination, ID Photo, and Binding Services)

Step	Focus Area	Key Actions
1	Customer Request	The customer provides files via USB, email, or cloud storage. Staff confirm print specifications (paper size, number of copies, color or grayscale, etc.).
2	File Preparation	Staff check file compatibility, adjust layouts, and perform print previews to ensure quality. Any unclear specifications are clarified with the customer.
3	Service Execution	Printing, scanning, photocopying, or lamination is performed. ID photos are captured and edited using computer software before printing. Binding services are completed with proper alignment and finishing.

4	Quality Control	Each output is inspected for print quality, alignment, and clarity. Customers are shown samples before finalizing multiple copies.
5	Payment and Delivery	The cashier encodes the transaction into the sales log, collects payment, and releases the final documents to the customer.
6	Post-Service Check	Waste materials are disposed of properly, and printer ink/paper levels are checked and refilled if necessary.

C. Sold Items (Retail of School and Office Supplies) Flow

Step	Focus Area	Key Actions
1	Customer Selection	Customers browse displayed school and office supplies such as bond papers, pens, notebooks, folders, and envelopes.
2	Inquiry and Assistance	Staff assist customers in finding specific items and provide information on prices or product availability.
3	Transaction and Payment	The cashier scans or manually records the items, collects payment, and issues a receipt.
4	Inventory Update	Items sold are deducted from the inventory log (manual or digital), and low-stock supplies are noted for restocking.
5	End-of-Day Summary	Daily sales of supplies are tallied separately from digital services to track inventory and profit margins.

Cost Estimation

Materials

Material	Estimation cost of materials	Quantity
Bond Papers	₱170	15
Printer Ink	₱1000	5
Lamination Films	₱300	5
Binding Materials	₱1500	1
Stationary Supplies	₱1,500	1

Total Cost: ₱12,050

Equipment

Equipment	Estimation cost of equipment	Quantity
Desktop Computers	₱24,000	3
Priter	₱10,000	2
Photocopiers	₱15,000	1
Scanner	₱5,000	1
Laminator	₱3,000	1
Camera	₱8,000	1
Table	₱2,500	3

Chairs	₱500	6
Dividers	₱1,500	2
Wi-Fi routers	₱2,500	1
CCTV	₱2,500	4

Total Cost: ₱149,000

Labor

Labor	Estimation cost of labor
Cashier	₱4,000 per month
Maintenance Worker	₱3,500 per month
Computer Technician	₱5,000 per month

Total Cost: ₱12,500.

Other operating cost

Other operating cost	Estimation cost
Rent	₱10,000
Utilities (Bills)	₱3,500
Computer Technician	₱2,500

Wi-Fi/Internet	₱2,000
Permit & Licenses	₱2,000
Marketing & Advertising	₱2,000
Contingency Fund	₱2,000

Total Cost: ₱22,000

Summary of Total Cost

Category	Total Cost (₱)
Materials	₱12,050
Equipment	₱149,000
Labor (1 month)	₱12,500
Total Initial Cost (Before Operation)	₱173,550

After one month of operation, only recurring costs apply, since equipment is already acquired:

Category	Total Cost (₱)
Materials (monthly replenishment)	₱12,050
Labor (monthly wages)	₱12,500

Total Monthly Operating Cost (After 1 Month) ₱24,550

Quality Control

Brgy. Tech Hub maintains high-quality service and operational efficiency through daily inspections, equipment testing, and customer feedback monitoring. The goal is to ensure that all computers, devices, and supplies meet consistent standards of reliability and performance.