Barrangay Tech Hub

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Introduction

Introduction of the Study

In today's digital age, technology plays a vital role in education, employment, and daily living. However, many barangays still experience a digital divide, where access to computers, printers, and the internet remains limited or costly. Students struggle to finish schoolwork, while job seekers face challenges in preparing digital documents and online applications.

The Barangay Tech Hub: A Community Innovation and Skills Development Center is proposed to address these gaps by providing affordable and accessible digital services within the barangay. Through computers, printers, scanners, and reliable internet, the hub will make technology available to everyone. Beyond being a service center, it will serve as a place for learning and empowerment, helping residents gain digital literacy, complete tasks efficiently, and pursue opportunities for education and employment.

Background of the Study

The increasing reliance on digital tools in education, work, and government services has created challenges for communities lacking access to technology. In many areas, residents still need to travel far or pay high prices just to print, scan, or go online. This situation limits productivity, learning, and economic participation.

The proposed Barangay Tech Hub aims to provide a one-stop facility that brings together essential digital services such as computer use, printing, scanning, and internet access within the community. This initiative will promote digital inclusion, improve educational outcomes, and support local development by making technology both accessible and affordable.

Vision-Mission-Values-Core Competencies (VMVC)

Vision:

To create a digitally empowered and future-ready community where every resident has access to technology, skills, and opportunities for growth.

Mission:

To provide affordable, reliable, and high-quality digital services that bridge the digital divide and promote learning, innovation, and livelihood development.

Core Values:

- Accessibility: Open access for all residents.
- Affordability: Low-cost services for students and families.
- Innovation: Encouraging creativity and adaptability.
- Community Growth: Empowering residents through technology.
- Service Excellence: Delivering consistent and reliable assistance.

Core Competencies:

Centralized, affordable digital services, community-focused solutions and the potential to expand into training programs that build essential digital skills.

Objectives of the Study

The main goal is to establish the Barangay Tech Hub, a center that provides affordable access to digital tools for education, employment, and skill development. Specifically, it aims to:

1. Identify the technological needs of students, job seekers, and residents.
2. Design and propose a fully equipped facility with computers, printers, and high-speed internet.
3. Assess how the Tech Hub can improve digital literacy, academic performance, and employment readiness.

Management Philosophy

The Barangay Tech Hub will operate under a community-centered philosophy, emphasizing accessibility, affordability, and service quality. Management will adopt a participatory approach, encouraging collaboration with local stakeholders and ensuring transparency in operations.

Target Customers

The Barangay Tech Hub's marketing plan focuses on individuals and groups in Barangay Clarin and nearby areas who need digital and printing services. Its main customer segments are:

- **Students:** From elementary to college who need computers and printing for schoolwork and research.
- **Freelancers and Remote Workers:** Individuals needing a quiet workspace and stable internet for online tasks.
- **Community Residents:** People needing to print forms or access online government and personal services.

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

I.Digital Strategy (Content & Platform Focus)

The Barangay Tech Hub will use social media platforms such as **Facebook, TikTok, and Instagram** to reach students and young professionals. The main focus is on short, engaging videos and posts that highlight productivity, affordability, and community spirit.

II. On-Ground Activation (Localized Reach)

Campus Outreach: Set up booths in local schools during enrollment or exam weeks, offering short trial sessions and flyers with QR codes to social media pages.

Local Partnerships: Collaborate with nearby coffee shops and gaming stores for discount exchanges and joint promotions to attract students and gamers.

Service Process

A. Computer Use Service Flow

1. **Customer Initialization:** The customer is welcomed, and their activity (e.g., research or encoding) is identified. The cashier logs them into a computer and starts the timer.
2. **Service Execution:** Customers use the computer while staff assist with basic troubleshooting and monitor system performance.
3. **Monitoring and Support:** The technician checks terminals regularly to ensure smooth operation and resolve technical issues.
4. **Payment and Log-out:** The cashier stops the timer, computes the total fee, collects payment, and clears the computer of personal files.
5. **End-of-Day Review:** Computers are checked for malware, temporary files are deleted, and systems are reset for the next day.

B. Printing and Special Services Flow

1. **Customer Request:** The customer provides files through USB, email, or cloud storage and specifies printing details.

2. **File Preparation:** Staff check file compatibility, adjust layouts, and confirm specifications before printing.
3. **Service Execution:** Printing, scanning, photocopying, or lamination is completed; ID photos are captured and edited if needed.
4. **Quality Control:** Outputs are checked for clarity and alignment before final release.
5. **Payment and Delivery:** The cashier logs the transaction, collects payment, and releases the finished materials.
6. **Post-Service Check:** Waste is properly disposed of, and printer ink or paper levels are refilled.

C. Sale of School and Office Supplies

1. **Customer Selection:** Customers browse available school and office supplies such as paper, pens, and notebooks.
2. **Inquiry and Assistance:** Staff help customers find items and provide price information.
3. **Transaction and Payment:** Purchases are recorded, payment is collected, and receipts are issued.
4. **Inventory Update:** Sold items are deducted from inventory, and low-stock items are noted for restocking.
5. **End-of-Day Summary:** Sales are tallied separately from digital services to monitor profit and inventory levels.

Cost Estimation

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.

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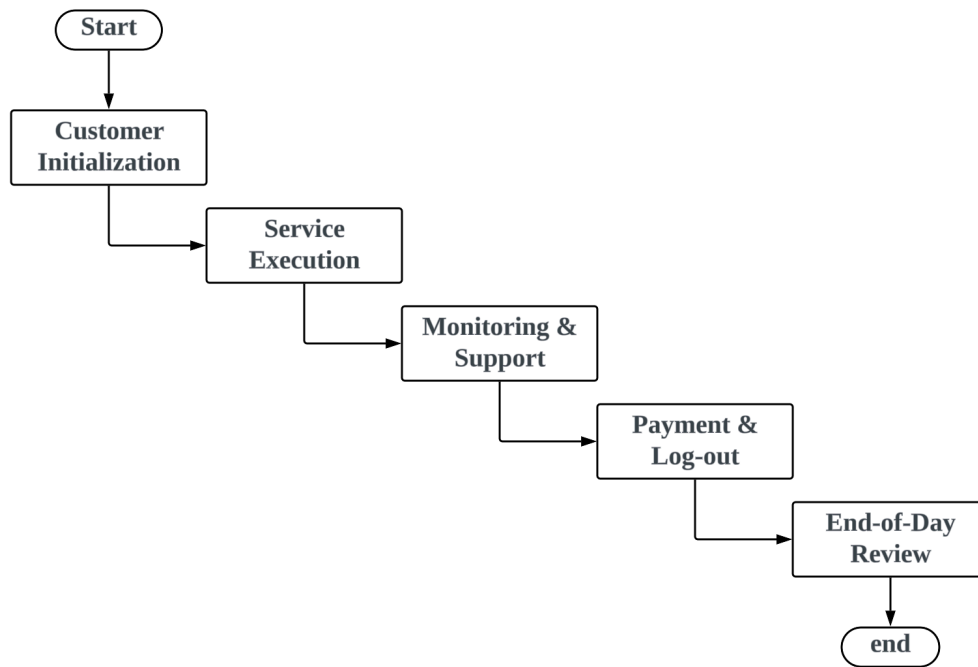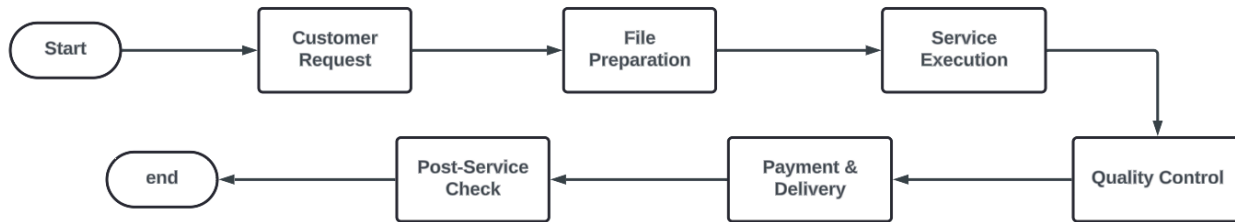
Appendices

Figure 1. Computer Use Service Flow
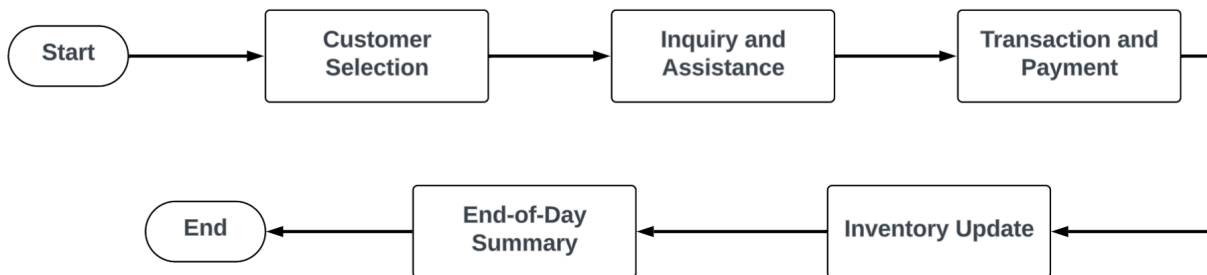
Figure 2.Printing & Special Services Flow

Figure 3. Sold Items Flow

Midterm Written Report Self-Check Checklist

Section	Checklist Item	✔
Cover Page & TOC	Business Title / Proposed Business Name included	✔
	All group members listed with full names	✔
	Instructor and section indicated	✔
	Date of submission included	✔
	Table of Contents properly formatted	✔
Introduction	Business name and proposed logo included (logo in appendix if draft)	✔
	Nature of the business clearly stated	✔
	SMART business objectives provided	✔
	Rationale/inspiration clearly explained	✔
Marketing Plan	Target Market defined (demographics, psychographics, geographic, behavioral)	✔
	Product/Service positioning and UVP explained	✔
	Pricing strategy stated and justified	✔
	Place/Distribution strategy explained	✔
	Promotion strategy (at least 2 methods) included and justified	✔
Production Plan	Production process described step-by-step	✔
	Equipment, tools, and raw materials listed	✔
	Estimated production capacity stated (per day/week/month)	✔
	Quality control measures explained	✔
Formatting & Submission	Report length is 5–7 pages (excluding cover, TOC, references, checklist)	✔
	Proper font, size, spacing, and margins used	✔

	APA citations included (if references used)	✔
	File submitted in PDF/Word via Canvas before the deadline	✔
Group Acknowledgment	All group members participated in completing the report	✔