



## **TechiePinas Computer Service**

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# **BUSINESS PROPOSAL**

Prepared by:

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## **1. Executive Summary**

With great pleasure, TechiePinas Computer Services presents this extensive business proposal. We are a technology solutions company that provides computer needs to our customers and also provides computer services for our clients. Our mission is to provide high-quality customer service and support. And we ensure that our team is professional in their areas. In this proposal, our vision, market research, offerings, sales and marketing tactics, financial forecasts, funding requests, implementation schedules, and risk analysis are all outlined.

## **2. Company Overview**

### **2.1. History and Background**

TechiePinas Computer Services was founded in 2024, although our name may not immediately conjure images of high-tech equipment, we are highly skilled in maintaining the functionality of our client's computers. The IT professionals of TechiePinas are growing team. To meet our client's constantly changing demands, we have developed with the industry and adapted our offering. Now, to ensure that our client's have the safest and easiest internet experience, we offer a wide range of services, e.g. Cloud Management or Network Security.

### **2.2. Mission and Vision**

- **Mission:** We aspire to empower people and organizations by providing advanced technical solutions and unmatched computer services. Being the first choice for transparent, dependable, and create computer service that boost output and improve the digital experience is our aim.
- **Vision:** In order to lead the computer services sector, we see a time when technology is easily incorporated into everyday activities. Our goal is to constantly develop, adjust, and innovate so that our clients can get the possible help and knowledge in navigating the always shifting field of computer services.

### 2.3. Core Values

At TechiePinas Computer Service., we uphold the following core values:

- Reliability
- Security
- Innovation
- Customer Satisfaction
- Integrity

### 2.4. Team

Meet the key members of our leadership team:

Name	Title	Background
Rylle John Paul U. Visto	Project Manager	Computer Expert for more than 2 years.
John Jason Capiendo	Marketing Manager	Marketing Expert for more than 1 years.
Shariel Pagdayunan	Business Analyst	She knows the area when it comes into a business.

## 3. Market Research and Analysis

### 3.1. Market Trends

Because of the demand for computer services, TechiePinas offering computer build, maintenance, monitoring, and support needs, leading to a rise in demand for service providers offering subscription-based models. This includes providing excellent customer experience and becoming increasingly important for computer service providers to enhance client and satisfaction and loyalty.

### 3.2. Target Audience

Our target audience for our business would be the people who frequently use computers on a daily basis, including small businesses, offices, students, gamers, and non-technical users.

### 3.3. Competitive Analysis

Our competitors, such as RK Computer Services, offer similar services. However, we differentiate ourselves through our focus on personalized customer services and innovative solutions.

### 3.4. SWOT Analysis

Strengths	Weaknesses
Expert Leadership	Limited marketing budget
Innovative Solutions	Reliance on a few key clients
Strong Client Relationships	Limited brand recognition

Opportunities	Threats
Growing Market Demand	Intense competition
Expanding Our Product Line	Economic Downturn
Strategic Alliances	Technological Disruptions

## 4. Products/Services

### 4.1. Product/Service Description

TechiePinas Computer Services aim to speed up and facilitate. This can be used not only for personal Basis, But also for other services, such as communicating with relatives, continuation of unfinished work, and therefore, especially for entertainment purposes within the family.

### 4.2. Unique Selling Proposition (USP) /\* the essence of what makes your product or service better than competitors \*/

TechiePinas Computer Services, We provide unparalleled computer services that blend cutting edge technology with personalized care. Our dedicated team ensures your IT needs are met with precision and speed, setting a new standard in customer satisfaction. Experience the future of tech support today.

## **5. Marketing and Sales Strategy**

### **5.1. Marketing Plan**

We use offline and online targeted campaigns as part of our marketing strategy. We also have a social media platform available to us online where we can make and share adverts for our fans and viewers. In addition, we provide clients with a pamphlet that details our services. Without money, we couldn't complete this marketing plan. For this reason, our business teams finance our marketing strategy. 15% of our funds are allocated to our marketing strategy.

### **5.2. Sales Strategy**

A complete approach that includes a variety of strategic factors is required for successful computer sales. Segment the market into separate categories based on demographics, usage patterns, and purchasing behavior is critical for improving sales to approach to unique needs and preferences. Showing the quality, performance, and value of our computers in comparison to competitors, with standout features such as customization possibilities and warranty coverage serving as focus points. Using a multi-channel distribution strategy, which includes online sales platforms, retail partnerships, and direct sales to corporate clients and educational institutions, increases potential customer's access and convenience. Marketing and promotion activities across several channels ensure maximum visibility and engagement, whereas lead generation approaches use inbound and outbound initiatives to develop potential customers. Building and cultivating client relationships, providing amazing experiences, and obtaining ongoing feedback strengthen our competitive advantage in the computing business.

## **6. Financial Projections**

### **6.1. Income Statement**

Our income statement projection for the next 3 years indicates steady revenue growth, with an expected annual increase of 15%.

	Year 1	Year 2	Year 3
Revenue	₱25,000	₱28,000	₱35,000
Cost of Goods Sold	₱38,000	₱42,000	₱47,000
Gross Profit	₱26,000	₱32,000	₱40,000
Operating Expenses	₱31,000	₱36,000	₱41,000
EBITDA	₱27,000	₱31,000	₱38,000
Interest Expense	₱26,000	₱25,000	₱22,000
Net Income Before Tax	₱28,000	₱32,000	₱38,000
Income Tax (30%)	₱20,000	₱25,000	₱31,000
Net Income	₱26,000	₱31,000	₱37,000

## 6.2. Balance Sheet

The balance sheet projection reveals healthy financial stability, with a positive cash flow.

	Year 1	Year 2	Year 3
Assets			
Current Assets	₱25,000	₱30,000	₱37,000
Fixed Assets	₱28,000	₱32,000	₱38,000
Total Assets	₱29,000	₱34,000	₱41,000
Liabilities			
Current Liabilities	₱26,000	₱30,000	₱39,000
Long-Term Liabilities	₱31,000	₱28,000	₱25,000
Total Liabilities	₱27,000	₱31,000	₱36,000
Equity			
Owner's Equity	₱29,000	₱36,000	₱46,000

Total Liabilities & Equity	₱29,000	₱36,000	₱42,000
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### 6.3. Cash Flow Statement

Our cash flow statement projection indicates that we will maintain a strong financial position with ample working capital.

	Year 1	Year 2	Year 3
Cash Flow from Operations			
Net Income	₱26,000	₱30,000	₱38,000
Depreciation	₱25,000	₱30,000	₱35,000
Changes in Working Capital	₱20,000	₱22,000	₱24,000
Cash Flow from Operations	₱28,000	₱34,000	₱40,000
Cash Flow from Investing			
Capital Expenditures	(₱28,000)	(₱36,000)	(₱41,000)
Cash Flow from Investing	(₱24,000)	(₱28,000)	(₱31,000)
Cash Flow from Financing			
New Equity Funding	₱28,000		
Loan Repayments	(₱24,000)	(₱22,000)	(₱18,000)
Cash Flow from Financing	₱26,000	(₱22,000)	(₱17,000)
Net Cash Flow	₱29,000	₱26,00	₱21,000
Cash at Beginning of Year	₱23,000	₱30,000	₱41,000
Cash at End of Year	₱28,000	₱34,000	₱46,000

## **7. Funding Request**

### **7.1. Funding Purpose**

The Purpose of seeking funding for a business can vary widely depending on factors such as growth plans, product development, marketing efforts, expansion into new markets, research and development, operational improvements or even debt refinancing.

### **7.2. Funding Amount**

We are looking for equity capital of Php20,000.

### **7.3. Repayment Plan**

- 1.** Total Investment Amount: PHP 20,000
- 2.** Timeline: Repaid in 2-3 years
- 3.** Payment Frequency: Quarterly payments
- 4.** Start of Payments: Payments start one year after the investment is received
  - a. Year 1: Receive investment, no payments
  - b. Year 2 - Year 6: Quarterly payments
  - c. Year 2 Q1-Q4: PHP 1,000 each quarter
  - d. Year 3 Q1-Q4: PHP 1,000 each quarter
  - e. Year 4 Q1-Q4: PHP 1,000 each quarter
  - f. Year 5 Q1-Q4: PHP 1,000 each quarter
  - g. Year 6 Q1-Q2: Final payments to complete the repayment

## **8. Implementation Plan**

### **8.1. Timeline**

TechiePinas Computer Service has set out on a bold path of growth and innovation within the last 8 months.

### **8.2. Milestones**

- 1.** Customer-Centric growth: We will direct our growth efforts to address the unique requirements and preferences of our target audience by giving top priority to customer input and market research. This will guarantee a smooth and fulfilling experience for all of our clients.



2. Online store expansion: We are expanding our online presence and capabilities to reach a wider audience and take advantage of the growing trend of electronic shopping, which will increase the company's sales and revenue.
3. Subscription-Based Maintenance Plans: We introduce subscription-based maintenance plans for our products and services, offering customers regular updates, proactive troubleshooting and priority support, ensuring long-term satisfaction and loyalty

### **8.3. Responsibilities**

To ensure a smooth and effective project execution, we have carefully chosen and tasked each team member with specific knowledge and duties to closely monitor and manage each and every component of the implementation plan.

## **9. Risk Analysis and Mitigation**

### **9.1. Identified Risks**

- Market saturation
- Economic downturn
- Technological disruptions

### **9.2. Mitigation Strategies**

We will continuously monitor market conditions, diversify our service offerings and invest in ongoing training to stay ahead of technological advancements.

## **10. Appendix**

### **10.1. Resumes**

Appendices include resumes of key team members, showcasing their expertise and experience.

### **10.2. References**

References from satisfied clients and partners who have experienced success with our services.

### **10.3. Additional Information**

Any additional documents or information relevant to the proposal, such as case studies or awards.