



Escola Politècnica Superior
d'Edificació de Barcelona

UNIVERSITAT POLITÈCNICA DE CATALUNYA

SCIENCE AND TECHNOLOGY OF THE BUILDING FINAL GRADE WORK

DEVELOPMENT AND CREATING AN APPLICATION TO MANAGE AND OCCUPATION OF SPORTS DISPLAY SPACES IN THEIR SITES

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SUMMARY:

Although my final degree is not a complete or partial restoration of a farmhouse, or local historic building, this final degree and variety shows another feature that can have a building engineer or technical architect in the workplace.

My final grade work is a vision of the future engineer or technical architect will have to exercise in order to stay current and compete with any qualified person with a university education.

In the world in which we live will be something Enterprising associated with a person able to invent, build, renovate, build, etc.. Ultimately what we called formerly an engineer, whose function is to use the skills learned in college to solve some kind of impediment that exists in the work exercised.

The objective of this work is to create a mobile application and / or website that facilitates the use of public sites, whether for use in sporting, social or extracurricular events.

All aspects involved in making a mobile application and / or website, both in the legal, economic, social, etc. are explained.

Finally it will conclude with the lessons learned and the functioning of the mobile application and / or website.

CONTENTS

11 INTRODUCTION

- 11.1 Summary
- 11.2 Purpose of the Final Grade and Related Subjects
- 11.3 Primary and Secondary Objectives

12 BACKGROUND. CURRENT SITUATION

- 12.1 History of *emprededuría*
- 12.2 Economic Situation
- 12.3 Approach to sector de programming, data processing and web portals.
- 12.4 Epilogue

13 STRATEGIC ANALYSIS

- 13.1 Analysis of the macro-environment
- 13.2 Analysis of micro-environment
- 13.3 Competitive Analysis.
- 13.4 Analysis DAFO (Strengths, Weaknesses, Threats and Opportunities)
- 13.5 Analysis CAME (Correct, Dealing, Maintain and Exploding)

14 ANALYSIS OF OPERATIONS

- 14.1 Location
- 14.2 Distribution plan
- 14.3 Operations and processes

15 ANALYSIS OF THE ORGANIZATION AND HUMAN RESOURCES.

15.1 Mission, Vision y Objectives

15.2 Legal and Tax form Company

15.3 Analysis and job description

15.4 Flowchart

15.5 Strengths and weaknesses

16 ANALYSIS OF MARKETING

16.1 Segmentation and target audience

16.2 Strategy of product/service

16.3 Pricing Strategy

16.4 Communication Strategic

16.5 Distribution Strategy

16.6 Strengths and Weaknesses

17 VALUATION AND FINANCIAL ANALYSIS.

17.1 Income statement. Three years. Three scenarios.

17.2 Provisional Balances. Three years. Three scenarios

17.3 Ratios Company.

17.4 Strengths and Weaknesses

18 CONCLUSIONS

19 REFERENCES

20 ANNEXES

20.1 Operation od mobile Application

20.2 Party in Spanish

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The second is dedicated to thank all fellow students, especially Paul Lomba, Javier Lopez, Helena Canals, David Castellanos and Clara Zaldivar. Without their help and advice, without student life might have been very different, perhaps small details help a teammate when that is not doing well or hard a particular subject.

Finally there will be appreciation possible for two women who have accompanied me throughout my 25 years, whose names are: Bruni Paccagnini and Johanna Solis, mother and sister advised me everyday and that make life more fun, bearable and especially less hard than it is, although they are only four or five lines within this immense amount of lines that is my final year project, I'll be grateful forever for the countless help me my life. Not to mention my father who is also deserving of thanks in my final degree.

1 INTRODUCTION

1.1 SUMMARY

FStreet is a business project born from the entrepreneurial initiative of a student and a teacher at the Polytechnic University of Catalonia, Marta Recasens and Jorge Solís, who come and have specific sector of activity in which to develop future training company / mobile application that will project now.

The company, therefore, is promoted and constituted by a single person and the legal form adopted is that of a limited company, with an initial capital of 3,000 € from their own financial resources.

The company will develop the activity in the city of Barcelona, in the town of the Baix Llobregat, namely Vallerona street, number 8 Esplugues de Llobregat. It is a residential and commercial, well connected and easily for your location area. Also in Barcelona live many small companies that have not fully developed the use of new technologies, therefore, there is a potential business opportunity in the city.

The two promoters of the project have a substantial interest in the provision of quality service. Overall, we believe that the target clientele of industry demand immediate solutions and agile as it is product / increasingly necessary and essential in a framed New Technology services company.

The products and services that are offered are from the sale of gear, sports equipment (football boots, gear for any team in particular, goals, gloves, balls, cones, etc..) To a wide range of computer services (creation equipment for tournaments, ease of viewing the site, social networking, computer consulting, etc..). All this is focused on the continued growth of the company.

Our commercial offer is aimed at a wide potential both private clients and amateur teams who want to train in a public location, large companies who want to do some advertising campaign.

The undertaking and innovative spirit, personal and professional fulfillment in such a favourable environment, obtaining benefits and the need for self-management of the company, as well as consistency, reliability and personal and professional sacrifice contrasted are some qualities that we are willing to assume and, in turn, to offer our customers.

1.2 PURPOSE OF THE FINAL GRADE WORK AND RELATED SUBJECTS.

This Final Grade (PFG) project involves the creation of a company whose purpose is the preview of a public place, through an application and / or mobile web.

The draft order is oriented on this topic because of the reasons specified below:

I am a student of Building Engineering therefore, should be able to perform a job half or more responsibility within the field of business management in both private companies and public companies, institutions and agencies, non-profit, whether private or public.

The tasks to be performed can be developed in the global scope of the Company or in its different functional areas: Marketing, Finance, Accounting, Human Resources, Production, Management, etc.. These functions are discussed in the Draft Business Plan.

The Business Plan of the mobile web application and / or seeks to become a real project and future conducted by my computer and a specialized partner. Because I have knowledge of the sports world, I'm the perfect candidate to develop this activity. Also I need a partner that have experience in the world of programming.

I think that the theme of the project is interesting. Because of the large use of information that exists, leading to a continuous evolution of the sector, especially the widespread use of Internet and digital imaging. This evolution makes the hardware forced to evolve by leaps and bounds thus increasing their performance which has made the software take this opportunity to make applications easier to users in general. This has led to the emergence of many different mobile applications in continuous adaptation to market. The sector is in a process of growth as a result of access to more and more people to the Information Technology.

The purpose of the project is, first establish a framework for development of computer companies. Analyzing the environment in which they operate, the evolution of market information services through mobile applications and the current status of these companies at national. Secondly, to propose a real and concrete solution to a specific problem which involves the use of public sites.

As related subjects in the first half of the paper presents an analysis of the macro-environment and micro-environment of the company, with the economic situation of the environment in which the company conducts business is obtained, place in Barcelona . Therefore, the knowledge acquired in Business Economics is applied.

An analysis of the political, economic, social and technological factors of the new business environment for this purpose are very important knowledge gained in the subject of Applied Statistics will be used.

Competitors, potential customers, suppliers and direct, among other things, are also studied and will be vital subjects in Business Economics, Law and Applied Statistics.

In the second half of a SWOT study work of the company, with the internal aspect of the business is done are obtained. In addition, human resource requirements are analyzed and the chart is created. Price, product, distribution and promotion: Next, a marketing plan that can create a competitive advantage for the company, due to the optimal combination of four factors is performed. These studies were carried out using knowledge of the subjects of Applied Statistics, Law, Business Administration, Entrepreneurship and Innovation, Project Company 'Start up' and Information Systems in Business.

Finally, the company will need to know the investment needed to conduct business, meet within ROI, among other things. This subjects Budget and Cost Control, Applied Statistics are necessary, and Mathematics.

With all the above information, we want to know if it is profitable to create the company, internal strengths and weaknesses along with the threats and opportunities can be found in the surrounding environment, so the risk factors and the factors are obtained success and the key points that allow to obtain a competitive advantage and confront challenges, take advantage and get thereby survive in the business world.

1.3 OBJECTIVES

The objectives of the work are listed Thesis:

Objective 1: Study the history of entrepreneurship to the present.

Objective 2: Analysis of the environment surrounding the company.

Objective 2.1: Analysis of the macro by a Political, Economic analysis, Social-Cultural, Technological, Ecological and Legal (PESTEL).

Objective 2.2: Sector Analysis in the mobile and web applications. A study of the sector in which the company will work at the national level and in the Catalan Community will be used.

Objective 3: Analysis of the microenvironment of the company.

Objective 3.1.: Enterprise environment will be studied by Porter 5 forces. Therefore, customers, competitors, suppliers will supply us, among other things will be discussed.

Objective 4: Choose the most favorable location for the company.

Objective 4.1: Select what will be the location of the company, where it can take advantage of business. Business Plan FStreet, SL

4.2 Objective: To study the distribution in the study FStreet SL Will analyze the local distribution business, cold and hot spots, among other things.

Objective 4.3.: Study the operations and processes developed by the company in carrying out its business.

Objective 5: To study the formal aspects of the company.

Objective 5.1.: Analyze the most beneficial for the company legal form.

Objective 5.2.: Analyze the tax and accounting obligations will FStreet SL

Objective 5.3.: Analysis and description of jobs the company.

Objective 5.4.: Establish the organization of company employees. Create an organization.

Objective 6: Study of the economic and financial situation of the company.

Objective 6.1.: Creating the Profit and Loss account for the first three years of life FStreet, SL

Objective 6.2.: Creating the balance sheet that the company will for the first three years of life.

Objective 6.3.: Conduct a study of the economic and financial situation by analyzing the Profit and Loss Account and Balance Sheet.

Objective 7: Conduct a Marketing Plan.

Objective 7.1.: Knowing the type of customer that the company is heading, in, the potential client.

Objective 7.2.: Research Product strategy. The product and services that we will sell.

Objective 7.3.: Study price strategy. Analyze rates price for our products.

Objective 7.4.: Research distribution strategy. Analyze the distribution channel used FStreet, SL

Objective 7.5.: Study of the communication strategy. Analysis of the marketing strategy from the 4 channels: advertising, sales promotion, public relations and direct marketing.

Objective 7.6.: Describe the expanded service of the company that makes create a differentiation from the competition.

2 BACKGROUND. CURRENT SITUATION.

2.1 HISTORY OF ENTREPRENEURSHIP.

Entrepreneur is a term derived from the French word entrepreneur, and is commonly used to describe an individual who organizes and operates one or more undertakings, assuming some financial risk in the venture.

It was first defined by the Anglo-French economist Richard Cantillon as "the person who pays a certain price and sell a product to an uncertain price, therefore making decisions about obtaining and using resources, consequently admitting the risk in the venture."

Other scholars have defined this term in different ways, including:



1803: Jean-Baptiste Say: An entrepreneur is an operator that binds all the means of production. The land of one another's work and the capital of a third and produces a product.

By selling a product on the market, pay the rent of land, wages of employees, interest on capital and profit is the remnant. Interact economic resources from an area of lower productivity into an area of high productivity and high performance.

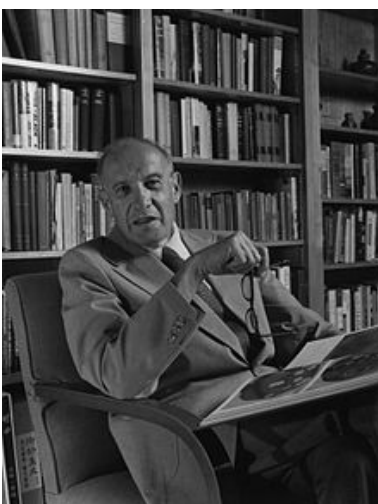
Figura 2.1 Jean-Baptiste Say

1934: Joseph Alois Schumpeter: Entrepreneurs are innovators who seek to destroy the status quo of existing products and services to create new products and services.



tool of

Figura 2.1.2 Joseph Alois Schumpeter



1964: Peter Drucker: An entrepreneur searches for change, responds to it and exploits its opportunities. Innovation is the specific entrepreneurs, entrepreneurial cash thus becomes a source in a resource.

1975: Howard Stevenson: Entrepreneurship is the pursuit of opportunity regardless of the resources controlled initially.

Figura 2.1.3 Peter Drucker

ORIGIN AND EVOLUTION OF THE CONCEPT OF ENTREPRENEURSHIP

The term *entrepreneur* is derived from the Spanish word undertake, from the Latin, catch or take, originally, both applied in Spain and other countries to which were then considered adventurous, mainly military term that subsequently went on to have commercial connotations.

The word was first defined in the dictionary authorities of 1732, still with that connotation, such as: "The person who initiates and is determined to make and execute, with determination and persistence, some significant and difficult operation." He is also described as "Lord and enterprising efforts of remarkable feats, like his father."

That sense and evolution is closely related to the French word entrepreneur, published in the early sixteenth century. Later, in the early eighteenth century, the French extended the meaning of the builders of bridges and roads and architects.

Thus, *L'Encyclopédie* defines entrepreneur as "it is said usually in charge of a work: an enterprising manufacturing, construction entrepreneur a MANUFACTURER, contractor Mason said."

The translation of the above sentence is difficult, as the meaning of words has changed, but it has been suggested that the meaning of the French phrase-to-Hispanic difference relates to the person who obtained a contract with others and is in charge of its execution, which in Spain was called in those days "master builders"-characters such as Carlin or Alonso Rodríguez-or contractor in its original sense: those receiving contracts in the system real-House Contracting Pig-and, in general, who hired the production of some goods request.

The risk element is still missing, since such characters financed their activities on the existence of a contract with some authority and income were generally insured.

Later that sense of 'entrepreneur' was generalized to identify financial risk takers.

Jean-Baptiste Say played an important role in that generalization, making explicit and consistent in 1803 that new direction. In his "Traité d'économie politique"-translated extensively and with great influence-Say I introduced the "entrepreneur" (in Castilian, entrepreneur) and who "runs a business, especially a contractor, acting as intermediary between capital and work ". He noted that it is rare that such entrepreneurs are so poor that they even possess some of the capital they employ. However, the important thing for him is that "the employer is exposed to risks while taking advantage of all that can be favourable."

This design lasted until the early twentieth century can be summarized as the owner who manages and assumes the risk companies. And, it can be argued, still remains as the general sense of the word in Spanish-speaking countries.

However, this is beginning to change with Joseph Schumpeter, who suggests that invention and innovation are the key to economic growth and those implementing the change are practically entrepreneurs.

For Schumpeter, the key to this concept is the ability to transform innovation from invention to a practical product, which involves high economic risk. In the words of Eudald Domenech: "Innovation for innovation is useless. Innovation is creating products that make life easier. " Thus, in the modern conception, the entrepreneur / entrepreneur goes from being primarily a financial risk taker, in general, an innovator. For example, it has been suggested that Henry Ford became an entrepreneur not in 1903, when he began to produce cars, but in 1908-9, when it begins to produce the Model T and enter the production chain, resulting in a revolution both innovations both in industry and in American society.

In other words, it is suggested that the central difference between the type of people, for example, Bill Gates or Steve Jobs and others is not that these are the only ones willing to take risks or capable of it, but these characters - not motivated necessarily in main form for profit - they are able to introduce innovations that profoundly modify any economic area or the whole society.

Later there will be others who copy or adopt these innovations, who also assume a risk, but are not, according to this conception, true entrepreneurs, but rather a businessman, a businessman or an entrepreneur.

That is the central meaning of the Schumpeterian conception of the entrepreneur: the entrepreneurs are those capable of, overcoming resistance, such innovations to incorporate real-world processes, "the vast majority of changes in consumption amenities have been forced by the producers over consumers, which, more often than not, have resisted the change and had to be educated by the elaborate psychological techniques of advertising. "

This vision of the entrepreneur as a creator of colors especially materials, or economic development, can be seen as a return to the spirit of the Spanish word *primeval*, when applied to basic physical elements created from cathedrals and palaces-machines and systems organization - Modern Age. Some people with in that spirit, today sees the entrepreneur as a cultural hero.

According to Fernando Giner and Grima, entrepreneurship is not a political fashion, it's creative economic space that generated the huge technological changes posed by information technologies and the black hole caused by the lack of credit to SMEs after the financial crisis in 2008.

2.2 ECONOMIC SITUATION

For optimal development of the activity of the company is considered vital to know the economic situation currently facing our country as the international economic situation that affects us, without forgetting to determine the influence of the specific area of Information Technology and Communication Technologies (ICT) in the Catalan Community, since such information know the economic outlook which the company will face and where you need to develop your business.

According to the latest figures from the Quarterly National Accounts (QNA), published by the INE in late February, the GDP of the Spanish economy grew by 0.2% quarter on quarter in the fourth quarter of 2013, progress somewhat greater than 0.1% in the third, in which the product registered its first increase in more than two years. By components, domestic demand fell by 0.3% over the period from July to September, while the contribution of external demand to GDP growth turned positive in particular, of 0.5 percentage points (pp), thanks to falling imports. Private consumption and equipment investment rates remained similar to the previous quarter (0.5% and 1.7%, respectively) expansion. By contrast, a sharp drop in public consumption-3.9% was observed after the advance from the previous period, while construction slowed its rate of decline to -0.1%.

Of note is the favourable behaviour of employment, which grew by 0.1% qoq, bringing the annual decline eased in 1.7 pp to 1.6%. Compensation per employee in the total economy rose to 2.7% yoy, which is because the comparison is made against a period (fourth quarter 2012) in which the extra pay was abolished December public employees. For this reason, compensation per employee in the market economy not affected by this fact-maintained moderation previous quarters, with a modest increase of 0.1%. This resulted in divergent developments in unit labor costs between the overall economy, which grew 1.2%, and the market branches, where they fell to the same rate.

In the whole of 2013, GDP fell by 1.2%, four tenths less than the previous year. Domestic demand experienced a smaller decline in 2012 of 2.7%, but also the contribution of external demand was lower, 1.5 pp. Both government consumption and private consumption rate of decline eased, while investment team regained positive rates. By contrast, investment in construction had a negative tone. Employment fell by 3.4%, representing a productivity gain of 2.3%. Given the increase in compensation per employee of 0.7% in the total economy, unit labor costs fell 1.6%.

The economic indicators for the first quarter of 2014 indicate, in general, an extension of the path of gradual improvement in activity. With regard to private consumption (see Chart 1), the latest information is consistent with modest growth in the first quarter. Thus, rates of household confidence and retailers developed by the European Commission, fell in February, but are kept in a clearly above average for the fourth quarter of 2013. Among the quantitative indicators level registrations private vehicles experienced in February by 4.7% MoM increase, adjusted for seasonal effects, in part, reflecting the adoption of PIVE-5 in late January, after the exhaustion of the previous plan. In addition, non-financial domestic sales of big business and the index of retail trade without service stations grew by 0.2% and 0.8% YoY, respectively, in January, in terms of deflated and corrected series seasonality, after the fall of December 2013.

PRODUCTO INTERIOR BRUTO

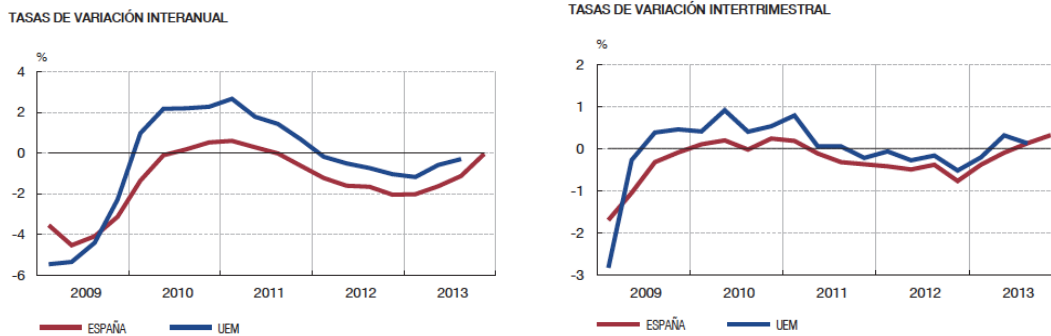


Figura 2.2. Producto Interior Bruto (PIB)

Fuente: Banco Central Europeo, Instituto Nacional de Estadística y Banco de España. Series ajustadas de estacionalidad.

Once analyzed several leading indicators of the Spanish economy, the feeling to the scenario described could be described as positive. The contribution of investment to growth in coming quarters is seen favorably, with good behavior they move the goods in its place in various indicators such as imports or driveway industrial orders. Those linked to the consumption indicators also show off after quarters of profound deterioration and may anticipate changes in the decision-making of consumers, whose behavior so far involved the deferral of certain purchases.

The external sector, despite the exhaustion that has in recent months by the side of exports, continues to present a favorable outlook, supported by strong external demand is glimpsed in the coming quarters, both in the euro area countries as extra-as well as the quality of the goods and the logistics intense activity in recent months.

However, there are still some limits to the growth noted. The credit companies still flow, representing a corset for companies trying to revive their businesses using the pull of external demand, although in turn contributes to the reduction of private sector debt, improving the outlook of these to investors and, therefore, could mean opening access to other funding markets.

Overall, the Spanish economy seems to have entered a phase of more expansionary economic cycle, although the threats should be taken into account yet. The magnitude of the effect of the slowdown in the emerging countries of the developed economies remains to be seen and the new trend towards lower prices also remains a risk factor to consider. Both scenarios could endanger the current economic upturns, making considering the current recovery still weak but with good prospects.

In the specific field of Information Technology and Communication (ICT) the last months of 2013 different organisms have reformulated the forecast growth of the ICT sector and how they may impact the current global economic situation. Thus, data EITO (European Monitoring Centre for Information Technology), stress that Spain has stalled the progress of information technology and communication (ICT), despite its solid infrastructure, according to the Global Report of Information Technology 2013, prepared by the World Economic Forum. In its 12th edition, the study places Spain in 38th place out of 144 world economies with better use of their ICT, however remains in the same place in 2012.

In part this is a direct result of how the economic situation in Spain and use has increased to the point that has stalled. For this reason the Information Technology and Communication (ICT) has led to a profound innovation in all economic and social processes, and this fact has been a change in trend and mentality exists in Spanish society and a widespread perception on the need and urgency of introducing ICT in everyday economic, institutional and civic activity.

Some data of the study by the Spanish Confederation of companies information technology, communications and electronics (CONETIC). This study is done for 2012.

- In 2011 represents almost 7% of GDP, this figure has decreased from last year by almost 2%, which shows that nationally the ICT sector is one of the most relevant.

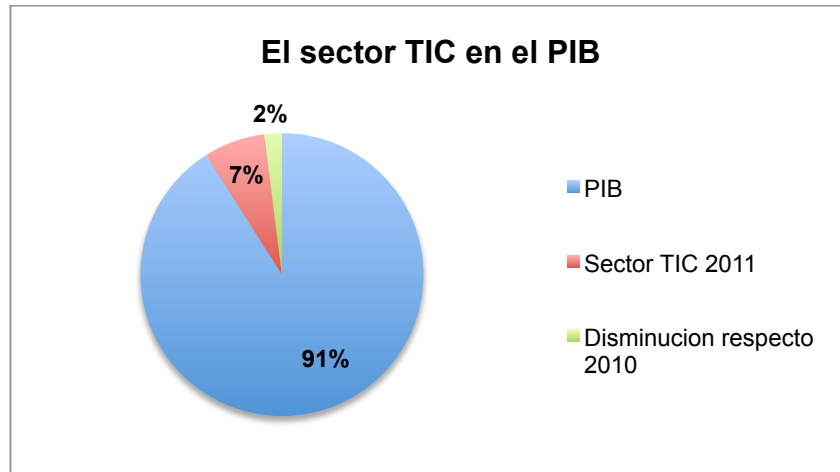


Tabla 2.2 Sector TIC en el PIB
Fuente: Elaboración propia

- 78% of surveyed companies make computer activities.

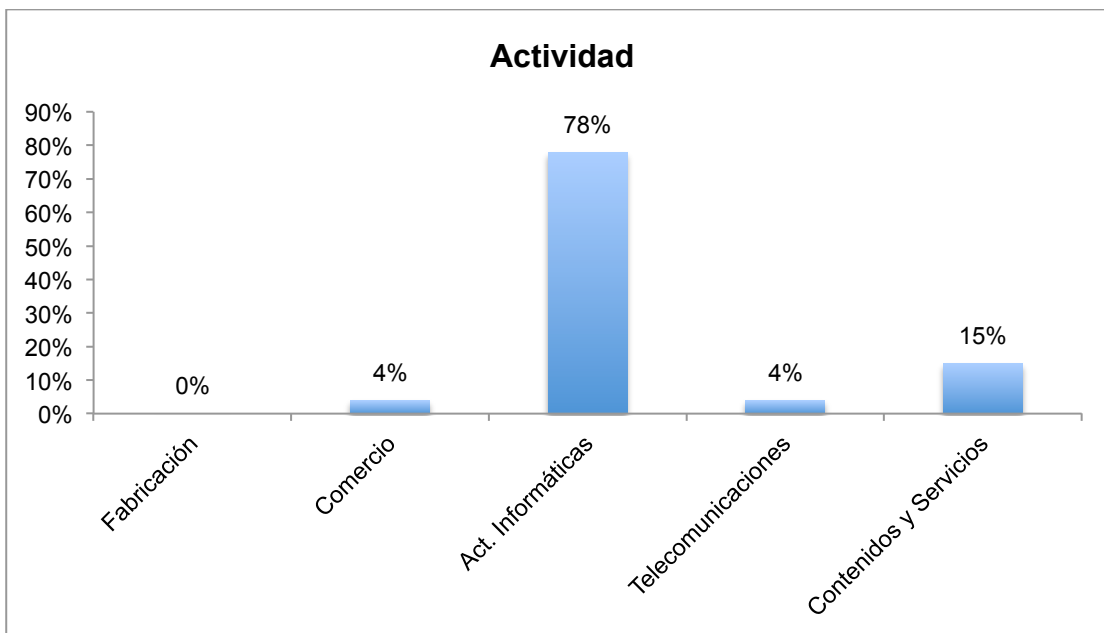


Tabla 2.2.1 Actividad Informática
Fuente: Elaboración propia