

Community Name:	SouthernKings Group	Course:	Ensign College - IT 340 - Fall 2021
Community Type:	A business I plan to create	Student:	Luis Ariel Reyes.
Community Description	Community Purpose	Key Products & Services created by, offered by, or used by the community	Key Community Needs that your Business Intelligence (BI) System will support
SouthernKings is a financial company that provides financial solutions for small and middle emergent companies. We are engage in providing upfront capital for business that do not qualify for banks loans, so that they can keep on market solving their primary necessities	Provide financial services and become a solid partner for business that don't qualify for loans from solid financial institutions, due to their low credit history.	Services: <ul style="list-style-type: none">- Budgeting- Personal Training- Motivation- Business planification. Products: <ul style="list-style-type: none">- Loans- Project investments-	We need to find business in need of financial help, but these businesses have to be in growth, so that if they are stuck is due to financial or strategical support, not because the product they offer are low on demand. We need to organize a structure that is standard, but at the same time useful to give support to this kind of business. We need business that are able to grow under our support, and in consequences, we can get profits that are solid and constant.
Why does this community interest you?	This business interests me because I know that there are a lot of business that go down because they lack of good commercial strategies, and because money is a challenge for them to grow. In Addition, because the best way to get money is to make the money to work for money.		
What are the key entities involved with this community?	Services – The different services offered at the CrossFit box Locations – The different physical locations of each CrossFit box Inventory – The different products that are for sale Customers – The members of the CrossFit box Customer Fitness Telemetry – baseline, goals, progress, current state Box membership dues – the various plans that CrossFit box customers are signed up for (per visit, per month, per year)		
How is data being used, can data be used, or should data be used by this community?	This data will be used to create financial plans that will help the SouthernKings company to get to more customers and to become a tested financial support for small business in the southern region of the country.		