

Hayek Global College

People Factor/ Management and its best practices

PROJECT NAME: Computers for Schools

1. INTRODUCTION

The coronavirus pandemic hit the whole world and changed the way of life in many ways and for almost everyone on earth. The introductions of the necessary lockdowns which was instituted all across the whole world made people to encounter huge difficulties in the continuity of business, travel, education and almost every other industry was affected. Most especially was the education ecosystem.

2. PROBLEM

Problem of teachers exchanging with students and dispensing educational content during Coronavirus lockdowns/isolation and distancing periods. There were strict measures of communication, meeting and the interaction. As such the exchange of educational content and assessment was difficult between students and teachers in Bulgaria.

The rest of the technologically and economically advanced nations adopted advanced infrastructure and using of distance learning online learning and digital education. Communities that could not procure this large infrastructure which is of course expensive experienced a halt in the education domain.

This problem is first characterized by a large number of students and teachers not having access or ownership to computers, laptops or tablets which were the major equipment for distance/online education. Many schools are not able to buy brand new computers for students and teachers due to cost.

3. SOLUTION

Providing recycled and customized computers to schools and teachers at lower cost.

4. CUSTOMER

Students and teachers at primary, secondary and tertiary levels of education.

5. PRODUCT

Recycled and customized computers containing the technological resources and software platforms for distance/online educational purposes.

6. COMPETITORS

Considering used/recycled computers that have been technologically adapted with software and hardware required for distance education is concerned, we had no competitors. However other sellers of computers and computer products such as **IBM, DELL Amazon, IKEA, WALMART** and other high end sales and commerce brands exist that just sell brand new computers for general purposes.

7. COMPARATIVE ADVANTAGE

From many perspectives, we had better advantage of selling more computers to our target clients due to the following:

- Brand new computers are more expensive hence clients would prefer an alternative cheaper one that does just the same purpose.
- Our computers are custom-built for education purposes, hence they solve a particular issue for our targeted market segment whereas the competitors just sell “general purpose computers”

- The recycled computers are customized for safe usage for teachers, students and even parents, as some negative and unwanted websites, programs and functionalities have been blocked.
- Acquisition of used computers is cheap and sometimes almost at zero cost for us.
- There is no extra cost for software as 70% of the software we use is open source.

8. OPPORTUNITY / NICHE AREA

- No other business operator is doing this same project
- Our proposed solution will be solving a mass social problem
- The advantage of dealing directly with the school administration's board and communicating with parents is better

9. STRATEGY

1. Approach school boards and present ideas with very enticing proposals;
2. Ascertain total number of schools and students needing computers;
3. Approach companies, organizations and administrative of agencies which have used computers and can dispose of them;
4. Receive computers either as charity or for very low cost per computer;
5. Repair and replace broken parts and install necessary software;
6. Deliver to schools
7. Hold series of trainings between teachers and students on how to use computers;
8. Design and dispense additional information for parents to help their children use this computers at home.

10. COST STRUCTURE

REVENUE SOURCES	
Investment Budget	75000
loans	15000
Donations	6700
Total Revenue	96,700

INVESTMENT COSTS	
Fixed Costs	
Office & Workshop Space Rent (500*12 months)	6000
Construction adjustments of Office and Working spaces	16000
Business Registration and License	1700
Permits/Tax/Licenses	500
Vehicles	10000
Repairs & Maintenance	5000
TOTAL FIXED COST	39,200
Variable costs	
Logistics and Utilities	14000
Promotions Advertising & Marketing	1500
Labour : Project Manager	12000
Labour : IT Manager	9600
Labour : IT Technician (3)	14400
supplies	5000
Overheads	500
TOTAL VARIABLE COSTS	57,000
TOTAL INVESTMENT COSTS	96,200

11. PRICING STRATEGY

Item Description	Pack 1 - 100 Pcs	Pack2 - 250 Pcs	Pack 3 - 500 Pcs	700 Pcs & above
Dual Core Laptop	8500	20000	37500	49000
Core i3 Laptop	10000	23750	45000	59500
Core i5 Laptop	15000	35000	67500	84000
Desktop PC	5000	11250	20000	24500

12. HUMAN RESOURCES

The following shall comprise of the workforce:

- Project Manager
- Sales & Marketing Manager
- IT Technicians

12.1. Attracting Talents (Competency Mapping)

The following key responsibilities and allocations will be made to the workforce.

12.1.1. Project Manager

The Project Manager is responsible for planning and overseeing projects within an organisation, from the initial ideation through to completion. He shall coordinate people and processes to deliver projects on time, within budget and with the desired outcomes aligned to objectives.

The ideal candidate for this position acts a point of liaison between the project team and senior management. He will use project management tools such as Microsoft Project, etc to plan, monitor and regularly report to stakeholders on the progress of the project. A key part of a project manager's role is to identify and mitigate risks which may impact successful delivery of projects.



12.2. Sales and Marketing Manager

The sales and marketing manager is responsible for researching and developing marketing opportunities and planning and implementing new sales plans. The sales and marketing manager will also manage both the marketing and the sales staff and will perform managerial duties to meet the company's operations goals.

 TECHNICAL	 ORGANIZATIONAL	 PERSONAL
<ul style="list-style-type: none"> • Promoting the company's existing brands & Introduce new products to the market. • Analyze budgets, preparing annual budget plans • Schedule expenditures, and ensure that quotas are met. • Research and develop marketing opportunities and plans. • Understand consumer requirements, identify market trends, and suggest system improvements. • Gather, investigate and summarize market data and trends. • Implement new sales plans and advertising. 	<ul style="list-style-type: none"> • A bachelor's degree in marketing, or business administration • 3-5 years experience in marketing or sales. • Experience in management may be advantageous. • Understanding and knowledge of sales and marketing. • Strong analytical, organizational, and creative thinking skills. • Excellent communication, interpersonal, and customer service skills. • Knowledge of data analysis and report writing. 	<ul style="list-style-type: none"> • Passion for Agriculture/esp. animals • Problem solving skills • Team player • Patience and perseverance (emotional resilience) • The ability to understand and follow company policies and procedures. • The ability to work under pressure.

12.3. IT Technician (3)

The preferred Candidate for the position of IT Technician will diagnose, repair, and maintain hardware and software components to ensure the smooth running of computer systems. IT Technician's responsibilities include installing and configuring computer hardware and being the primary point of contact for IT support in our company.

 TECHNICAL	 ORGANIZATIONAL	 PERSONAL
<ul style="list-style-type: none"> • Set up workstations with computers • Check & ensure functionality of PC hardware (HDD, mouse, keyboard, etc) • Install and configure appropriate software and functions according to specifications • Develop and maintain local networks in ways that optimize performance • Ensure security and privacy of networks and computer systems • Provide orientation and guidance to users on how to operate new software and computer equipment • Organize and schedule upgrades and maintenance without deterring others from completing their work 	<ul style="list-style-type: none"> • Can work under little supervision • Excellent time management skills, • Can deliver results on deadlines. • Understand organizational culture and policies • Can communicate effectively and in timely manner • Have knowledge on IT4Education industry • Understands organizational image and culture across different levels of the organisation. 	<ul style="list-style-type: none"> • Energetic • Results oriented • Possess a Passion for technology • Smart, reflective and objective in analysis of situations • Creative thinker • Good listen to their technical needs • High problem understanding quotient • Solutions oriented work ethic.

12.4. Developing Talents

To develop the required talent / workforce internally, we will engage in the following:

- Step 1: Review Current capacities

- Current skill sets, job functions, personality, etc and set as requirements for consideration into an Internal Employee Career Development Program
- Step 2: Develop key competencies for envisaged function.
 - Use current job related situations as tests (performance records, supervisor’s recommendations, productivity targets, oral interview)
- Step 3: Outline Program targets required for New Function
 - CLEAR Training objectives to be achieved as a way to select most suitable candidate and build required skills for the new position.

Below is a summary matrix of envisaged components for the new position.

Project Manager (Required Competencies)

 <p>TECHNICAL SKILLS DEVELOPMENT</p> <ul style="list-style-type: none"> • Action plan design • Budget and workflows • Scheduling and Risk Management • Project conception and design • Troubleshooting • Team Management • Data Management software • Official / Corporate communication 	 <p>CORPORATE SKILLS DEVELOPMENT</p> <ul style="list-style-type: none"> • Time Management • Collaboration & Team dynamics • Corporate policy • Communication • Industry knowledge (Agriculture) 	 <p>PERSONALITY CAPACITY DEVELOPMENT</p> <ul style="list-style-type: none"> • Energetic • Smart, reflective and objective in analysis of situations • Creative thinker • Solutions oriented and results focused • People/personnel management
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Sales & Marketing Manager (Required Competencies)



IT Technician (Required Competencies)



12.5. Retain Talents

We acknowledge that there are internal and external threats to our talent. These threats include:

- Other Companies (Providing better packages)
- Poor Management
- Closure of the Company

Hence, to ensure that talents and workforce is retained within the company, we shall implement different kinds of benefits that will transform and improve both their working experience and their willingness/motivation to positively contribute to the company. These will include the following:-

12.5.1. Personnel & Salary

- Meaningful and explicit work system that enhances creativity & meaningful contribution and work satisfaction
- Addition of 3% of stipulated base salary after 1st year
- Implementation of Promotion programs according to the duration, performance statistics and levels
- Encourage Creativity & proposals for Innovation

12.5.2. Bonuses

- Gamification System
- Implement the Performance Bonus: A financial or material addition to the staff who improves both performance & output
- Implementation of Promotion programs according to the duration, performance statistics and levels
- Innovation Bonus : For staff who propose successful methods of doing work, expanding markets, etc

12.5.3. Social Benefits

- Health coverage package
- Reduction of membership into certain job related societies and Associations
- A meaningful Workers Union which caters for worker's concerns

13. Profit Maximization Goals

Year	One	Two	Three
Profit Goal	\$ 45. 000	\$100.000	\$220.000
Customer/Market expansion Goal	1000	2200	5000
Envisaged Customer Retention Rate	62%	75%	70%
Staffing Goals	9	15	20
Sales Points / Outlets	2	6	15