BUSINESS PLAN

Intecha

Samantha Velasquez, Owner

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1. EXECUTIVE SUMMARY

1.1 Product

Intecha is a mobile marketing company that specializes in making applications for our clientel.

By using the newest technolgies in this field such as augmented reality and geo-location we can bring the customers closer to thier favorite business like no one else can.

1.2 Customers

The target audience for Intecha is business owners, presidents or CEOs who want to increase their businesses profit.

1.3 What Drives Us

We want to change the way businesses look at mobile marketing and show them that by implementing this marketing tactic, their businesses can have a potential increase in customers and sales.

By constantly using new technoligies to build our applications Intecha can also lead the way to a new generation of mobile marketing.

2. COMPANY DESCRIPTION

2.1 Mission Statement

Change how companies interact with their customers in a way that is both innovative and engaging for both the company and its customers.

2.2 Principal Members

Samantha Velasquez: CEO and President

John Gascey: Vice President

Kevin Portillo: Creative Direct

Aehab Awdi: Chief Financial Officer

Tahj Griggs: Marketing Director

2.3 Legal Structure

Intecha will be a Limited Liability Company.

3. MARKET RESEARCH

3.1 Industry

The mobile application industry has emerged in the last decade and opens the door to a wide array of potential mobile application possibilities.

This industry gives us the advantage on creating an efficient application that would help businesses increase their influx of customers through the use of mobile applications.

Mobile marketing is a perpetually self improving industry that provides ample possibilities for growth and technilogical advancment.

3.2 Customers

Our customers are businesses with a moderate to large consumer base that wish to engage thier customers technologically as opposed to traditional marketing tactics.

3.3 Competitors

Our main competion consists of local and regional mobile marketing firms within the greater Houston area. In addition we also find significant competiton within the larger marketing industry as our business begins to grow.

For example Vibes, one of the biggest mobile marketing firms in the nation, has a reputation of high quality mobile marketing tactics that creates an influx of customers that otherwise would be unreacheable.

3.4 Competitive Advantage

We will be using new technologies that have yet to be fully utiliized in mobile

marketing. For example, we plan to use geo-location and augmented reality to create more interactive and exciting applications for our clientle's customers.

This would provide an advantage for us as this sort programming is often seen in entertainment apps and not often applications that mainly focus on mobile marketing.

This gives us the upper hand at creating applications that have little to no competition due to the fact that seldom other mobile marketing apps have considered implementing this type of programming into their mobile marketing tactics.

3.5 Regulations

Intecha must meet all Federal and state regulations concerning business consulting and mobile app development.

4. PRODUCT/SERVICE LINE

4.1 Product or Service

Intecha will design and develop mobile marketing applications that will help increase traffic, potential patronage, and profitability to companies and heavily populated areas.

4.2 Pricing Structure

Intecha will determine its pricing for projects based off of both the complexity of the job as well as the scheduling and timing of the project.

4.3 Product/Service Life Cycle

All products/mobile applications will begin production as soon as the contract has been finalized.

4.4 Intellectual Property Rights

If the contract states that we keep the app in maintenance, then we own the intellectual property rights.

However, should the client want full control of the application and programing, intellectual property rights will belong to them.

4.5 Research & Development

We plan to include feedback systems in each application we develop to collect data on end-user experience. We also will follow up with our clients to collect data on how our applications have affected their business monitarily and measure traffic to

their stores.

Intecha will attend trade and technology conferences to stay informed on emerging technologies and how they can be potentially used in a mobile marketing environment.

5. MARKETING & SALES

5.1 Growth Strategy

We will create an online campaign with the use of variable data and databases to promote ourselves across the nation and globe as to further expand the probability of obtaining new clientele.

5.2 Communication

Communicating with our customers will happen via in-person meetings, teleconferecing, and simple communication methods such as telephone and e-mail conversation.

5.3 Prospects

With the use of online marketing advertising such as campaigns, social media ads, public relations, attending trade shows in which we can further promote our project.

Our demographics would consists of businesses and municipalities who want expand their customer traffic.