

Each of the services includes the following:

1 MAKING PLANS

DRAFT: Is the phase of work on the fundamental aspects of the general characteristics of the work is discussed: functional, formal, constructive and economic, in order to provide a first global picture of it and establish a budget breakthrough.

The documentation to be delivered is:

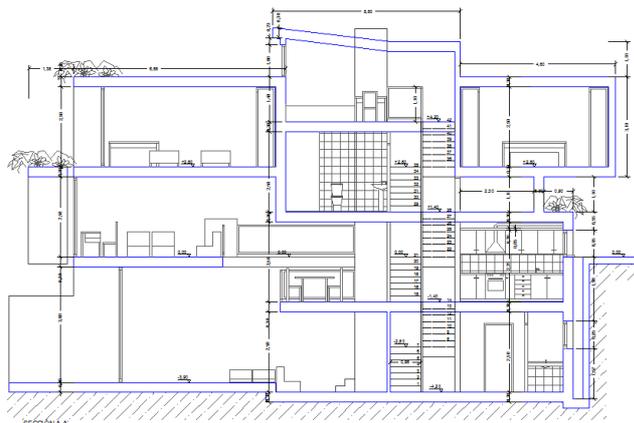
- Justification report of the general solutions adopted.
- Plants plans, elevations and sections to scale without limit.
- Forward estimated overall budget, floor area or other method deemed suitable.
- External 3D images will be attached to the project.



BÁSIC PROJECT: Is the scope of work in which precisely defined the general characteristics of the work through the adoption and justification of specific solutions. Its content is sufficient to apply the municipal license or other administrative authorizations.

The documentation to be delivered is:

- Descriptive memory with the general characteristics of the work and justifying solutions.
- General plans drawings and scale of plants, elevations and sections.
- Estimated Budget with overall of each chapter, trade or technology.
- Exterior and Interior 3D pictures will be attached.



2 MANAGMENT

- Connection with construction engineers and architectural firms in the city where construction will take place.
- Analysis report "Photo + video" of work progress, which will be received from our technician, every 15 working days.



3 CONTROL AND ENFORCEMENT OF THE WORK

It is the phase in which the resident Engineer Building in Barcelona takes place in the city where construction is being in progress, the technical interpretation of the technical team coordination, economic and esthetic interpretation of the implementation project and the adoption of the necessary measures to carry out the project execution, setting the adjustments up, additional details and modifications which can be required in order to achieve the full work realization, according with the established final project.



To fulfill these functions, the professional will travel personally to the customer origin country to follow up the progress and report the total control of the work requested.

We make an excellent job for our customer satisfaction; we will be completely transparent throughout the whole process we provide with security and confidence.

We want to solve the problem caused by the distance, as for foreign people residing in Spain, it is difficult to keep updated of their construction, unknowledgeable progress and especially when it comes to designing their house, they can't participate because the professionals, who handle the construction work, don't live in the same city, but thousands of miles away.

This problem can be solved by giving a personalized service tailored to the person needs. Hold meetings in the city in which the customer currently resides to decide and design every detail of the project together.

DIFFERENCES WITH THE COMPETITION

Jeshia Construction makes the difference from the competitors because we will have a physical office in Barcelona city in which we will handle all topics with our customers, decide construction details and the most important JESHIA will be able to clarify the ideas just in case of any doubt.



Another different point of view is that those competitor builders who travel to Spain to offer their services with 3D photos and models of what would be the future house, with the same distributions and squared meters, with similar allocated houses sites, similar areas, similar residential complex in which the client only provides the economic portion and without decide neither participation in the construction.

Instead, our portfolio of services wants to solve this problem by giving the customer direct participation in decision-making and especially the person could decide the construction place for their homes, which are usually grounds that customers currently have, so, we won't have limitation for the squared building meters neither the finish details.

These tools provided are unique, as we tried to help and assist in any way to make one of the dreams of those who have migrated to Spain trying to make their dreams come true.

We consider that what we offer has more advantages than any competitors because we focused on making the difference in the following points:

- **Best Customer Care:** We have a technical office in which the customer can go and solve all their questions, analyze the work and preparation of the plans.



- **Best pricing:** after a marketing and pricing study in the respective cities where we will build, we made an adjustment to rates to facilitate the customer, without this decision affects the stability of the company.



- **Best credibility:** every step and decision will be notified to the client. We will bring constructive ideas; best solutions for the best results and especially the customer could feel that as a company we prioritize their interests and needs.



- **Commitment of Liability:** We will provide excellent service; accomplish delivery deadlines and projects clearly in all services offered.



2.2 MARKET

Our market consists of men and women, between 25-65 years old who living in Spain, in the middle class, that wish to build a house in their origin home country, and needing to have a close person who may show their needs without being obliged to travel to their countries to perform the construction.

Spain² is one of the European countries with the highest rate of Latin American foreign residents, this data drives the progress of our company, and which indicates the chances of getting more customers than any other European country.

Initially our main market is Ecuador because the number of residents in Spain is 390.034³ habitants (based on July 2013), beating other Latin American countries that follow in the list such as: Colombia (270,335), Bolivia (159 564), Peru (138,252), Honduras, Paraguay, etc.



Image by the Permanent Immigration Observatory.

However, later we will expand the geographical area to which we focused, taking the opportunity to give our customers our services and cover more market areas.

² http://www.finanzas.com/noticias/empleo/2010-07-20/318505_espana-pais-europeo-mayor-numero.html

³ http://extranjeros.empleo.gob.es/es/Estadisticas/operaciones/con-certificado/201306/Residentes_Principales_Resultados_30062013.pdf

For our company, the customer and the consumer will be the same person but in a different time slot, the customer is who hire our services in Spain and the same person will consumer the day they decide to return to live in their country of origin, otherwise, the consumer will be a temporary family member, friend or prospective tenant of the house rented.

The people we headed share the same desire to build their house in their born country, ***Jeshia Construction*** is ready to satisfy these needs by providing the service to draw the plans for the project and define the construction details for subsequent execution.

For better development of the company, we conducted a market research using surveys as a tool to learn about the preferences, the number of customers that we will have short and medium term, concerns, needs and priorities. We will conduct interviews with Latin American people to know their opinion about a company with our features.

Multi topics that we have taken into account to identify the market that we serve.

Type of changes	Type of description	¿Does it affect the definition of your target audience?	Define your target audience
Geographic	Areas	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Resident in Spain from Latin American countries
	Density	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Number of foreigners living in Barcelona.
Demographic	Age	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Between 25 and 65 years old
	Sex	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
	Family size	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
	Status	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
	Profession	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
	Study level	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
	Economy	Rent	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Psychographics	Social class	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	

According to the operation of the Central Registry of Foreigners (Fig.1), by the Permanent Immigration Observatory, transferred from the General Police Direction in the National Statistical Plan 2013 files – 2016⁴ that is obtained as a result; the stretch of working age, meaning, that 16 to 64, covers 87.62% of foreign residents in Spain General Regime, whom we consider our target customer.

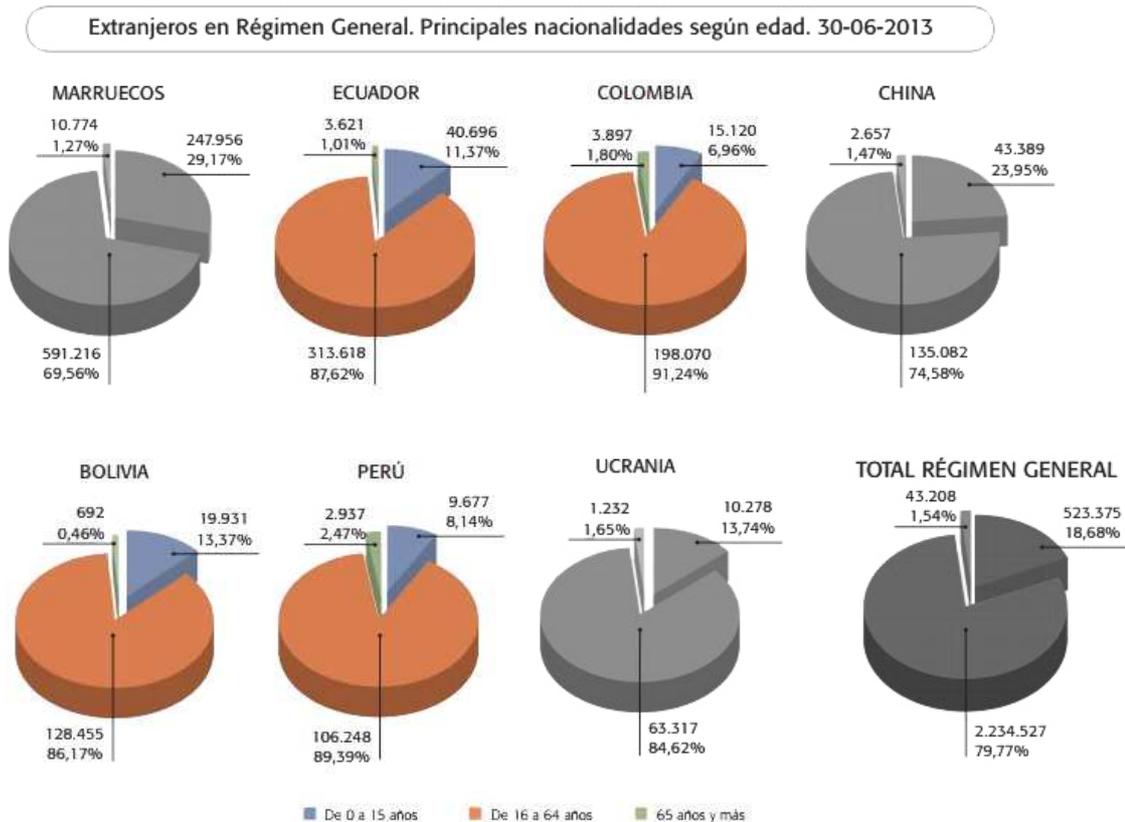


Fig.1 Image by the Permanent Immigration Observatory.

We configured a survey to obtain an approximate market study and meet our future customers, their needs and priorities and how are designed. The survey was conducted to Latin American residents in Barcelona, Madrid, Murcia and even 2 people in France.

We have obtained, on some points, similar results to the statistics compiled by the Permanent Observatory Inmigración⁴ and also other important data when considering the services of interest and offer to our future customers.

⁴ http://extranjeros.empleo.gob.es/es/Estadisticas/operaciones/con-certificado/201306/Residentes_Principales_Resultados_30062013.pdf

Survey Jeshia Model Construction – Market Research⁵**ENCUESTA**

NOMBRE APELLIDOS

PAÍS DE NACIMIENTO EDAD 18 a 25 años
 TELÉFONO MÓVIL 26 a 40 años
 41 a 60 años
 CORREO ELECTRÓNICO más de 60 años

CIUDAD DE RESIDENCIA ¿DESDE CUÁNDO VIVE EN ESPAÑA?

ESTADO CIVIL: Soltero/a Casado/a Otro

¿Tiene familiares en su país natal?

¿Tiene intención de volver a su país de origen?
 Si, en 3 años Si, en 5 años Si, en 10 años NO

Marque (X) el color con el que relaciona a su país. 

¿Por qué?

Enumere del 1-3. ¿Qué es lo primero que haría si quisiera construir una casa en su país de origen?
 Planos
 Posibilidades de crédito
 Contratar un profesional de la construcción (Arquitecto, Ingeniero de Edificación, etc.)

¿Le gustaría construir su casa en su país de origen? SI NO NOSE

¿Por qué motivo no ha podido construir su casa?
 Económico Distancia
 Desconfianza Otros...

¿Quisiera visualizar los planos de su futura casa antes de empezar la construcción?
 SI NO NOSE

¿Le gustaría decidir los detalles de la construcción sin tener que viajar a su país natal?
 SI NO NOSE

¿Conoce alguna empresa que brinde el servicio de realizar los planos de su construcción, haciéndole partícipe de la toma de decisiones, sin tener que viajar a su país para hacerlo? SI NO

Si su respuesta ha sido SI ¿Cuál es el nombre de esa empresa?



Le presentamos una empresa innovadora en la que tendrá un trato personalizado, con la finalidad de que no sea simplemente un recurso económico, sino que además aporte sus ideas y decisiones sobre su proyecto.

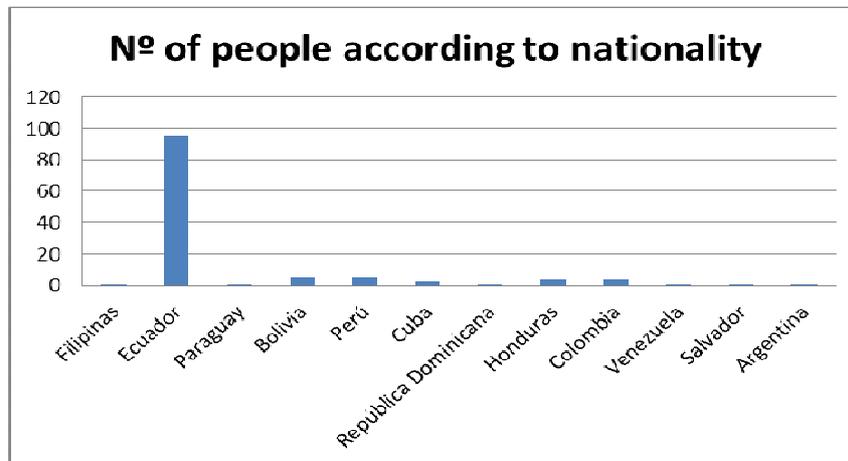
Protección de datos:

Rellenando este formulario, acepta la inclusión de sus datos en un fichero informatizado. En cumplimiento de la Ley Orgánica 15/1999 de 13 de diciembre, de Protección de Datos de Carácter Personal, se informa al usuario de lo establecido en el artículo 5 de dicha Ley, que los datos se almacenarán en ficheros automatizados, propiedad de JESHIA CONSTRUCTION, para mantenerle informado de los servicios de la empresa, sus filiales y empresas seleccionadas de interés. Los datos que nos facilite a través de este cuestionario, se le dará el tratamiento estipulado por la Ley Orgánica de Protección de Datos. Usted puede ejercitar su derecho de acceso, rectificación y cancelación sobre sus datos de carácter personal, por el correo electrónico jeshiaconstruction@gmail.com.

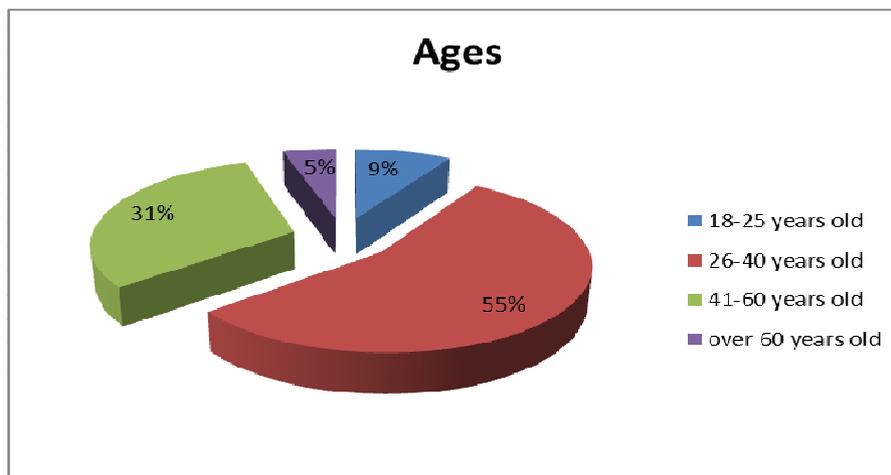
⁵ Ver encuestas realizadas en el ANEXO 1.

Results of surveys conducted:

- Nationalities of respondents.

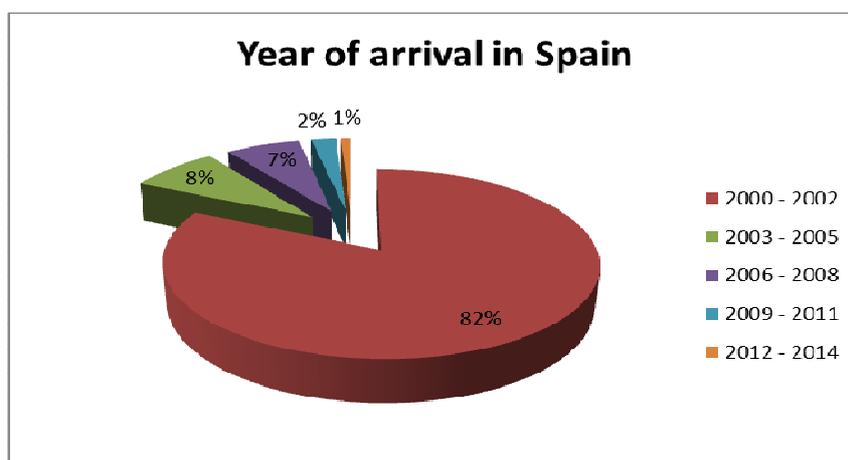


- Ages



As a company we are interested to know this information because it indicates us what the margin in the stretch of working age who we're interested in offering our services.

- ¿ When have you arrived Spain?



As the majority of respondents from Ecuador, we have sought more information to strengthen the statistics we found in our study.

We can clearly see that the results adjust to the reality of increased migration flows registered in Spain in 1999-2001, prepared by the National Institute of Statistics and Census (INEC)⁶, following the severe financial crisis that Ecuador has faced.

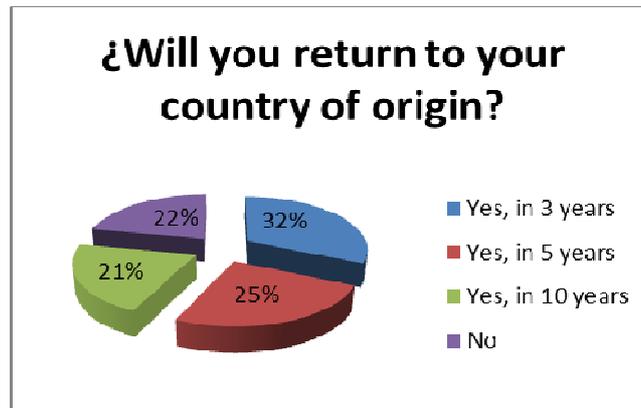


Thousands of Ecuadorian men and women, decided to immigrate to the Iberian Peninsula by factors such as social, cultural, religious, historical ties and language. These elements combined with two specific factors as were the lack of visa to enter Spanish territory and also the changes in the labor market, were the turning points in this new stage of Ecuadorian migration.



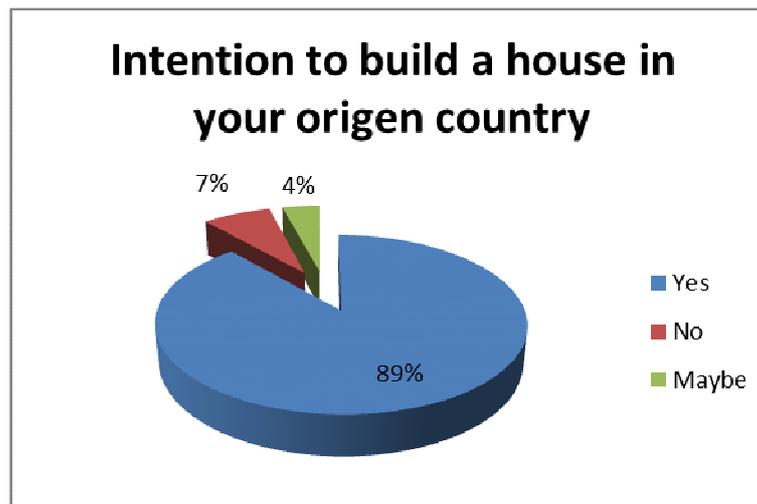
⁶ <http://www.ugt.es/claridad/numero6/chiri.pdf>

- ¿ Do they have intentions to return to the country of origin?



We can see that 78% of respondents are "YES" to return to his born country in the coming years. Also we should be emphasizing that 22% of those who say NO to return, is because they are planning to build in their country anyway.

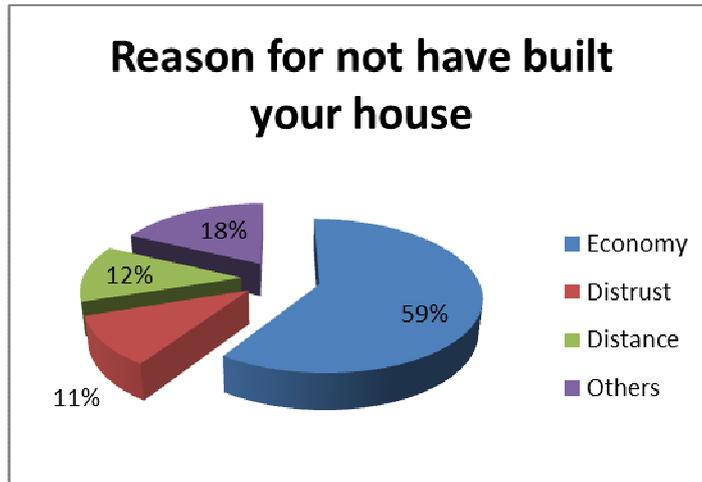
- ¿ Would they like to build their home in your native country?



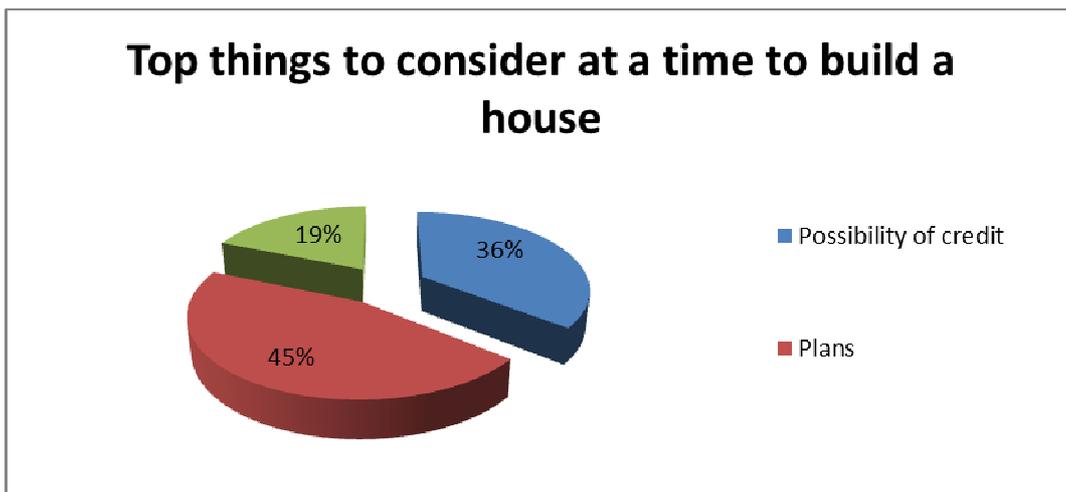
The 89% of respondents have the foresight to build in their country, and only 7% say NO. The 4% is about people <25 years of age, young people who have been affected by the current economic crisis resulting in: lack of motivation and lack of dreams or goals to achieve.

Several of the young people surveyed, as in common today, to rely on their parents do not aspire beyond what their parents have. Young people living without parents or have had to come alone in search of a better future have the desire to return to his country but not with empty hands; wish to return to studies, a profession and economy in order to help their families in their countries.

- ¿For what reason they could not build their house in the origin country?



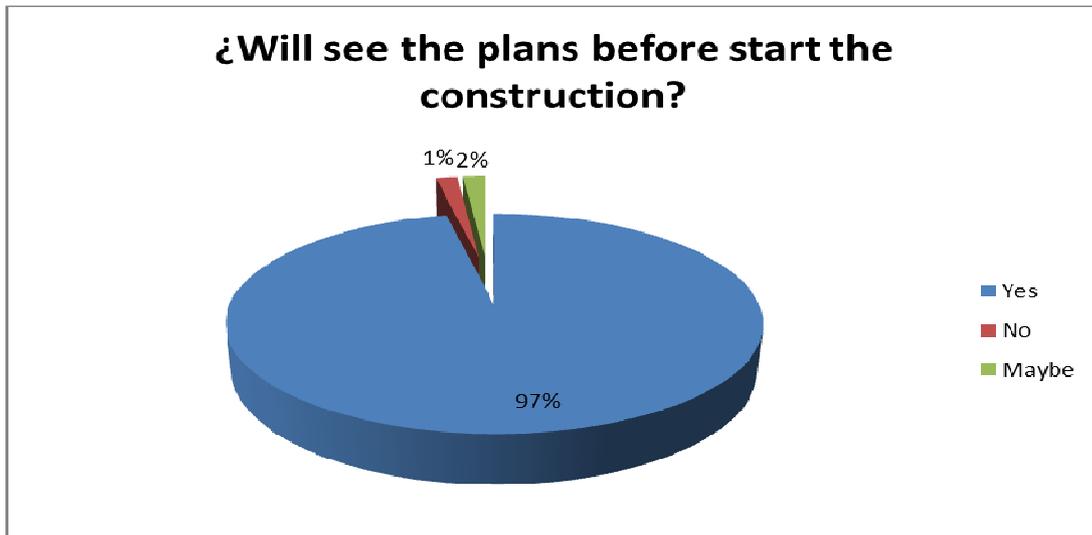
- ¿What is the first thing they would do if they wanted to build a house in their origin country?



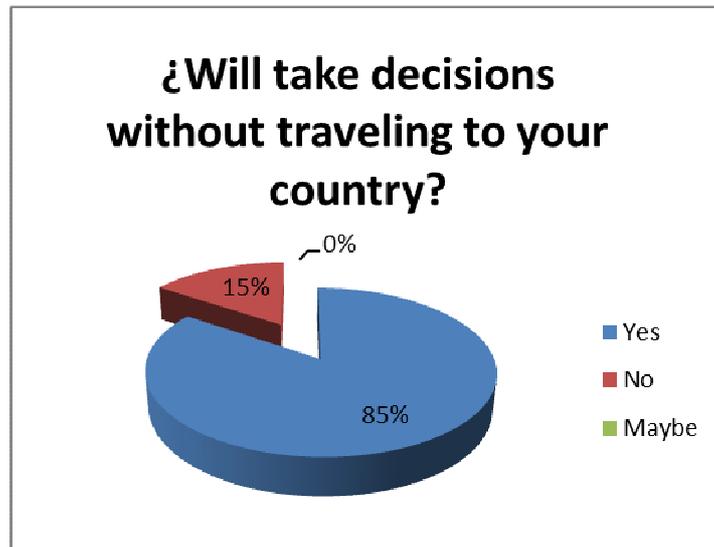
This question was designed to see the output that is currently based on our services to our potential customers.

We see that 45% of responses of the survey, the first thing they would do when deciding to build a house in their country, make plans, main activity that we will work. We have a 36% chance that they interest the possibility of credit; in this case we provide them the tools. And 19% said that the first thing they would do is hire a construction professional, this is also one of the activities we do, also we have the connection platform of technical dispatch and construction firms in the countries who arrange the buildings process.

- ¿ Would they like to visualize their future home plans before starting construction?

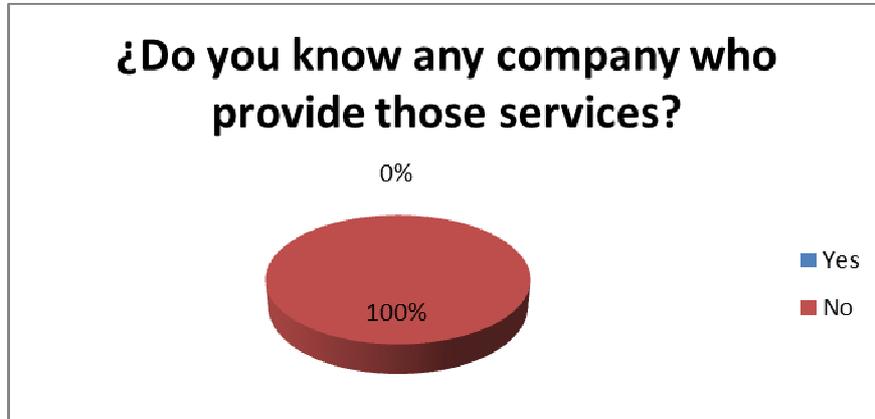


- ¿Would you like to decide the details of construction without having to travel to their origin country?



One of the drawbacks of being able to build in country of origin is the distance. For that reason we can see that 85% of respondents have said that if they would decide on the distribution, materials, etc. without having to travel to their country. With this service we provide flexibility the customer and would not have to leave your job or take vacation request to go and clarify these points of construction; or in the worst case, which is what most of us have been hurt, not be participants in decision making but simply be an economic resource of your project.

- ¿ Do you know any company that offers the service of making the plans for its construction, taking him into making decisions without having to travel to their country to do so?



100% of respondents say they DO NOT KNOW any company with this kind of service. This fact drives us and gives us strength to know that there is a need and we have everything in our favor to deal with this situation and solve the existing problem and need.

The total number of respondents was 129 people and their nationalities are the following *Tabla 1*.

Table 1: Nationality

NATIONALITY	
ECUADOR	103
BOLIVIA	5
PERÚ	5
HONDURAS	4
COLOMBIA	4
CUBA	3
PARAGUAY	1
REP. DOMINICANA	1
VENEZUELA	1
EL SALVADOR	1
ARGENTINA	1
FILIPINAS	1
TOTAL	130

2.3 COMPETITION

Our competition is indirect, so there are Construction Company and technical offices located in countries where the buildings are going to be placed, which offer the service to perform construction projects undertaken: draft, basic project, etc.



In recent years, there are small family businesses, or people who have worked in this field of construction in their countries where they have migrated and when they return to their country of origin, they decide to engage in construction.

In several Latin American countries, depending on the location of construction, if they are towns away from the major cities, "there are no" rules, so you usually do not need to build plans; simply having the idea in the mind explain a mason and work begins to build with the help of neighbors and even women.

Competitive strengths:

- The prices are a bit cheaper.
- Family businesses or friends who are engaged in construction.

Weaknesses of the competition:

- Do not have a personal relationship with the client.
- Not reside in Spain.
- Project is designed without engage the customer during the preparation of the plans.
- The distance creates distrust the person.
- Lacks of implementation of the client while the execution of the work.
- They can not carry out direct marketing.
- Difficulty in traveling to the country of residence of the customer to provide a direct service.

According to the data of Table 2, as result we obtain that **Jeshia Construction** has more Pros also by solving all the weaknesses of competition and transforming them into our strengths.

Table 2: Valoration (considering 1 = worst and 10 = excellent)

GROUP	SUB-GROUP	My Company	Competence
Service	Features	8	8
	Quality	9	8
	Warranty	9	7
	Design	8	8
	Billing	8	7
	Total Amount	42	38
Price	Price	7	8
	Discounts	8	7
	Payment periods	9	7
	Total Amount	24	22
Promotion	Sales Promotion	7	8
	Advertising	9	4
	Public Relations	8	4
	Direct Marketing	10	4
	Total Amount	34	20
Distribution	Channels	8	2
	Localization	10	4
	Shipment	8	0
MEDIA		13	9

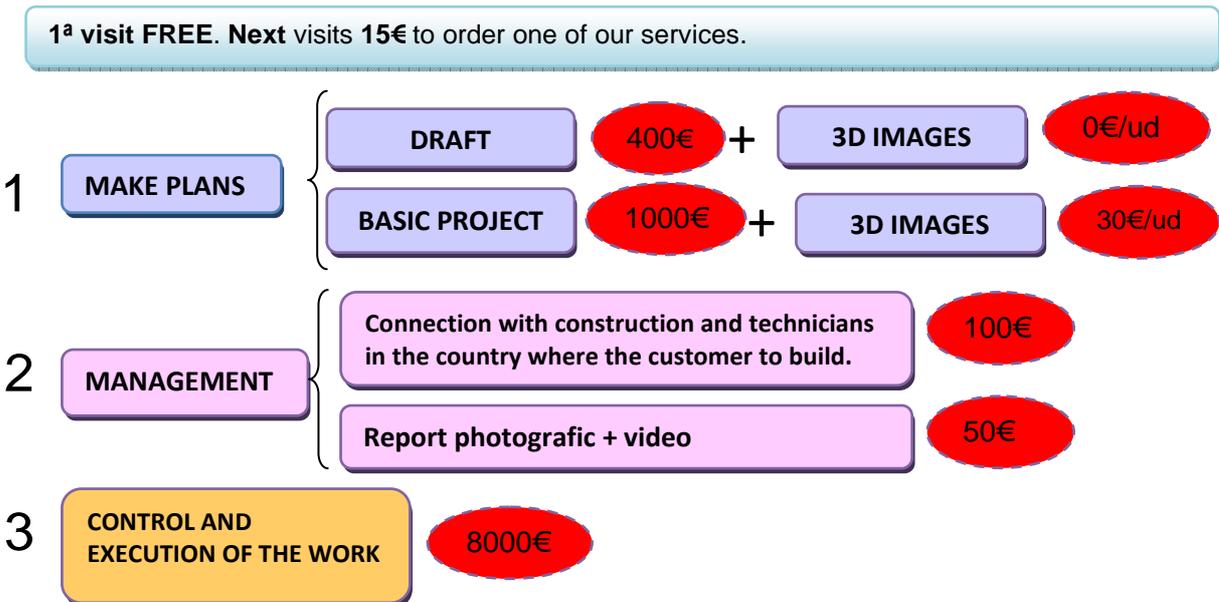
The ratings marked in red are the weakest and competitive disadvantages compared with our service points.

In paragraph 7. VALORACIÓN, broadly develop the strengths and weaknesses of our company.

2.4 PRICE⁷

The prices set of our company are based on *Ecuadorian* related companies, their working hours and the difficulty of each task data.

⁷ Los precios marcados corresponden a viviendas de 120m² o una sola planta. > 1 planta el precio variará según los m² de construcción.



2.5 DISTRIBUTION

Because our service is an intangible item does not lend itself well for the middlemen along the distribution channel; the distribution will be direct, it means sole.

Normally, this distribution channel tends to be used when the customer requires it to be sold rather than simply present the use of the service.

It also serves to cover several areas with a relatively low cost. In our case, the influencer or commercial will be used to submit with a new service that is being new and introduced to the market.

Depending of the city, we will have the collaboration of some located consulates thereof, we will plan meetings and conferences to bring our service to more regions of *Spain (Madrid, Murcia, Valencia, etc.)* and getting to places where the index of *Latin-American*⁸ people is also high and it may require our service.

Currently, we have not inconvenient for travelling to the rest of Spanish cities to introduce our company and services by the best way.

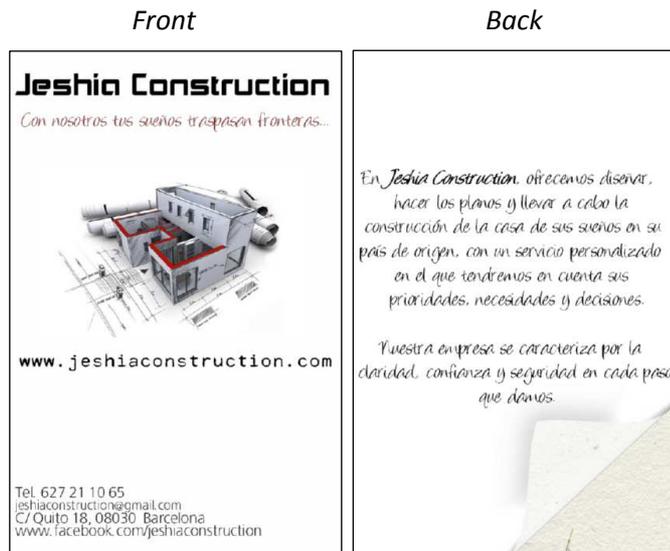
⁸ <http://www.eluniverso.com/2011/08/26/1/1360/crece-numero-ecuatorianos-espana-pese-crisis.html>

2.6 PROMOTION

The advertising channels we will use for introducing our company as below:

Direct advertising - Mailing. Sending brochures and leaflets by post to the address of the consumer. The distribution will be controlled and based on a particular strategy, but rather send a few brochures arriving facts and get our prospective clients only.

In recent years, it has become very useful as electronic mail. We will send the information in an attractive and appealing way, in order that the recipient read the message and the customer can feel encouraged by it. We will be always in the place of the deliver to receive the customer feedback.



External Advertising: We will perform the advertising on the streets and open spaces. We will use media such as banners, signs, transportation, etc. The permanence of this advertising signs less than one month, as after that time loses its effectiveness and does not attract attention. The advertising placed in the car will be permanent.



External Advertising Promotion

Advertising at the point of sale:

It will do in the service outlets. Report activity we developed and highlights on the other. It is a great complement to advertising campaigns. You can use different elements: posters, displays and exhibitors, specific furniture to show our papers, brochures, displays, screens where they pass 3D images (renders) of the projects, etc.



Advertising at the point of sale.

Internet and Social Media

It's very interesting to our company as it is a means of communication open to everyone, able to transmit text, information and images at high speeds. Among many other applications, the Internet and social networks have become a very attractive advertising medium to increase business opportunities on a large scale, as it allows to reach more people at a very affordable price compared to the cost of any other advertising medium. Internet is a completely option to change or modify our publications, latest projects, deals, discounts, etc.

We will be present at the own website, the Fan Page of Facebook⁹, Youtube channel and Google+.



Facebook Fan Page

⁹ <https://www.facebook.com/jeshiaconstruction?fref=ts>

Newspapers and magazines

We consider it's an advertising channel segmented by his own nature. It will be addressed to specific areas: Latin American magazines for young people, professional groups and business sectors. It's ideal to inform our services and as such, complementary means of communication channel sound. We will have the support of magazines like: *Tveolatino Barcelona, RevistaUni2, Latino Newspaper in Barcelona* to let us know.

Attendance at events / fairs Latin America

The LatinAmerican trade fairs and events are a powerful advertising tool because they go to hundreds of people who are able to offer our service; there are a lot of different nationalities associations that organize parties and gatherings which are a great opportunity to let us know.

FEDELATINA

(Federación de Entidades Latinoamericanas de Cataluña) It consists of several associations of which will go to the most numerous nationalities in Catalonia, for example:



- ECUATORIANOS DE CATALUNYA
- ECUATORIANOS DEL BON PASTOR
- JOVECU (Jóvenes ecuatorianos en Cataluña)
- RUNA PACHA CULTURAL / OTAVALOS
- SIN FRONTERAS IDENTIDAD CULTURAL ECUATORIANA
- EL PERIODICO EL LATINO
- BOLIVIANA RAICES
- CENTRO BOLIVIANO CATALÁN
- MUJERES BOLIVIANAS DE CATALUNYA
- COMUNIDAD DOMINICANA EN CATALUÑA
- HONDURAS CULTURAL SOCIAL
- PARAGUAYOS Y AMIGOS DEL PARAGUAY
- LATINO CATALANA DE COOPERACION

Radio

It is one of the media that are important as there are a large number of Latin American listeners in Spain. The meanings are not the big audiences, but take advantage of numerous radio broadcasts that reach all relatively small and diverse audiences. That is, we have chosen the time zone in which our advertising wedge is inserted depending on the type of listener's world and especially have selected one of the FM stations in Barcelona, *La Mega 95.2 FM* and we have the cooperation of *Radio Kayros FM 90.3 FM*.

TV

We have raised the possibility of issuing an advertisement on television and we have a partner called *RTV Kayros*, it's a local channel to which it's easier to access and the first 3 months we will have a bonus issue and then the prices will be cheaper than other TV channel.

To perform the TV spot we have the cooperation of the company *Sensations Photo & Films*¹⁰.



“Peer to Peer”

This is one of the most common advertising media, because of its very effective and economical; Our intention is to leave a good impression of our company to the customers who will can to give good commentaries of our services to others.

Others

We will perform an interview in the Radio channel *Onda Paz 93.2 FM Barcelona* on the third quarter (Sept.of 2014), giving conferences and performing some action at the time of the release and promotion of the company.

In the next *Table 3* we will mention the advantages of each advertising media for promoting and introduce our company.

¹⁰ <https://www.facebook.com/PhotoandFilmsSensations?fref=ts>
<http://www.henry-fotografia.es/>

Table 3: Adversiting Media advantages

Advertising and Marketing Tools	Advantages
Direct Advertising	<ul style="list-style-type: none"> • It's personal. • Allows flexibility in time and space. • It is economical. • Allows act on a particular sector. • The argument can be expressed broadly.
External Advertising	<ul style="list-style-type: none"> • Great visibility. • It is an ideal way to "get attention". • It Provides comprehensive coverage. • It can be in very different places. • It is a good support for the other methods used
Advertising at point of sale	<ul style="list-style-type: none"> • It serves on point of sale. • Improve the reputation of a brand. • Complements the messages sent through other means. • Facilitate launch of new products. • It promotes visual sale. • It Serves support promotional activities.
Internet & Social Media	<ul style="list-style-type: none"> • The scope is unlimited. • Each consumer may receive an offer.
Newspapers & Magazines	<ul style="list-style-type: none"> • Size of space. • Retain in time. • Ability to be read at any time. • Select the target audience, so that if we select good magazine probably read people interested in our advertising information.

Radio	<ul style="list-style-type: none"> • Listening comfort requires no attention or a special place. • Great youth and housewives audience. • Frequent repetition of messages
TV	<ul style="list-style-type: none"> • It combines the image with sound. • Reach virtually all types of consumers. • Facilitates understanding and demonstration of the benefits of the product. • It can be very profitable because the cost is low impact (impact cost = price / number of viewers).
Flyers, Business Card and "Peer to Peer"	<ul style="list-style-type: none"> • It allows direct contact with the consumer. • The time of action to reaction, can be reduced dramatically because, if you include specific offers in the message, can cause the buying action is very fast. • It can create the feeling that the product offered is closer and attainable. Something very hard to get in other more sophisticated means or cold. • It is a flexible way, allowing you to easily modify and retrofit the campaign depending on its outcome. • The client has physically Message, which facilitates it use and conservation. How a client can keep a phone appeared in a medium like TV? Just memorizing it, because of that sometimes it is very difficult. • The cost / effectiveness are higher than in other media. Beside the email is the medium of direct advertising cheaper there to reach the general public, with sustained cost and high effectiveness.

2.7 ESTIMATED SALES

This is one of the most complex aspects, but also one of the most important for our company: The development of **coherent and reasoned** forecast sales.



This provision is important as a *benchmark*, we monitor their compliance to not meet a large deviation in the results since in most cases these deviations are insurmountable.

Given that first year, the first three months will work to make a good marketing campaign; using advertising media mentioned into the previous section, we expect the following:

1th Year:

- From the first three months, get a draft each month.
- Get the order of a basic project.
- Get a work management.

2nd Year:

- Try to duplicate the draft order.
- Get the order of two basic projects.
- And get two steps of work.

3rd Year:

- Try to duplicate the draft order.
- Duplicate the orders of the projects.
- Get at least five project managements.
- Finally, at least one execution of work.

This forecast will help us to size the company and make decisions from the beginning. Another advantage it has is that from the rear control, (it means the degree of compliance) we can react and take appropriate corrective actions that will allow us to adjust to expected reality. Knowing our capacity to provide services, we are establishing a ceiling, which in our case could be overcome because we have a team of collaborators who are willing to start as soon as that happens.