



**THE USE OF MULTIPLE SKILLS LEARNED BY THE PROFESSIONAL OF
MODERN LANGUAGES TO BE FOCUSED IN THE BUSINESS PART OF THE
HOTEL AND TOURISM SECTOR.**

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ECCI

LENGUAS MODERNAS

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This is the result of the joint effort of all those who were involved in this project and because of this we want to thank our parents who gave us support and motivate our academic formation, they believed in us all the time and they did not doubt our abilities. Also we're so grateful with our professors whom we owe a great part of our knowledge, thanks to their patience and teaching and finally an eternal gratitude to this prestigious university which opens its doors to young people like us, preparing us for a competitive future and training us as the good people we are now.

ABSTRACT

The current final project of career consists on the elaboration for the creation and starting up of an academy of languages in Bogota's city focused in hospitality and tourism. Since it is about a private academy of languages, we will begin placing it inside the sector of the educational services, and for it, we are going to differ between the legal and not legal formation, being the last the one that belongs to our company. Also we will elaborate a DOFA to synthesize the strong and weak points we've detected our academy has. Regarding to the operations' plan, first the suitable place will be decided to establish the physical center where the activity is going to carried out, for which, we have to have in mind aspects like: the best zone to locate it and if there is availability for businesses which collect enough characteristics that fulfill what we are looking in a near future.

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1. INTRODUCTION

In this managerial project we develop the need and we offer an educational product for the professional of foreign languages focused in hotel and tourism which could be unrolled in different contexts of the daily life, both in his labor area and in his life itself. Nowadays the need of professionals is important since the lack of these has been demonstrated in many companies of the sector and they are in need of a high demand of professionals, which has been indicated us we should create this project and business plan. The problematic lies in the professionals currently because they only have an educational approach and in general most of them finish their careers performing employments which are little remunerated due to the high offer of bilinguals of this type, therefore, with our educational program we will create a change in the educational mentality of the average student, it doesn't matter if he/she studies in college or school in order to open new both labor and educational fields. In our country there isn't an institution that offers a similar service and if that exists they do not achieve the quality standards.

2. PROBLEM STATEMENT

- ▶ **The lack of entities or institutes to be focused on teaching English or other languages just for tourism purposes.**

Tourism is one of the most important items for the economy of the country and the need to learn other languages is urgent. Englishtour is born from the necessity of learning English just to be focused in one field: Tourism. This idea gives the company a preferred place because there is no immediate competition which could guarantee success to our business.

3. MISSION

The mission of the academy of English language is it to: offer services of education in the mentioned language for adult people, by means of innovative methods and technologies that combine theoretical - practical classes, in order to have a better personal, academic and professional formation because it is important to make profit and consolidate our own headquarters in the city of Bogota.

4. VISION

The vision of the academy is to consolidate in 5 years as a leading and competitive center in its sector in the city of Bogota to start with and in 10 years in Colombia in which it will be recognized by its quality and excellence, and it is always going to show its spirit of overcoming and constant improvement, in order to be in the whole country.

5. OBJETIVES:

5.1 MAIN GOAL OF THE PROJECT

- To analyze the viability for the creation of an enterprise that can teach English in an innovative way and to know if it is possible that ECCI students can be part of it.

5.2 SPECIFIC GOALS OF THE PROJECT

- To determine the factors that limit and strengthen the creation of a company for English learning.
- To identify the theoretical and statistical elements for learning of a second language with a specialized approach.
- To create strategies to develop an enterprise with an innovative perspective.

6. METHODOLOGY

At Englishtour we develop a market research in which we conducted numerous qualitative and quantitative research projects in the travel and tourism sectors as well as the bilingual sector.

Each project is tailored to individual client needs.

7. THEORETICAL FRAMEWORK

7.1 General Framework

7.1.1 National backgrounds

Given the importance that has for the country the strengthening of the human capital, which constitutes an important element for the professionals of different areas in order to accede to better and major labor opportunities, SENA has implemented a successful strategy of language teaching, that combining the technology with effective methods of education, has managed to come from massive and free method to Colombians who live both in cities and in isolated municipalities, and even out of the national territory.

The Program of Languages of SENA is a massive and free strategy that offers itself to all Colombians who want to be formed in languages, using as a principal tool the virtual environments of learning. Additional to the previous characteristic, all the virtual courses of languages that SENA offers are guided by a virtual tutor who interacts with the apprentices and supports the learning processes in this language. This tutor coordinates the different activities that develop in every course and solves the worries of the apprentices during the process". (SENA, 2013)

“The Department of Trade, Industry and Tourism launched today the program ENGLISH FOR THE TOURISM, with an investment that promotes to the 2.342 \$ million for the execution of the third phase of the same one

Bogotá, D.C., September 24th 2015.-

The Vice-Minister of Tourism Sandra Howard Taylor, indicated that these resources will be used in " the training of the staff linked to the tourism in the English language by means of a program specially designed for the sector that combines the modalities of virtual education and face to face. The program of training will evaluate the progress of the students, according to the levels the Common European Frame (A1 - C2) ".

“The idea in this opportunity is to train 800 people in English language with face to face / virtual methodology, addressed to those participants who approved both levels of the phases I and II. Additionally, we are going to qualify up to 5.000 persons who will start off from the level beginner with virtual methodology ", they indicated.

““ We insist on guaranteeing the bilingualism to improve the attention of the foreign tourists who visit us and to make ourselves more competitive as destination of world height ", indicated a government official on having highlighted the importance that represents for the industry the mentioned program, which is constituted in one of the projects of the Sectorial Plan of Tourism.

The Vice-Minister Howard Taylor repeated to the tourist businessmen the invitation to motivate their employees in order that they take part of the program and emphasized that " the sectors of housing and travel agencies are the ones that have taken more advantage of it; I hope this time the guides of tourism and staff of restaurants also do the same thing ".

In the measure in which we expect to continue increasing the number of foreign visitors, we must prepare better to serve them well. The formation of our equipment of work is the key to grow as an industry of trips and tourism, to manage to generate 300.000 new working places from here to 2018. They want to close this year with 6.000 million dollars in currencies, those are the goals the Department of Trade, Industry and Tourism have planned. “(DEPARTMENT OF INDUSTRY AND TURISMO 2015)

The Department of Industry and Trade, across the National Fund of Tourism, FONTUR, chose Berlitz as his strategic ally for the training of more than 5.000 persons of the tourist sector.

Colombia has turned into one of the tourist epicenters of Latin America and the Caribbean. The numbers from the Department of Trade, Industry and Tourism show that this growth in the last decade has been constant, which has allowed its positioning as the second economic activity that generates more money to the country, after the export of minerals and fuels.

According to Mincomercio, the annual number of income to the country came to brought near from 2,2 million foreign tourists who contributed to the strengthening of the gastronomic, hotel, business and transportation sector. A tourists' flow that demands a great level of coverage, infrastructure, generation of employment and staff qualified to answer to the requirements of the visitors.

With that in mind, the Department of Trade, Industry and Tourism in alliance with Berlitz, created the program " English for the Tourism ", that seeks to qualify in English the staff of the tourist sector (airlines, hotels, travel agencies, restaurants, means of transport, services related to the tourism and tourist guides) by means of the National Fund of Tourism FONTUR. This

initiative, in its first version in the year 2013, managed to qualify successfully 1000. For 2016 seeks to qualify in the language 5000 more people of the sector.

The program is based on the platform of self-learning "English for the Tourism " where the beneficiaries will be able to learn English in a personalized way, according to their availability, without constraint of time and / or distance, and with the safety and the support of the world leader in the language teaching, Berlitz.

Who can accede to the English for the tourism program?

Professionals and workers of the hotel, tourist and transportation sector who are between 18 and 40. " (BERLITZ COLOMBIA 2015)

"MINCIT AND FONTUR QUALIFY TO THE TOURISTIC SECTOR Courses in languages, service to the client and tools for hotel managers with the intention of improving the competitiveness of the tourist sector and Fontur offers major tools of work to the actors of this industry, the Department of Trade, Industry, Tourism and the National Fund of Tourism, are developing a serie of trainings in French language for lenders of tourist services; in customer service for taxi drivers and also they have implemented a seminar of financial management and other tools for hotel managers. Given the need to attend to the international markets that come to the country, MinCIT and Fontur in alliance with Sena are developing in Bogota the program of training in French language for lenders of tourist services like travel agencies, hotels and guides of tourism. On the other hand, the first stage of the project Taxi drivers -Friends of the Tourism- has already finished, where approximately 1.000 drivers of this mean of public transportation in Bogota have been trained in topics related to customer service , tourist attractions, personal

presentation and awareness to the sexual exploitation of children. In the second phase, which finds itself in full development, the project is aimed at 830 taxi drivers assigned to the airports of Cartagena, Medellin, Pereira, Barranquilla and Cali. In this month also the seminar 'Revenue Management for Hotels ' was staged in that hotel in which Bogota managers' approached fundamental topics for their businesses, as the forecast, distribution channels, benchmarking, and analysis of rates, between others, that searches, as different training courses, to continue strengthening tourism in Colombia in several fronts to make this country a destination of world height.'" (FONTUR, 2014)

English for the tourism

The international prime language is the English for the reason that's very used in the Hotel and Tourist Industry; also it is the language of daily communication. Knowing English brings many opportunities, which could be in the country or abroad. Something fundamental is the power of speaking and understanding English if an international projection is wanted.

Our courses of English are taught by highly qualified teachers who use modern methods of education. Ecotet possesses a laboratory of languages designed especially for the learning of our pupils. Also it has elaborated the only course, since it is focused on the topic of the tourism, hotels, and gastronomy, teaching not only languages, but the specific terms used in hotels and Tourism. In addition we possess a modern laboratory of systems, which by means of multimedia tools, allow the learning and development in English.

The courses of English are offered from beginner to advanced, with 5 levels of learning in total.”

(ECOTET.COM 2014)

7.1.2 International background

“Currently the need to dominate the English is an indisputable fact because we're in a world where international relations acquire every time major importance and where the language of communication, for excellence, is English.

But furthermore, before the current difficulties to accede to the labor market. Any person plaintiff of employment or improvement of this one, is conscious of the enormous importance of English to accede to the labor market. And, though it is possible to accede to a position without knowing languages, the certain thing is: to dominate some foreign language allows people to accede to some more 72,55 % offers of employment according to Adecco, whereas if they don't know the language, the possibilities of finding an employment, improving it or to change of company are less.

The workers of the tourism sector are furthermore capable to this reality, wittingly that in its sector this skill acquires a maximum prevalence. The English for the professional of tourism constitutes a basic tool in any of the fields where it develops, from the tourist

information up to the management and promotion of destinations or tourist activities, happening for the companies of intermediation, housing and transport.

According to the World Tourism Organization WTO, the contribution of the tourism to the employment in 2011 was estimated between 6 % and 7 % of the total number of employments in the whole world (direct and indirect).

An interesting offer is the one presented for Innovtur, a virtual Center of tourist formation, they give a course 100 % online of professional English for the tourism aimed at tourist workers who want to join this sector, which beginning is programmed for February 23rd.

The students acquire the knowledge and skills that allow them to express themselves and to be unrolled in a fluid way in English, in different positions of the tourist professional activity, giving response to situations in which they must do a suitable interpretation of the communication with different speakers, in direct attention to clients, travel agencies, offices of tourist information, means of transport, resolution of contingencies, offer of tourist products” (INNOVTUR, Spain, 2015)

“We know that to be employed at hotel, catering business or tourism means to be always in movement. Flexible, comfortable and quick as our English course. We put to your disposition lessons and teachers 24 hours of the day, 7 days of the week. With us always you'll find what you need.

It is difficult to find sectors more international than hotel, catering business and the tourism, in which is needed a high level of English and a great capacity of conversation, that's the reason why, our course is much more than a simple specialized course of English, with our online school and our varied tools of study, you will learn everything what you need to be successful.”
(ENGLISHEF.COM 2014)

8. Definition of geographical area

The company is delimited only to Cundinamarca's department. In the city of Bogota more exactly in Teusaquillo and Chapinero in the university zone, later we want to expand on the national level and to obtain international recognition.

9. Delimitation of the Project for Product

There will be created a company of services which will offer the learning of English language for college students and schoolchildren of the city of Bogota focused in hotel and tourism. These courses, workshops and programs will get up-to-date with the promotions that go out to the market, besides offering routes for the economy of all our clients. What is wanted in the future is to be in the whole national territory.

10. Frame of reference

10.1 Name of the Project

ENGLISHTOUR Ltda

It is a limited company because if it is necessary to finish it in the future there wouldn't be legal and juridical complications.

10.2 Capital

The capital with which this company will be begun is \$30.350.000 COP, that divides in contributions and in cash given by the partners, which are Faber David Burgos Sarmiento identified with ID 1018454254 of Bogota and Viviana Alexandra Pedraza identified with ID 1018535823 of Buenaventura

10.3 Logo of the Company– Project

Figure No. 10.3.1 Logo Englishtour



10.4 Slogan – Axis of External Communication

“Language is your path to the world”
Source: Los Autores

10.5 CIU code. Economic activity

The classification of the Company is in the section of educational activities. The code is 10458

11. Legal framework

11.1 Procedures in the Chamber of Trade

❖ Consultation of the name

The name that we decide to use is ENGLISHTOUR because it is not registered in the Chamber of Trade of Colombia. Not before a regulatory entity.

❖ Notarial/ register procedures and Unique Business Registry -Formulario Único Empresarial-

❖ Figure 11.2

❖ No. 1 RUES

[Escriba texto]

REGISTRO ÚNICO EMPRESARIAL
 FORMULARIO MATRICULA MERCANTIL O RENOVIACION
 PERSONAS NATURALES O JURIDICAS Y SUCURSALES DE SOCIEDAD EXTRANJERA

Identificación: Año 2012 08 26 Día

Ubicación y Datos Generales:
 RAZÓN SOCIAL: FASHIONPET S.A.S
 NOMBRE COMERCIAL: CONTRERAS MARTINEZ
 CIUDAD: BOGOTÁ
 CARRERA 107 # 80 A

Información Financiera:
 ACTIVO: Corriente \$ 4.000.000, Fijo Neto \$ 16.000.000, Otros \$
 PASIVO Y PATRIMONIO: Pasivo Corriente \$ 3.000.000, Largo Plazo \$ 16.000.000, Patrimonio Total \$ 25.000.000
 PÉRDIDAS Y GANANCIAS: Ingresos Operacionales \$, Ingresos No Operacionales \$, Gtos. Operacionales \$, Gtos. No Operacionales \$, Utilidad / Pérdida Operacional \$, Utilidad / Pérdida Neto \$

Estado Actual de la Empresa:
 ACTIVO: PASIVO:
 INDEBENTADO: EN LIQUIDACION:

Source: google

❖ Figure No. 3 Book entries

REG-F-024
 Oct. / 2006

Bogotá, D.C. 1 de 2

Señores
CÁMARA DE COMERCIO DE BOGOTÁ
 Departamento de Registros
 Bogotá

Apreciados señores:

Atentamente les solicito el registro de los siguientes libros, pertenecientes a: _____

Indico, para el efecto, el número de la matrícula en el registro mercantil: _____

*NÚMERO DE REGISTRO	NOMBRE DEL LIBRO	CANTIDAD HOJAS ÚTILES	CÓDIGO	NUMERACIÓN DE: A:

Diligenciar estos campos en caso de compra de libros en las sedes de la Cámara de Comercio de Bogotá

ORIENTACIÓN DEL PAPEL	TIPO DE PAPEL	TAMAÑO DEL PAPEL	TIPO DE IMPRESIÓN
HORIZONTAL o VERTICAL	BLANCO, RAYADO o CUADRICULADO	CARTA u OFICIO	SENCILLA o DÚPLEX

Firma del Representante Legal o Matriculado _____ Nombre _____

Número de Identificación _____

*NOTA: el "NÚMERO DE REGISTRO" es un espacio para ser diligenciado por la Cámara de Comercio de Bogotá.

Source: google

❖ **Figure No. 4 R.U.T.**

REPUBLICA DE COLOMBIA DIAN DIPTEROS DE INGRESOS Y ADMINISTRACIÓN TRIBUTARIA		Formulario del Registro Único Tributario Hoja Principal		001	
Espacio reservado para la DIAN 			4. Número de formulario (415)7707212484(8020)001405202196 2		
5. Número de identificación Tributaria (NIT): 1 7 1 1 3 3 6 7		6. DV: 5	12. Administración: 3 2	2. Concepto: 0 2	
IDENTIFICACION					
24. Tipo de contribuyente: Persona natural o su 2		25. Tipo de documento: Cédula de ciudadanía 1 3		26. Número de identificación: 1 7 1 1 3 3 6 7	
27. Fecha expedición: 1966 05 05		28. País: COLOMBIA 1 6 9		29. Departamento: Bogotá D.C. 1 1	
30. Ciudad/Municipio: Bogotá 0 0 1		31. Primer apellido: HERNANDEZ		32. Segundo apellido:	
33. Primer nombre: FELIX		34. Segundo nombre: ANTONIO		35. Razón social:	
36. Nombre comercial: JOYERIA Y RELOJERIA HISPANA			37. Sigla:		
UBICACION					
38. País: COLOMBIA 1 6 9		39. Departamento: Bogotá D.C. 1 1		40. Ciudad/Municipio: Bogotá 0 0 1	
41. Dirección: C IL 1 1 3 6 3 1					
42. Correo electrónico:		43. Apartado aéreo:		44. Teléfono 1: 2 8 2 2 8 8 9	
45. Teléfono 2:					
CLASIFICACION					
Actividad económica			Ocupación		
Actividad principal		Actividad secundaria		Otras actividades	
46. Código: 3 6 9 1	47. Fecha inicio actividad: 1984 01 18	48. Código:	49. Fecha inicio actividad:	50. Código: 1 2	51. Código:
52. Número establecimiento:					
Responsabilidades					
53. Código: 0 5 0 9 1 1 1 0					
05. Impuesto sobre la renta y complementarios; 10. Usuario aduanero					
09. Retención en la fuente en el impuesto sobre					
11. Ventas régimen común					
Usuarios aduaneros			Exportadores		
54. Código: 1 2 3 4 5 6 7 8 9 10 2 2 2 9			55. Forma: <input type="checkbox"/>		
			56. Tipo: <input type="checkbox"/>		
			Servicio: 1 2 3 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
			57. Modo: <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
			58. CPC: <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
Para uso exclusivo de la DIAN					
59. Año 2006: SI <input type="checkbox"/> NO <input checked="" type="checkbox"/>		60. No. de Folios:		61. Fecha: 2006 11 20	
La información contenida en el formulario, será responsabilidad de quien lo suscribe y en consecuencia correspondiente exactamente a la realidad; por lo anterior, cualquier falsedad en que incurra podrá ser sancionada. Artículo 15 Decreto 2788 del 31 de Agosto de 2004. Firma del solicitante:			Sin perjuicio de las verificaciones que la DIAN realice. Firma del funcionario autorizado: 904. Nombre: GUILLERMO RODRIGUEZ LOURIDO 905. Cargo: P.L.P. III 32 26		

❖ Figure No. 5 Invoice register

		Solicitud sobre Numeración de Facturación				1302	
1. Año: 2018		2. Concepto: 11		4. Número de formulario: 13028000018195			
Espacio reservado para la DIAN							
5. Número de Identificación Tributaria (NIT): 7000854315		6. DV: S		7. Primer apellido: CORTES		8. Segundo apellido: LEOPOLDO	
9. Primer nombre: LEOPOLDO		10. Otros nombres:					
11. Razón social: CORTES LEOPOLDO							
Rango de numeración para autorizar, habilitar o inhabilitar							
24. Establecimiento: ESTABLECIMIENTO 1 AV 1 34 10							
25. Modalidad:	Cód.	26. Prefijo:	27. Desde el número:	28. Hasta el número:	29. Tipo de solicitud:	Cód.	
MOD	2	A	999973	100000	AUTORIZACION	1	
24. Establecimiento:							
25. Modalidad:	Cód.	26. Prefijo:	27. Desde el número:	28. Hasta el número:	29. Tipo de solicitud:	Cód.	
24. Establecimiento:							
25. Modalidad:	Cód.	26. Prefijo:	27. Desde el número:	28. Hasta el número:	29. Tipo de solicitud:	Cód.	
24. Establecimiento:							
25. Modalidad:	Cód.	26. Prefijo:	27. Desde el número:	28. Hasta el número:	29. Tipo de solicitud:	Cód.	
24. Establecimiento:							
25. Modalidad:	Cód.	26. Prefijo:	27. Desde el número:	28. Hasta el número:	29. Tipo de solicitud:	Cód.	
24. Establecimiento:							
25. Modalidad:	Cód.	26. Prefijo:	27. Desde el número:	28. Hasta el número:	29. Tipo de solicitud:	Cód.	
24. Establecimiento:							
25. Modalidad:	Cód.	26. Prefijo:	27. Desde el número:	28. Hasta el número:	29. Tipo de solicitud:	Cód.	
24. Establecimiento:							
Firma de quien suscribe el documento:				Firma del funcionario autorizado:			
1001. Apellido y nombre: CORTES LEOPOLDO 1002. Tipo Doc: Passport 1005. No. Identif: AB1234567 1006. Cód. Represent:				994. Apellido y nombres: 995. Cargo: Subdirección de Gestión de Asistencia al Cliente 996. Dependencia: 999. Establecimiento: 990. Área: 993. Lugar Adhívico: 991. Organización: U.A.E. DIRECCION DE IMPUESTOS Y ADUANAS NACIO			
1008. Organización: CORTES LEOPOLDO				997. Fecha recepción: 2018-02-26 05:19:47 PM			

Source: google

❖ Figure No. 6 Value added tax –VAT

		Declaración del Impuesto sobre las Ventas - IVA			Privada		300	
1. Año: <input type="text"/>		3. Período: <input type="text"/>		4. Número de formulario				
Colombia un compromiso que no podemos evadir								
Lea cuidadosamente las instrucciones								
5. Número de Identificación Tributaria (NIT)		6. DV		7. Primer apellido		8. Segundo apellido		9. Primer nombre
11. Razón social								12. Cod. Dirección Sectorial
24. Periodicidad de la declaración, marque "X": Bimestral <input type="checkbox"/> Cuatrimestral <input type="checkbox"/>								
Si es una conexión indique: 25. Cod. 26. No. Formulario anterior								
Ingresos	Por operaciones gravadas al 5%	27		Ingresos de comercio exterior	En venta con sujeción de producción nacional e importada	61		
	Por operaciones gravadas a la tarifa general A.I.U. por operaciones gravadas (base gravable especial)	28			En venta de licencias: aparatos, vinos y similares 5%	62		
	Por exportación de bienes	29			En venta de inventario para activos fijos, consumo, muestra gratis o donación	63		
	Por exportación de servicios	30			IVA recuperado en devoluciones en compras arroladas, rescindidas o resueltas	64		
	Por ventas a sociedades de comercialización internacional	31			Total impuestos generados por operaciones gravadas (Suma 51 a 64)	65		
	Por ventas a Zonas Francas	32			Por importaciones gravadas a la tarifa del 5%	66		
	Por pagos de suerte y azar	33			Por importaciones gravadas a la tarifa general de bienes y servicios gravados provenientes de Zonas Francas	67		
	Por operaciones exentas (Arts. 477, 478 y 481 del E.T.)	34			Por compra de bienes gravados a la tarifa del 5%	68		
	Por venta de cerveza de producción nacional e importada	35			Por compra de bienes gravados a la tarifa general	69		
	Por venta de licencias, aparatos, vinos y similares	36			Por servicios gravados a la tarifa del 5%	70		
Por operaciones excluidas	37		Por licencias, aparatos, vinos y similares	71				
Por operaciones no gravadas	38		Por servicios gravados a la tarifa del 5%	72				
Total Ingresos brutos (Suma 27 a 38)	40		Por servicios gravados a la tarifa general	73				
Devoluciones en ventas arroladas, rescindidas o resueltas	41		Cuentas IVA exploración hidrocarburos Ar. 485-2 E.T.	74				
Total ingresos netos recibidos durante el período (40 - 41)	42		Total impuesto pagado o facturado (Suma 66 a 74)	75				
Compras	Importaciones	De bienes gravados a la tarifa del 5%	43	Impuesto de comercio exterior	IVA neto de por servicios prestados en Colombia por no domiciliados o no residentes	76		
		De bienes gravados a la tarifa general	44		IVA resultante por devoluciones en ventas arroladas, rescindidas o resueltas	77		
		De bienes y servicios gravados provenientes de Zonas Francas	45		Ajuste impuestos descontables (perdidas, hurto o cambio de envases)	78		
		De bienes no gravados	46		Total impuestos de acréditables (Suma 75 + 76 + 77 + 78)	79		
		De bienes excluidos, exentos y no gravados provenientes de Zonas Francas	47		Saldo a pagar por el período fiscal (75 - 79, si el resultado es menor a cero escriba 0)	80		
	De servicios	48	Liquidación privada (Continuar idéntico)		Saldo a favor del período fiscal (79 - 80, si el resultado es menor a cero escriba 0)	81		
	De bienes gravados a la tarifa del 5%	49			Retenciones por IVA que le practican	82		
	De bienes gravados a la tarifa general	50			Saldo a pagar por impuesto (80 - 81 - 82 - 83 si el resultado es menor a cero escriba 0)	83		
	De servicios gravados a la tarifa del 5%	51			Sanctions	84		
	De servicios gravados a la tarifa general	52			Saldo a favor del período fiscal anterior	85		
De bienes y servicios excluidos, exentos y no gravados	53	Compras nacionales	Total saldo a pagar por este período (80 - 81 - 82 - 83 + 85, si el resultado es menor a cero escriba 0)	86				
Total Compras e importaciones brutas (Suma 43 a 53)	54		Total saldo a favor por este período (81 + 82 + 83 - 85 - 86 si el resultado es menor a cero escriba 0)	87				
Devoluciones en compras arroladas, rescindidas o resueltas en este período	55		Compras extranjeras	Saldo a favor susceptible de devolución y/o compensación por el presente período	88			
Total compras netas realizadas durante el período (54 - 55)	56			Saldo a favor susceptible de devolución y/o compensación a imputar en el período siguiente	89			
Liquidación privada generada	A la tarifa del 5%			57	Saldo a favor sin derecho a devolución y/o compensación susceptible de ser imputado en el siguiente período	90		
	A la tarifa general	58		Total saldo a favor a imputar al período siguiente (Concluye 87 - 90)	91			
	Sobre A.I.U. en operaciones gravadas (base gravable especial)	59						
	En pagos de suerte y azar	60						
92. No. identificación siglatario		93. DV						
981. Cod. Representación		987. Espacio exclusivo para el sello de la entidad recaudadora		990. Pago total \$ <input type="text"/>				
Firma del declarante o de quien lo representa		982. Código Contador o Revisor Fiscal		991. Espacio para el número interno de la DIAN / Adhesivo				
983. No. Tarjeta profesional		Firma Contador o Revisor Fiscal. 994. Con su huella						

❖ Figure No. 7 National Taxes

		Formulario del Registro Único Tributario Hoja Principal		001	
Espacio reservado para la DIAN 			4. Número de formulario  (415)7707212484(8020)001400507973 0		
5. Número de Identificación Tributaria (NIT): 8 3 0 1 3 5 7 2 8		6. DV: 4	12. Administración: 3 0	2. Concepto: 0 1	
IDENTIFICACION					
24. Tipo de contribuyente: Persona jurídica <input checked="" type="checkbox"/> 1		25. Tipo de documento:		26. Número de identificación:	
27. Fecha expedición:		28. País: COLOMBIA		29. Departamento: Bogotá D.C.	
30. Ciudad/Municipio: Bogotá		31. Primer apellido:		32. Segundo apellido:	
33. Primer nombre:		34. Otros nombres:		35. Razón social: TU CORAZON Y EL MIO PARA LA HUMANIDAD	
36. Nombre comercial:		37. Sigla:		38. País: COLOMBIA	
39. Departamento: Bogotá D.C.		40. Ciudad/Municipio: Bogotá		41. Dirección: C L 6 5 S U R 7 1 G 6 5	
42. Correo electrónico:		43. Apartado aéreo:		44. Teléfono: 7 7 5 4 3 2 5	
45. Teléfono 2:		46. Teléfono 3:			
UBICACION					
CLASIFICACION					
Actividad económica		Ocupación		52. Número establecimientos:	
Actividad principal		Actividad secundaria		Otras actividades	
46. Código: 9 1 9 9		47. Fecha inicio actividad: 2004 02 11		48. Código: 1 2	
49. Fecha inicio actividad:		50. Código:		51. Código:	
Responsabilidades					
53. Código: 0 4 0 7 0 8					
04. Impuesto sobre la renta y complementarios 07. Retención en la fuente a título de renta 08. Retención timbre nacional					
Usuarios aduaneros			Exportadores		
54. Código:			55. Forma:		
56. Tipo:			Servicio: 1 2 3		
57. Modo:			58. CPC:		
Para uso exclusivo de la DIAN					
59. Anexos: SI <input type="checkbox"/> NO <input checked="" type="checkbox"/> X		60. No. de Folios:		61. Fecha: 2005 01 27	
La información contenida en el formulario, será responsabilidad de quien lo suscribe y en consecuencia corresponden exactamente a la realidad; por lo anterior, cualquier falsedad en que incurra podrá ser sancionada. Artículo 15 Decreto 2788 del 31 de Agosto de 2004.			Sin perjuicio de las verificaciones que la DIAN realice, Firma del funcionario autorizado:		
Firma del solicitante:			984. Nombre: HERNANDEZ PINEROS JESUS ARMANDO		
			985. Cargo: TIP I 25-10		

❖ Figure No. 8 Request of R.I.T

Source: Google

❖ Figure No. 9 Payment of Taxes ICA

Source: Google

❖ **Figure No. 10 Register in E.P.S.**

SaludCoop
 EPS

CERTIFICACION DE AFILIACION COTIZANTE

SE SOLICITA LA AFILIACION A LA EPS SALUDCOOP PARA EL SEÑOR COTIZANTE, DE ACUERDO A LA INFORMACION QUE SE DETALLA EN ESTE FORMULARIO.

INFORMACION PERSONAL

Nombre Completo	Apellido	Identificación	Fecha de Nacimiento
Edad	Sexo	Tipo de Cotización	Estado Civil
Profesión	Oficio	Fecha de Cotización	Grupos de Riesgo
Estado de Salud			

Datos de Contacto

Correo Electrónico	Teléfono Celular
Teléfono Fijo	Teléfono de Trabajo

Datos de Trabajo

Empresa	Código de Empresa	Código de Trabajo	Fecha de Inicio	Fecha de Término	Fecha de Cotización

SEÑOR COTIZANTE POR FAVOR VERIFIQUE SUS DATOS BÁSICOS Y DE SER NECESARIO REALICE LA ACTUALIZACIÓN DE LOS MISMOS COMUNICÁNDOSE CON LOS SIGUIENTES TELÉFONOS: EN BOGOTÁ: 8111000 Y EN EL RESTO DEL PAÍS 811012000. O ENVIANDO CARTA POR FAX AL 0112785 EXT. 116.

SE FIRMA Y EXPONE EN BOGOTÁ D.C. A LOS 5 DÍAS DEL MES DE ABRIL DE 2019. A SOLICITIVO DEL INTERESADO.

INFORMACION NO VALIDA PARA TRÁMITE EN EPS, SI PARA APLICAR MULTAFILIACION

SEÑOR USUARIO: RECUERDE QUE EL TRÁMITE DE EPS ES UN MANEJO INTERNO ENTRE LAS EMPRESAS DEBIDO EN ART. 35-36

CONCORDANTE

[Signature]
 Signature Not Verified
 Fecha: 2019-04-05 14:42:00
 Lugar: Bogotá, Colombia

WONKA REY DUENAS
 DIRECTORA NACIONAL DE OPERACIONES
 Embarc. Servicios en Línea

Source: Los autores

❖ Figure No. 12 Register in SENA



Source: Los Autores

❖ Figure No. 13 Register in the Colombian Family Welfare institute



❖ Figure No. 14 Register in the Family Compensation Fund

CONFAMILIARES SOLICITUD DE AFILIACION DE EMPRESAS

CODIGO AÑO MES DIA

PARTE 1 DATOS DE LA EMPRESA

Nombre e Razón Social: _____ No. CC: _____ CE: _____ D.V.: _____

Nombre Comercial: _____ Fecha de constitución: _____ Indicación de labores: _____

Ciudad: _____ Dirección para envío de correspondencia: _____ Teléfono: _____ Ext. (s): _____
Calle: _____ Celular o Búeper: _____
Fax: _____ A.A.: _____

Ciudad: _____ Dirección para envío de correspondencia: _____ Teléfono: _____ Ext. (s): _____
Calle: _____ Celular o Búeper: _____
Fax: _____ A.A.: _____

Nombre del representante legal: _____ Identificación: C C C E T J _____
No.: _____

Nombre de la persona contactada en la empresa: _____ Teléfono: _____ Ext. (s): _____
Calle de Contacto de Noticias Humanas: _____ Celular o Búeper: _____

Capital: _____

Clase empleador: Sociedad anónima Sociedad colectiva Sociedad econ. única mixta Unipersonal Cooperativa Sociedad limitada
 Sociedad comandita Persona natural Entidad oficial Sociedad de hecho Otro Especifique cuál: _____
Actividad u objeto social: _____ Código CIIU: _____

PARTE 2 DATOS SOBRE LA NOMINA MENSUAL

Se entiende por nómina mensual de salarios la totalidad de los pagos hechos por concepto de los diversos elementos integrantes del salario en los términos de la Ley Laboral, cualquiera que sea su denominación y además, los verificables por descargos remunerados de la ley y convenciones o contratos de Art. 17 Ley 21 de 1982.

Ciudad donde se causan los salarios: _____ No. de trabajadores: _____ No. de trabajadores en pensión o caja o derecho a subsidio familiar: _____ valor de la última nómina: _____ Mes: _____
Fecha de corte de nómina: _____

PARTE 3 DATOS SOBRE AFILIACION

¿Sufre afiliación a una Caja de Compensación? Sí No

Nombre de la Caja de Compensación a la cual ha estado afiliado anteriormente: _____ Fecha en que dejó de pertenecer a esa Caja: _____

PARTE 4

El suscrito: _____ con cédula de ciudadanía No. _____
en mi carácter de representante legal de _____ en mi nombre propio como persona natural sujeta a LA CAJA DE COMPENSACION FAMILIAR DE CALDAS CONFAMILIARES, la afiliación de la empresa que represento y si he aceptado me comprometo a cumplir y respetar todas las normas de CONFAMILIARES, así como las disposiciones legales que se refieren al subsidio familiar. Acepto de antemano que la suscripción por parte de la empresa de cualquiera de estas normas dará derecho a CONFAMILIARES para ordenar la suscripción de la empresa afiliada. La responsabilidad en cuanto al subsidio familiar, queda limitada para la Caja desde el momento de la afiliación y pago de los aportes por parte del empleador, hasta que la empresa sea desafiada por cualquier motivo.

_____ Firma del representante legal y sello de la empresa

PARTE 5 DOCUMENTOS QUE SE DEBEN ADJUNTAR A ESTE FORMULARIO

1. SOBRE CONSTITUCION: Certificado de existencia y representación legal expedido por la Cámara de Comercio. Las personas jurídicas tales como: Colegios, Cooperativas, Corporaciones, Vigilancias, Bancos, etc., deben presentar además la junta.
Fotocopia de la cédula cuando se trate de persona natural.

2. SOBRE AFILIACION ANTERIOR: En caso de haber estado afiliado a una Caja de Compensación, deberá entregar el pago y rubro respectivo para poder afiliarse a esta.

3. SOBRE NOMINA: Fotocopia de trabajadores con sus respectivos salarios y cobros o fotocopias de los extractos de nómina.

PARTE 6 PARA USO EXCLUSIVO DE CONFAMILIARES

Observaciones: _____
Firma y sello recibido: _____

❖ **Figure No. 15 Permission Sayco – Acinpro**

Documentos Recibidos
Código: PO01-F60-V1
Página 1 de 7



FECHA

DÍA	MES	AÑO

La radicación de estos documentos, no es constancia de la aceptación de los mismos para la inscripción.
Si ustedes son aceptados como Titulares Administrados de SAYCO, serán notificados a través de una carta de bienvenida.

Para efectos de información o reclamos presente este desprendible.

Firma y Sello Funcionario SAYCO

❖ **Figure No. 16 Enviromental Permissions in EPA**



Libertad y Orden
Ministerio de Ambiente, Vivienda y Desarrollo Territorial
República de Colombia

FORMATO ÚNICO NACIONAL DE SOLICITUD DE LICENCIA AMBIENTAL

Base legal: Ley 99 de 1993, Decreto 1220 de abril 21 de 2005

DATOS DEL SOLICITANTE		
1. Nombre o Razón Social: _____		
C.C. ___ NIT ___ No. _____ de _____		
2. Representante Legal: _____		
C.C. No. _____	Dirección _____	Ciudad _____
Teléfono (s) _____	Fax _____	E-mail _____
3. Apoderado (Si tiene): _____ T.P.: _____		
C.C. No. _____	Dirección _____	Ciudad _____
Teléfono (s) _____	Fax _____	E-mail _____
DATOS DEL PROYECTO		
Proyecto _____		
Sector _____ Valor del Proyecto (o modificación) \$ _____		
Valor en letras _____		
Tipo de Licencia: Global <input type="checkbox"/> Con permisos <input type="checkbox"/> Implícitos <input type="checkbox"/>	COMUNIDADES ÉTNICAS Indígenas <input type="checkbox"/> Negritudes <input type="checkbox"/>	IMPACTOS SOBRE ÁREAS DE MANEJO ESPECIAL Áreas sistemas parques Nacionales <input type="checkbox"/> Áreas de Reserva <input type="checkbox"/> Otra categoría <input type="checkbox"/> Cual: _____
LOCALIZACIÓN DEL PROYECTO		
1. Departamento (s) _____		
2. Municipio (s) _____		
3. Vereda (s) _____		
4. Corporación (s) _____		
Región (es): Andina ___ Caribe ___ Orinoquía ___ Amazonia ___ Pacífica ___		
RELACION DE PERMISOS Y TRÁMITES AMBIENTALES REQUERIDOS		
Concesión de Aguas: Superficial <input type="checkbox"/> Subterránea <input type="checkbox"/>	Emisión atmosférica <input type="checkbox"/>	<input type="checkbox"/>
Exploración aguas subterráneas <input type="checkbox"/>	Sustracción de Área de Reserva Forestal <input type="checkbox"/>	<input type="checkbox"/>
Vermiento <input type="checkbox"/>	Levantamiento de vida <input type="checkbox"/>	<input type="checkbox"/>
Aproechamiento Forestal <input type="checkbox"/>	Explotación de materiales de construcción <input type="checkbox"/>	<input type="checkbox"/>
Ocupación de cauce <input type="checkbox"/>	Otro: _____	<input type="checkbox"/>
	Cual: _____	<input type="checkbox"/>
DOCUMENTACIÓN QUE DEBE ANEXAR A LA SOLICITUD		
1. Concepto previo Diagnóstico Ambiental de Alternativas 2. Plano DAC de localización del proyecto, obra o actividad. 3. Poder debidamente otorgado cuando se actúe por medio de apoderado. 4. Certificado de existencia y representación legal para el caso de persona jurídica, el cual debe haber sido expedido dentro de los tres (3) meses anteriores a la fecha de presentación de la solicitud. 5. Descripción simplificada del proyecto, obra o actividad que incluya por lo menos su localización, dimensión y costo estimado de inversión y operación. 6. Descripción de las características ambientales generales del área de localización del proyecto, obra o actividad. 7. Información sobre la presencia de comunidades localizadas en el área de influencia directa del proyecto, obra o actividad propuesta. 8. Certificado del Ministerio del Interior y Justicia donde manifiesta la presencia o no de comunidades indígenas y negras. 9. Autorizaciones y dos (2) copias de la constancia de pago por los servicios de la evaluación de los Estudios Ambientales del proyecto, obra o actividad, para las solicitudes radicadas ante el Ministerio de Ambiente, Vivienda y Desarrollo Territorial. 10. El estudio de impacto ambiental en original y medio magnético.		
FIRMA DEL SOLICITANTE O APODERADO DEBIDAMENTE CONSTITUIDO		

Source: Los Autores

❖ **Figure No. 17 Invima's permission**

	<p>FORMULARIO UNICO DE SOLICITUD DE NOTIFICACIÓN SANITARIA OBLIGATORIA PARA PRODUCTOS DE HIGIENE DOMÉSTICA Y ABSORBENTES DE HIGIENE PERSONAL EXPEDICION Y RENOVACION DECISION CAN 706 DE 2.008</p>
---	---

DOCUMENTOS ANEXOS
<input type="checkbox"/> Poder debidamente otorgado (según el caso)
Formulario
<input type="checkbox"/> Certificado de constitución existencia y representación legal del solicitante
<input type="checkbox"/> Certificado de constitución existencia y representación legal del fabricante
<input type="checkbox"/> Certificado de constitución existencia y representación del importador
<input type="checkbox"/> Certificado de libre venta (importados)
<input type="checkbox"/> Autorización al importador (según el caso)
<input type="checkbox"/> Recibo de pago por derechos de registro
<input type="checkbox"/> Contrato de fabricación (según el caso)
<input type="checkbox"/> Composición
<input type="checkbox"/> Clasificación (según artículo 14)
<input type="checkbox"/> Especificaciones de calidad del producto terminado
<input type="checkbox"/> Presentación comercial y material del envase primario
<input type="checkbox"/> Sustentación del poder bactericida en el caso de los desinfectantes
<input type="checkbox"/> Certificado de CCNF o CCP (según el caso)
<input type="checkbox"/> Proyecto de arte final de la etiqueta o rotulado
<input type="checkbox"/> Uso del producto e instrucciones de uso
<input type="checkbox"/> Precauciones y restricciones (si es del caso)
Observaciones:

CCNF: Certificado de cumplimiento de normas de fabricación
 CCP: Certificado de capacidad

EL FORMATO IMPRESO DE ESTE DOCUMENTO ES UNA COPIA NO CONTROLADA

F41-PM01-RS V1 10/05/2010

Source: Los autores

❖ **Figura No. 18 Sanitary Permission – Visit to a labeled Hospital**

Bogotá 16 de Octubre de 2009

Señores
SECRETARIA DISTRITAL DE SALUD
E.S.E Hospital San Cristóbal
Dirección de salud publica
Ciudad

Respetados señores:

Por medio de la presente nos dirigimos a ustedes con el fin de solicitarles una visita a nuestras instalaciones, para el trámite del concepto sanitario establecido en la ley 09 de 1979 y demás normas vigentes sobre la materia.

Sin otro particular y esperando su pronta respuesta

Cordialmente,

YENY MARCELA DUARTE GOMEZ
Representante legal
Glomya Ltda.

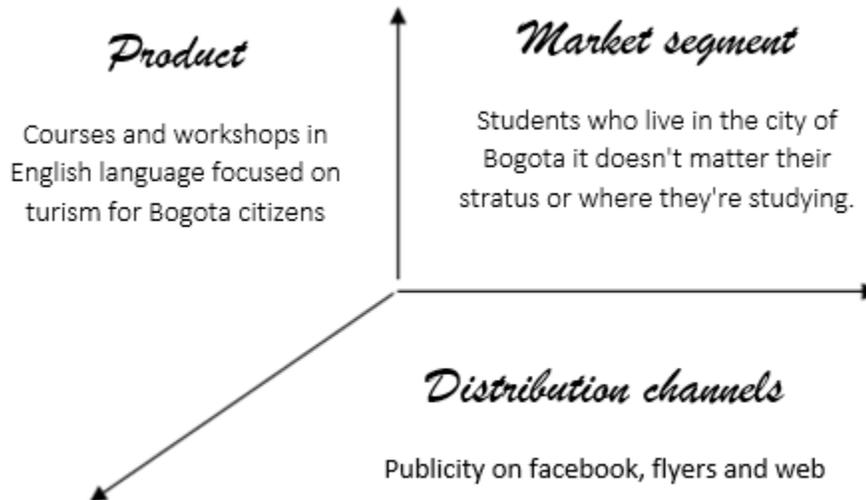
Source: Los autores

12. MARKET ANALYSYS

12.1 Market segmentation

12.1 Construction of the Matrix product – Market – Distribution channels.

Graphic No. 12.1 Matrix product 1



12.2 Segmentation for individuals

The service offered by EnglishTour is directed to people of all the ages, principally students who do not know the English language in Cundinamarca's department and to residents of Bogota who, in the same way, have the immediate need of the second language to obtain a better labor area.

12.3 Segmentation for Legal people

The courses and workshops of the English language focused in hotel and tourism are also directed to companies and entities that want to carry out activities of scattering between its employees or partners of the company, in the same way to educational entities that make pedagogical excursions.

13. Analysis of the Demand

13.1 Projection of the Demand in least squares

(It doesn't apply)

13.2 Determination of the Elasticity Price of the Demand

(It doesn't apply)

13.3 Determination of the Elasticity Income of the Demand

(It doesn't apply)

14. Analysis of the Product

14.1 Physical element of the Product

(It doesn't apply)

14.2 Trademark of the Product

Table No. 14.2 Trademark of the Product

CHARACTERISTICS	ADVANTAGES	BENEFITS
Corporative image	<ul style="list-style-type: none"> ❖ Familiarity ❖ Learning 	<ul style="list-style-type: none"> ❖ It expresses the naturalness of our company. ❖ It represents our ecological intention with the learning of the second language and the use of a "parrot" which can speak several languages giving sense to our image.
<p>SLOGAN</p> <p>Language is your path to the world</p>	<ul style="list-style-type: none"> ❖ Created by the founders of English tour ❖ Easy recall. 	<ul style="list-style-type: none"> ❖ Remarkable ❖ Comfortable ❖ Visual
CAMPAING	<ul style="list-style-type: none"> ❖ Advertising posters 	<ul style="list-style-type: none"> ❖ Remarkable

Source: Los Autores

15. Package of the Product

(It doesn't apply)

16. Guarantee of the Product

Table No. 16 Guarantee of the Product

CHARACTERISTICS	ADVANTAGES	BENEFITS
<p>Time of use</p> <p>The time in which the client wants to obtain our services.</p>	<ul style="list-style-type: none"> ❖ Flexibility. ❖ Long or short duration. 	<ul style="list-style-type: none"> ❖ Economy ❖ Savings in time
<p>Scheduling</p>	<ul style="list-style-type: none"> ❖ Economy ❖ Credibility 	<ul style="list-style-type: none"> ❖ Security
<p>Contract</p> <p>A contract is signed on part and part by the time stipulated right there.</p>	<ul style="list-style-type: none"> ❖ Guarantee ❖ Security 	<ul style="list-style-type: none"> ❖ Tranquility
<p>Replacement</p> <p>The client will be rewarded, if he/ she was unsatisfied with our service.</p>	<ul style="list-style-type: none"> ❖ Satisfaction 	<ul style="list-style-type: none"> ❖ Reliability.

Source: Los Autores

17. Negotiation Terms of the Product

Table No. 17 Negotiation Terms of the Product

CHARACTERISTICS	ADVANTAGES	BENEFITS
Price: Our company offers attainable prices for all kinds of public.	<ul style="list-style-type: none"> ❖ Comfort ❖ Economy 	<ul style="list-style-type: none"> ❖ To satisfy the needs in the client.
Payment method: It offers all the ways of payment, cash, card credit, checks, etc.	<ul style="list-style-type: none"> ❖ Affordability ❖ Profitability 	<ul style="list-style-type: none"> ❖ Comfort
Delivery terms Directly in Englistour's facilities.	<ul style="list-style-type: none"> ❖ Stability ❖ Credibility 	<ul style="list-style-type: none"> ❖ Competitiveness
Guarantees They are stipulated according to the dissatisfaction or suggestions of the clients.	<ul style="list-style-type: none"> ❖ Alternatives ❖ Additional Information 	<ul style="list-style-type: none"> ❖ Previously stipulated

Source: Los Autores

18. Distribution and Coverage of the Product

To announce our tourist packages we will use all the social networkings to do promotion. In the same way we're going to use tools for distribution of digital advertising across Facebookads and Google adWords, besides advertising posters, leaflets in the universities and the most crowded schools of the city and we will sign contracts with legal people in order for them to have our services.

Table No. 18.1 Additional services of the Product

CHARACTERISTICS	ADVANTAGES	BENEFITS
Costumer service	❖ Quality ❖ Commitment	❖ Confidence
Promotions	❖ Advertising ❖ Alternative	❖ Opportunities
Boosters	❖ Dynamism	❖ Recreation

Source: Los Autores

Table No. 18.2 Post Element – Sales of the Product

CHARACTERISTICS	ADVANTAGES	BENEFITS
Suggestions box	❖ Tranquility ❖ Satisfaction	❖ Health ❖ Comfort
Phone lines	❖ Security ❖ Quality	❖ Lifestyle ❖ Economy
Surveys	❖ Improvement ❖ To know the needs of clients	❖ Lifestyle ❖ Savings in time
Internet	❖ Communication ❖ Information	❖ Savings in time ❖ Comfort

Source: Los Autores

19. Competition’s analysis in base of the life cycle of the products

19.1 Competitive map – Direct competitors

The direct competitors are the companies of learning language in the whole national territory in this case universities, institutes and schools.

Table No. 19.1 Competitive map – Direct competitors

COMPETITION	ADVANTAGES
Escuela Colombiana De Carreras Industriales	<ul style="list-style-type: none"> ❖ Recognized national Brand. ❖ It offers a program of Languages at a professional level ❖ Credit advantages for its students
EnglishEF	<ul style="list-style-type: none"> ❖ Second brand more recognized in the market. ❖ They have tourist programs of learning focused in the English language ❖ More accessible prices than any another brand
EAN (university)	<ul style="list-style-type: none"> ❖ Recognized brand by the public. ❖ Discounts to children of the military forces and others

Source: Los Autores

19.2 Competitive map – Indirect competitors

Table No. 19.2 Competitive map – Indirect competitors

INDIRECT COMPETITION	ADVANTAGES
Tourist and hotel Agencies	<ul style="list-style-type: none"> ❖ Affordable prices. ❖ They offer a wider package of services.

Source: Los Autores

20. Fieldwork

20.1 General goal from the fieldwork

To know the EnglishTour viability as a company of tourism offering services in the English language and later some other languages. Bearing in mind that the tourism has increased significantly in the last years, and our intention as a company is to teach to our people different language with tourist approach.

20.2 Specific goals of the fieldwork

- ❖ To know which ones are the students who requires education in a second language.
- ❖ To obtain information about the income of the target market, in order to fit them at prices of the services.
- ❖ To implement the preferences of the clients in the services given by the company.
- ❖ To give an exclusive service for natural and legal people
- ❖ To launch the initiative initially in one language only and several in the future in accordance with the collected information

20.3 Franchise details of the fieldwork

- ❖ Elements of the population: Men and women especially foreigners older than 21 years
- ❖ Sample unit: National men and women from 18 to 24 years with income between 200.000 pesos to 2.000.000 pesos
- ❖ Scope: directed to schools and university ecci of the elected sector.
- ❖ Time: from July to September.

21 Determination of the Size of the Sample

21.1 Determination of the Type of Sampling (number 1)

The type of sampling that we decided to use is random stratified, since towards the population that we go it is easier for us to look for characteristics that possess major homogeneity. In this case students from 18 to 24 years of the city of Bogota and that only possess a revenue between 200.000 to 2.000.000 pesos.

21.2 Definition and construction of the form

We presented this survey to 50 students who have a high school and college level, we were asking their thoughts and opinions about studying a second language focused in hotel and tourism with stratification of 2-3-4 and an average age of 16-24 years. The questions were the next:

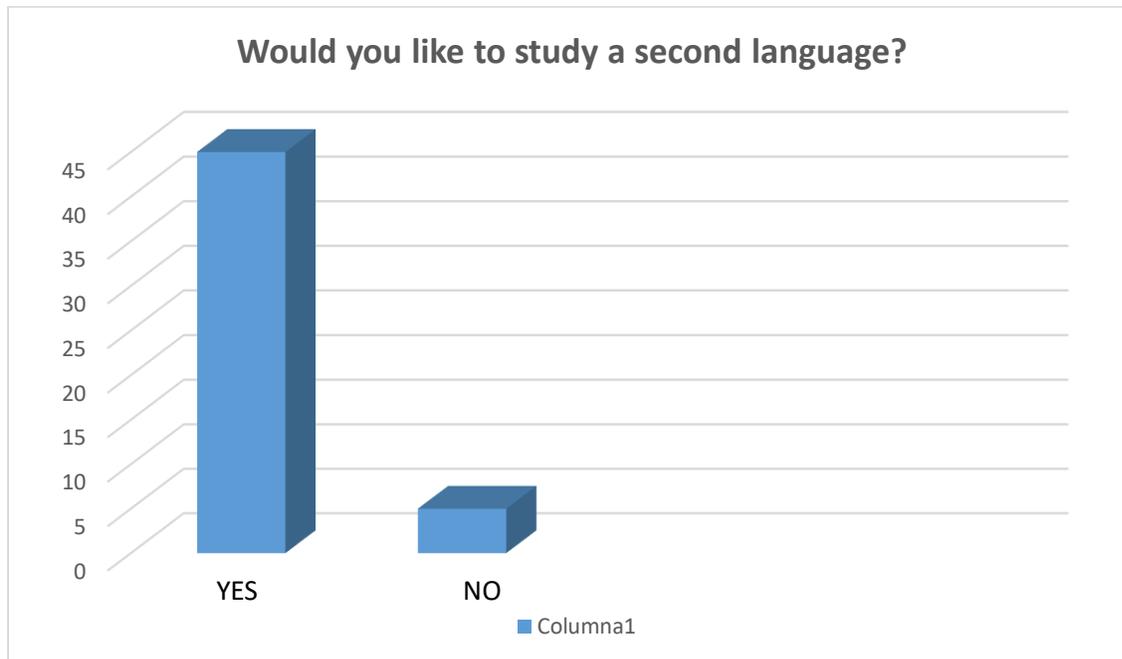
ANSWER YES OR NO TO THE NEXT QUESTIONS:

- 1) Would you like to study a second language?
- 2) Would you like to travel and study at the same time?
- 3) Do you know a second language?
- 4) Do you like tourism?
- 5) Do you know how a hotel works?
- 6) Do you know how a travel agency works?
- 7) Do you have abilities of leadership and good communications?

21.3 Tabulation and analysis of the result

The survey that we realize was applied to 50 students between universities and schools of Bogotá

RESULTS:

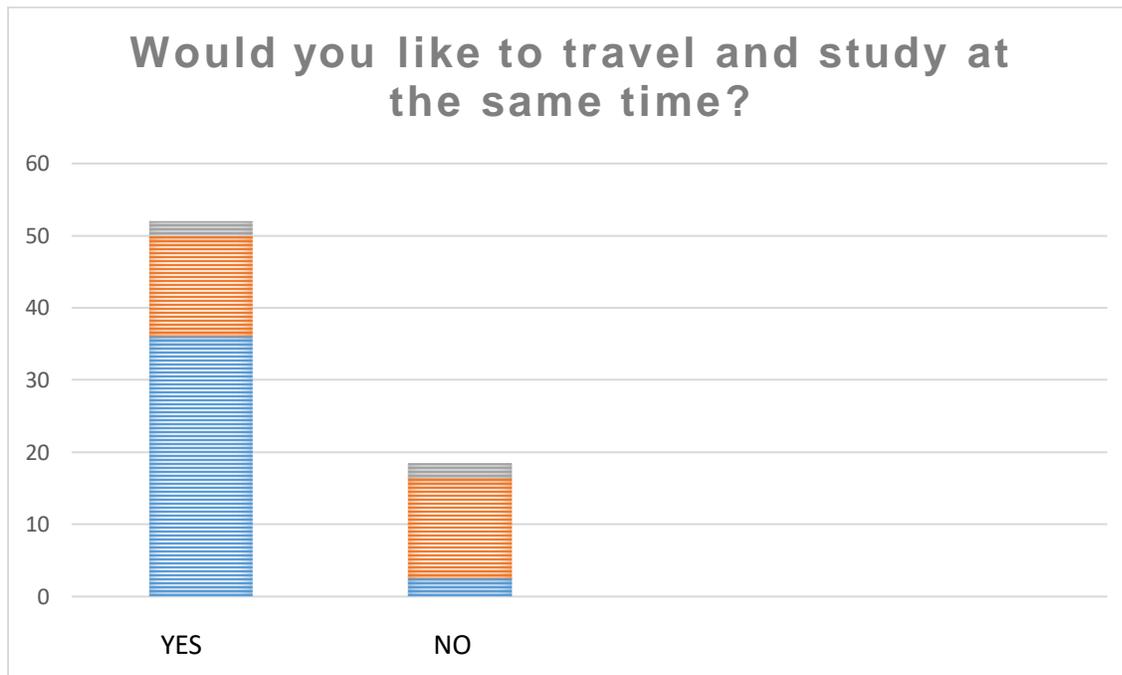


INTERPRETATION

According to the table 1 the people who have the desire to study a second language corresponds to 92,3% and its represented in 41 people they also considered that it is important to have a second language when they finish their careers , and just the 8,97% that corresponds to 7 persons considered that a second language is not really important in their lives.

CONCLUSION

We determinated with this data that there is a highly possibility that for students to obtain university-level education focused on foreign language therefore there is a good understanding of the importance of this in the current context.

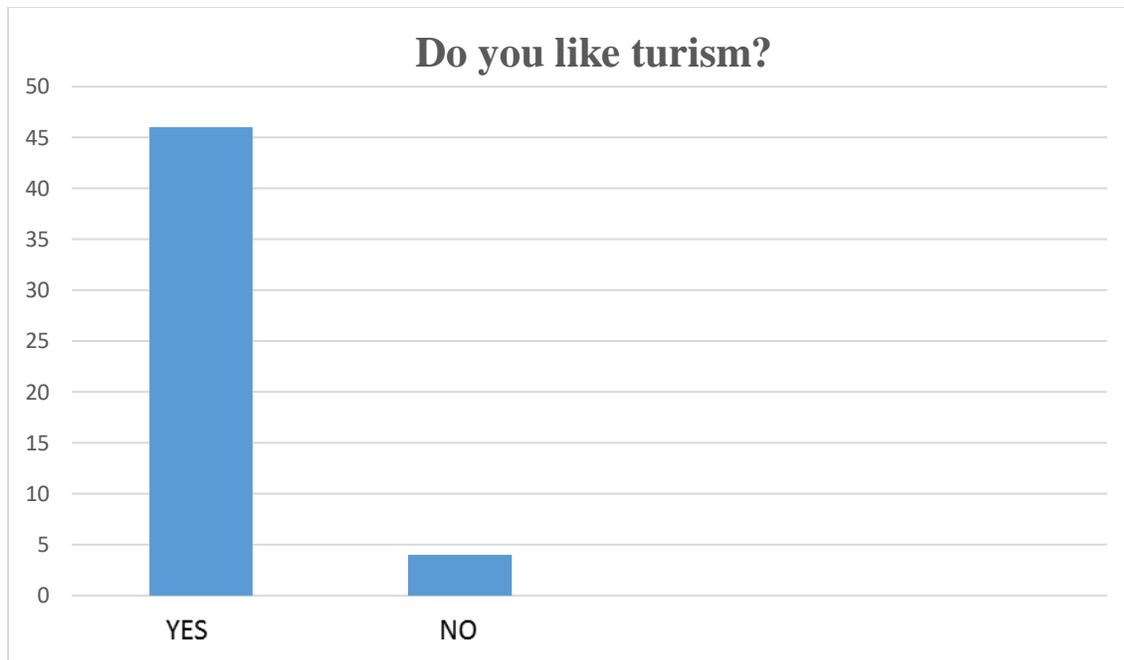


INTERPRETATION

On the table 2 the knowledge about working and traveling at the same time corresponds in our niche to the 82,4% that its represented on 43 persons that will work in enterprises that give them this kind of opportunity and just the 28,6% that corresponds to 7 people indicate that they don't have this wish in their lives.

Conclusion

We believe that people don't want to have a job where they can travel and work but it is because they don't have knowledge about the benefits of this. For that we give them information about this theme in our services

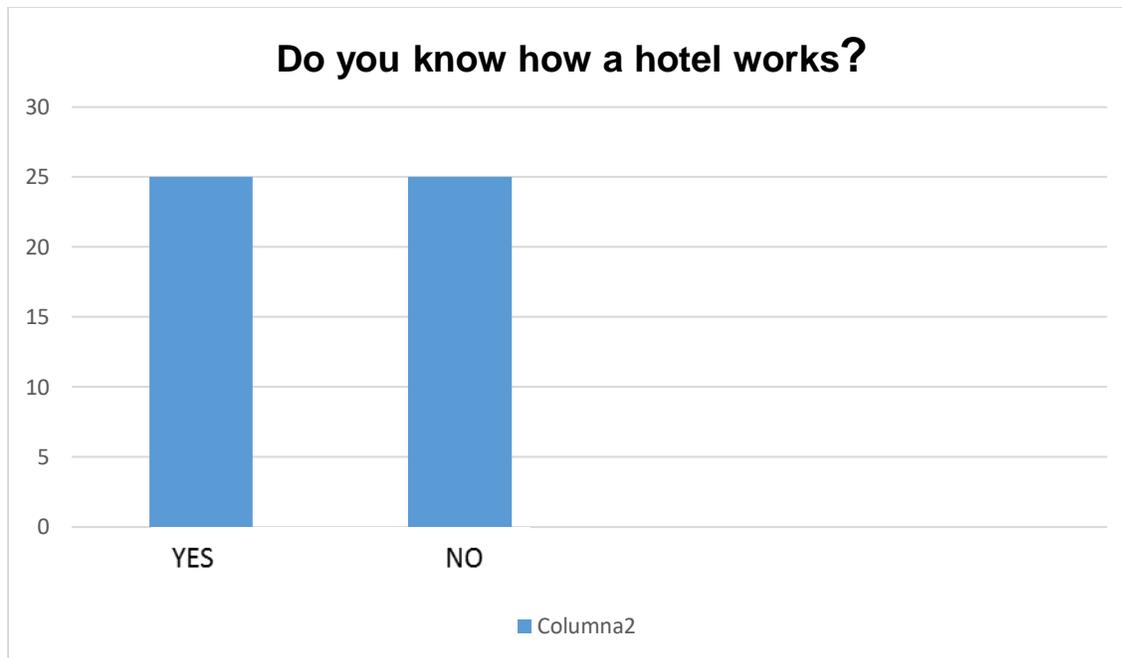


INTERPRETATION

According to the table 4 most students like the tourism and its represented with the 95,2% that corresponds to 46 persons and just the 4,8% that corresponded to 4 people that doesn't like the tourism

CONCLUSION

We can determinate that the followers of the tourism in our niche are high , but talking about the 4 people that don't like the tourism we can say that they don't have access to the information that explains the advantages and benefits to study languages applying the tourism in the professional careers.

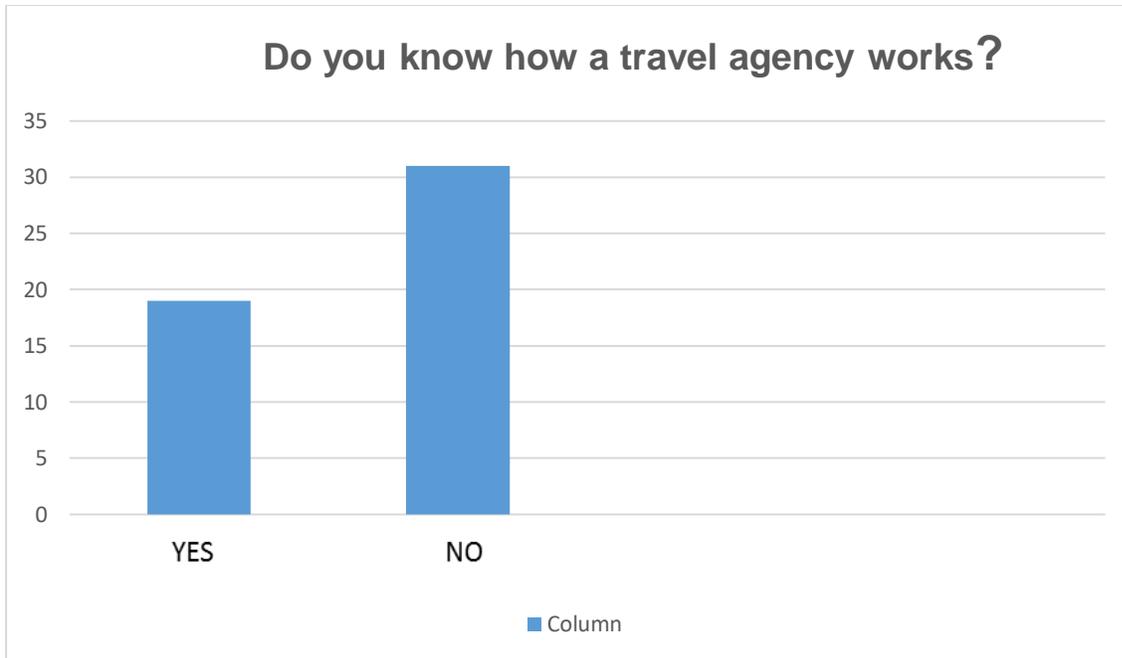


INTERPRETATION

According to the table 5, the data shows that 50% corresponds to 25% people that know how a hotel works, and the other 50% that corresponds to people who don't have any idea about the function of a hotel.

CONCLUSION

According to the data, we considered that exists a short gap to access the information between the students, this happens for social conditions, and we considered that many students don't have the resources to be in a hotel.

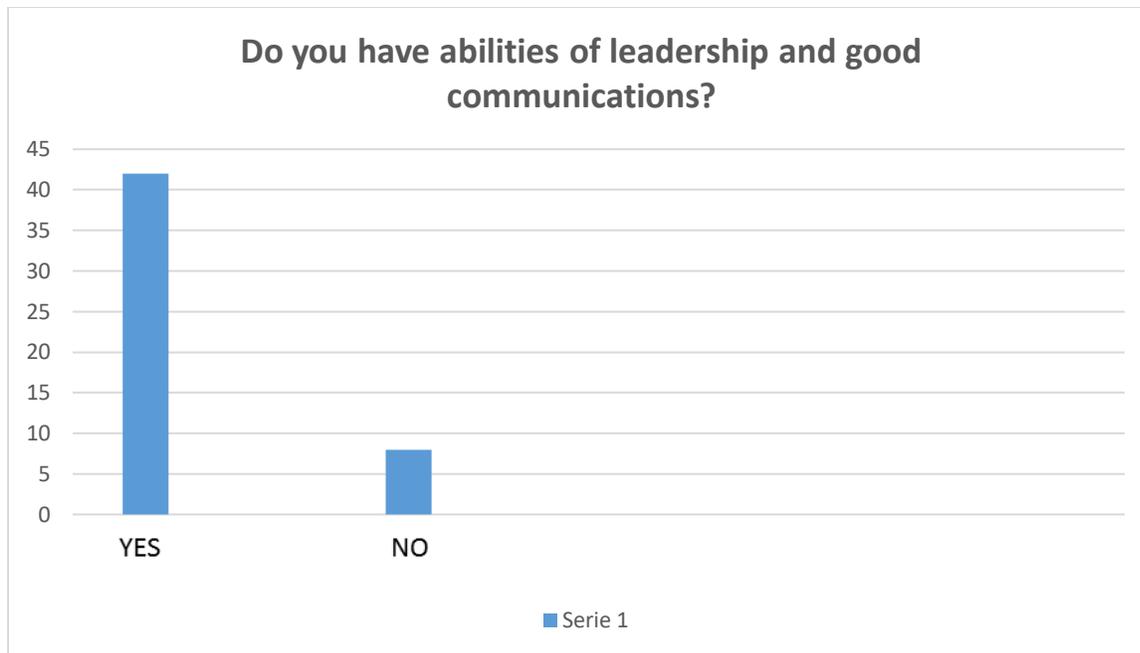


INTERPRETATION

According to the table 6, the 24,5% corresponds to 16 people that know how a turistic agency works and the 76% that corresponds to 34 students that dont know how a touristic agency works.

CONCLUSION

According to our last data we considered that the students don't have knowledge about how a touristic agency works due to demographic and economic conditions. Maybe they can't get the services from one of these agencies. One of the reasons is money or maybe they live so far of those kind of places.



INTERPRETATION

According to the table 7 the amounts of students that consider have a high performance talking about leadership and good communication skills corresponds to 95% of all the group and it's represented in 45 students and on the other hand 5 students say they don't have this skills

CONCLUSION

According to the last data the students that were surveyed on both places (school, university) feel they have the skills to lead, it indicates that they are capable to develop their economy in their lives.

22. SURVEY ANALYSIS

As we can see on the respective tabulations, the professional of modern languages can get good jobs on different enterprises it can be on the hotel sector or touristic sector. That's the reason why the candidate can apply for our learning services focused on the previous topics mentioned, thus we can apply our business plan to this niche and get positive results in a short time. We can take the possibility to join ourselves with other enterprises where our students can work applying their knowledge.

23. STRATEGIC FORMULATION OF THE PROJECT

23.1 Guide of questions for the formulation of the Mission

It is a company focused in the learning process of the persons, offering services in 1 language (English) for a major service ability and with accessible prices so that our learning bundles are within reach of persons be natural or juridical

23.2 Guide of questions for the formulation of the Vision

In three years we hope to have a better position opposite to the market expanding our scope to other departments of Colombia to be one of the best companies of learning to achieve international recognition

24. DETERMINATION OF THE CORPORATE TARGETS

PROFITABILITY: The utility that we are hoping to reach is 50 %

KNOWLEDGE OF THE MARKET:

To open a space for the suggestions of the clients and to create formats in which they could evaluate the service that was given to them, in addition to include an added value which could be a souvenir or to grant them a discount in its next language

Customer service: To offer accompaniment service in the learning for major service ability of the clients, in addition to establishing agreements with some other places of languages focuses in tourism to achieve better results.

MARKET SHARE: Nowadays the market of language and tourism is distended in the city of Bogota for which these companies only offer services of learning of the English language but without any type of approach. That's the reason why a business opportunity was found in this sector, with the knowledge in languages in addition to the preparation in the managerial sector we decide to investigate on this market.

During the first two years the company will be provided with limited personnel since the associates will be in charge of handling the administrative part, in addition to directing the activities that are realized, the transport services will be hired on the part of an external company, and in the moment that more personal is needed we will do it for rendering of service, since in certain period of the year it does not justify itself to have a large number of personnel.

24.1 Determination of the corporate values

The company will be characterized by the professionalism of the workers, which will achieve excellent results for the company and for each one it will be remembered for its quality and high educational level.

It is expected that the company will help the development of the country generating jobs and motivating the preparation of people in the educational and professional field.

25. SWOT analysis of the Project

Chart No. 25 SWOT analysis

Weaknesses	Opportunities	Strengths	Threats
<ul style="list-style-type: none"> ❖ The target audience is quite limited. ❖ The limitation will be by geographical area 	<ul style="list-style-type: none"> ❖ The lack of really effective companies in learning a second language. ❖ Students with little resources. ❖ Alliance with different companies to achieve some type of sponsorship 	<ul style="list-style-type: none"> ❖ Service in one language focused on student and university population ❖ Professionalism on the part of employees 	<ul style="list-style-type: none"> ❖ Competence on the part of companies that teach English or another language ❖ Companies with more time in the sector

Source: Los Autores

25.1 Construction of the Profile of Internal Competitiveness (CPI)

❖ Analysis of the Directive Capacity

The managerial capacity has a great control, since this has great influence on the decisions made by the company either when looking for teachers or some kind of necessary provider.

❖ Analysis of the Competitive Capacity

It is thought to face the competition by offering audiobooks and multimedia content focused on English, as it is directed towards the tourism market in the city of Bogotá, since most students focus on learning in any institute without any specific focus, In addition, the other companies focus on a single language or several languages without emphasis and give small companies the opportunity to exploit their learning and tourism market.

❖ Financial Capability Analysis

The company has \$ 20,000,000 which are divided between cash and contributions from partners.

❖ Analysis of Technical or Technological Capacity

The company has \$ 5,000,000 pesos in computer equipment, which are intended for advertising through social networks, printing brochures, contracts and audiobooks, or any learning materials.

❖ Analysis of Human Talent Capacity

The human talent with which the Company counts has the virtue of being professionally prepared both in the language sector, as the administration.

25.2 External Competitiveness Profile (ECP)

❖ Economic Factors Analysis

As a language company, there are limited resources, since no product is developed or manufactured. As we have mentioned before in this document, the clients are students to whom a quality service is provided, which is directed in English initially and later to other languages. The competence is the second language learning schools.

❖ Analysis of Political Factors

The company is affected by a very important political factor in the country:

The free education for the school sphere raised by the government not more than 2 years ago in which the number of possible clients increased exponentially to future.

❖ Analysis of Social Factors

In the country, an important social factor that affects the project is the lack of resources, basically in Colombia, there is much difference between each stratum, some people cannot have resources or opportunities to start their studies because they did not have or do not have a good quality of life.

Basically what is sought is to offer opportunities to this type of students and generate minimal profit for this.

❖ Analysis of Technological Factors

The technological factors that affect the company are the mass media, such as television, radio and internet. This last one is very important for the company, since through this,

social networkings such as: Facebook, Twitter and YouTube will be used as advertising media. At the time of publicizing the company and services, a web page will also be created together with the aforementioned social networkings, because this way you can reach customers in an easy and fast way.

❖ Analysis of Geographic Factors

The only geographical factor that affects the company is the location of the main office (university area, paloquemao, chapinero, teusaquillo), since it's located there, it will be easier for students to choose a place to start their studies of a second language.

❖ Analysis of Competitive Factors

The competitive factors affecting the company are:

- ❖ The tourism sector: there are many language companies in the city of Bogotá, which provide their services, most of the time without focus, that is a great advantage for our company
- ❖ Direct competition: the company will compete with technological and non-technological companies, in the case of Bogota, but it will have a very important point in favor: providing the service in a single language focused on tourism with which companies like (institute meyer, praxis, or others) have neither staff nor focus.

25.3 Strategic Crossing of the Project

❖ Strategies S.O.

Create tourist language packages for natural and legal persons, at low prices with added value, motivating the development of tourism in Bogota.

❖ Strategies S.T.

Offer services that other language institutes and universities do not have,

❖ Strategies W.O.

Implement advertising aimed at the local public, using the sponsorship of some tourist places with which you have an agreement to achieve a common goal.

❖ Strategies W.T.

Motivate the love of tourism in Bogota through language learning packages in this city, packages that include audiobooks and books in English for the convenience of the public and create agreements with legal entities to choose the services of the company.

25.4 Formulation and Strategic Proposal of Introduction to the market

Product strategy

In this case, the company does not offer a product, but a service which will be directed to local students. The service has as an added value. It will be not an institute that only sells languages without any type of approach, ENGLISHTOUR will be a tourist language company dedicated to teaching the importance of knowing a language focused on a specific economic sector, Englishtour will provide a educational service of the highest quality in the English language focused on tourism which will be the first to offer it.

Price strategy

The price we decided to use is \$ 200,000 pesos per course or workshop and 1,000.00 per semester which generates 40% of profits, to reach the point of equilibrium we must sell 130 packages a month, to achieve this we seek agreements with companies which They are interested in our services.

Strategy of penetration in the market

As mentioned above, the company's approach will be in English which is aimed at local students for them to learn a second language focused on tourism and so they can find new job opportunities in their life.

Distribution strategy and channels

The strategy for customers to contact the company is through social networks such as Facebook, Twitter and YouTube; also through the main office, which is located in the university area. The customer can also communicate with us through our lines (+57) 1 7403777 or 3125460254

Communication strategy-advertising-promotion

The best strategy to be successful in the marketplace is to provide the best service possible with policies of superior quality, also to make the customer feel comfortable with the services offered to ensure that the client achieves the company at the top of their mind. To be able to reach the customer we have the means of communication already referred above.

26. Determination of the Functional Areas of the Project

ADMINISTRATIVE DEPARTMENT:

The administrative department has the function to identify, analyze, prepare and summarize information about the financial statements, which are used to plan, evaluate, control and improve the performance of the company.

It is a must to handle all the accounting information, the movements and records. The most used are: costs, expenses, taxes, payroll and sales. On the other hand, it controls relations with partners, banking procedures, payments, collections, risk insurance, and others that are part of the administrative and financial structure.

COMMERCIAL AND LEARNING DEPARTMENT:

The unit of purchase and sales performs the main activity of any organization, it depends if the portfolio of customers and suppliers is growing. This unit elaborates the sales and purchasing policies, which help to foresee contracting conditions in order to improve the optimization of production plans.

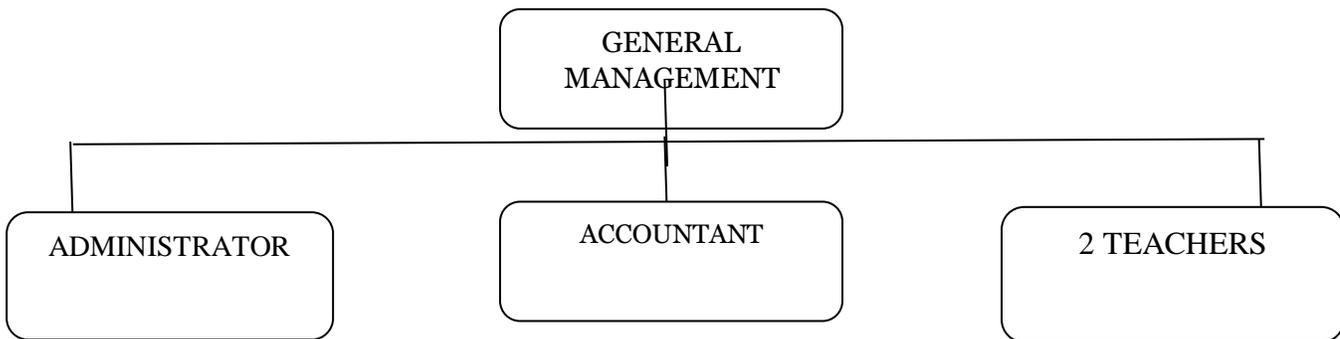
Its objective is to establish and strengthen contacts in the first place with customers, being responsible for fully identifying their requirements.

DEPARTMENT OF GENERAL SERVICES:

It is the service that a company provides to interact with its customers. It is the set of interrelated activities that a supplier offers in order for the customer to obtain the product at the right time and place and ensure its correct use. Customer service is a powerful marketing tool. It is a tool that can be very effective in an organization if it is used in an appropriate way, in order to do that certain institutional policies must be followed.

26.1 Organization chart

Figure No. 26.1 Organization chart



26.2 Manuals to follow

Immediate Chief: Board of Directors.

Supervisor: Financial Manager

Functions and Authorities

The General Manager of EnglishTour acts as the legal representative of the company, sets operational, administrative and quality policies based on the parameters set by the major Company.

It is responsible to the partners, for the results of operations and organizational performance, plans, directs and besides controls the activities of the company. Exercises functional authority over the rest of the executive, administrative and operational positions of the organization.

It acts as a support for the organization at a general level, that is, at the conceptual and management level of each functional area, as well as with knowledge of the technical area and application of our products and services.

It is the image of the company in the external and international scope, provides contacts and business relations to the organization with the aim of establishing long-term business, both locally and internationally.

Its main objective is to create added value based on the services we offer, maximizing the value of the company for the partners.

Its main functions:

- ❖ To lead the process of strategic planning of the organization, determining the critical success factors, establishing the objectives and specific goals of the company.
- ❖ To develop general strategies to achieve the objectives and goals proposed.
- ❖ To create an environment in which people can achieve group goals with the least amount of time, money, materials available.
- ❖ To prepare descriptions of tasks and individual objectives for each functional area.
- ❖ To Define personnel needs consistent with the objectives and plans of the company.

- ❖ To Select competent personnel and develop training programs to enhance their capabilities.
- ❖ To Exercise a dynamic leadership to make operations and execute the determined plans and strategies.
- ❖ To develop a work environment that positively motivates the group.

He must handle all the accounting information, their movements and records. The most used are: costs, expenses, taxes, payroll and sales.

On the other hand, it controls the relations with the partners, bank procedures, payments, collections, insurance of risks, and others that are part of the administrative and financial structure.

ADMINISTRATIVE DEPARTMENT:

Immediate Chief: General Manager

Supervisor: Teachers

The unit of purchase and sales performs the main activity of any organization, from it depends that the portfolio of customers and suppliers grows. This unit elaborates sales and purchasing policies, which help to foresee contracting conditions in order to favor the optimization of production plans

- ❖ Analysis of financial aspects of all decisions.
- ❖ Analysis of the amount of investment necessary to achieve the expected sales, decisions that affect the asset.

- ❖ The way to obtain the funds and to provide the financing of the assets that the company requires to elaborate the products whose sales will generate income. This area represents the financing decisions or the structure decisions of the company's capital.
- ❖ Analysis of the balance sheet in order to obtain valuable information about the company's financial position.
- ❖ Analysis of the individual accounts of the income statement: income and costs.
- ❖ Control of costs in relation to the value produced.
- ❖ The administrative manager links the company to the money and capital markets, since it is where the funds are obtained and where the values of the company are negotiated, always with the prior authorization of the General Manager.
- ❖ He is in charge of preparing budgets that show the economic and financial situation of the company, as well as the results and benefits to be achieved in the following periods.
- ❖ Negotiating with suppliers, for purchasing terms, special discounts, forms of payment and credits. Responsible for the financial aspects of all purchases made in the Company
- ❖ Responsible for all administrative issues related to human resources, payroll, loans, discounts, vacations, etc.
- ❖ Management of the administrative and accounting file.

DEPARTAMENT OF TEACHERS

Immediate Chief: Financial manager

A teacher must be able to captivate his audience while presenting a wide variety of illustrative and reference topics. He is also the "executor" of the visiting program. The more languages he speaks,

the more work he will have and the more he will enjoy it. Teachers are responsible for teaching and interpreting any topic of a specific language and showing the love for tourism in a second language.

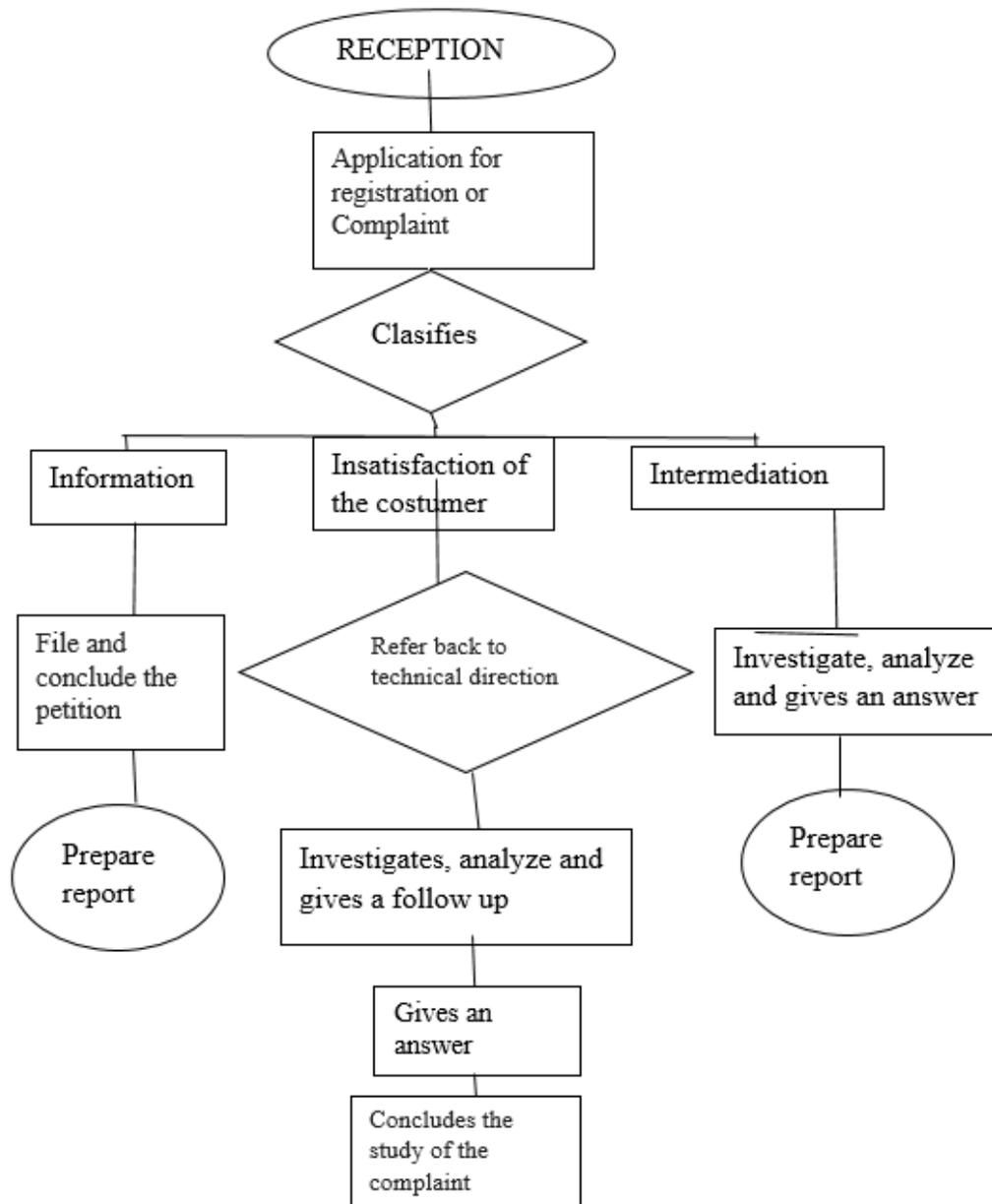
Functions:

- ❖ To coordinate with Englishhour the type of service to offer and the clarification of it
- ❖ To coordinate with Englishtour the meeting point with the student
- ❖ To have the necessary material for the development of their course or subject
- ❖ To have basic information or details of the students to attend
- ❖ To arrive in advance at the place or meeting point (classroom), in order to locate the modality among others.
- ❖ To make the necessary coordinations with the other teachers if necessary
- ❖ Before the start of the course or subject or workshop should be explained the topics, material included and the duration of it.
- ❖ To allow students to feel comfortable and enjoy their class

GENERAL FUNCTION: - The teacher is responsible for the coordination, reception, assistance, driving, learning and information of local students.

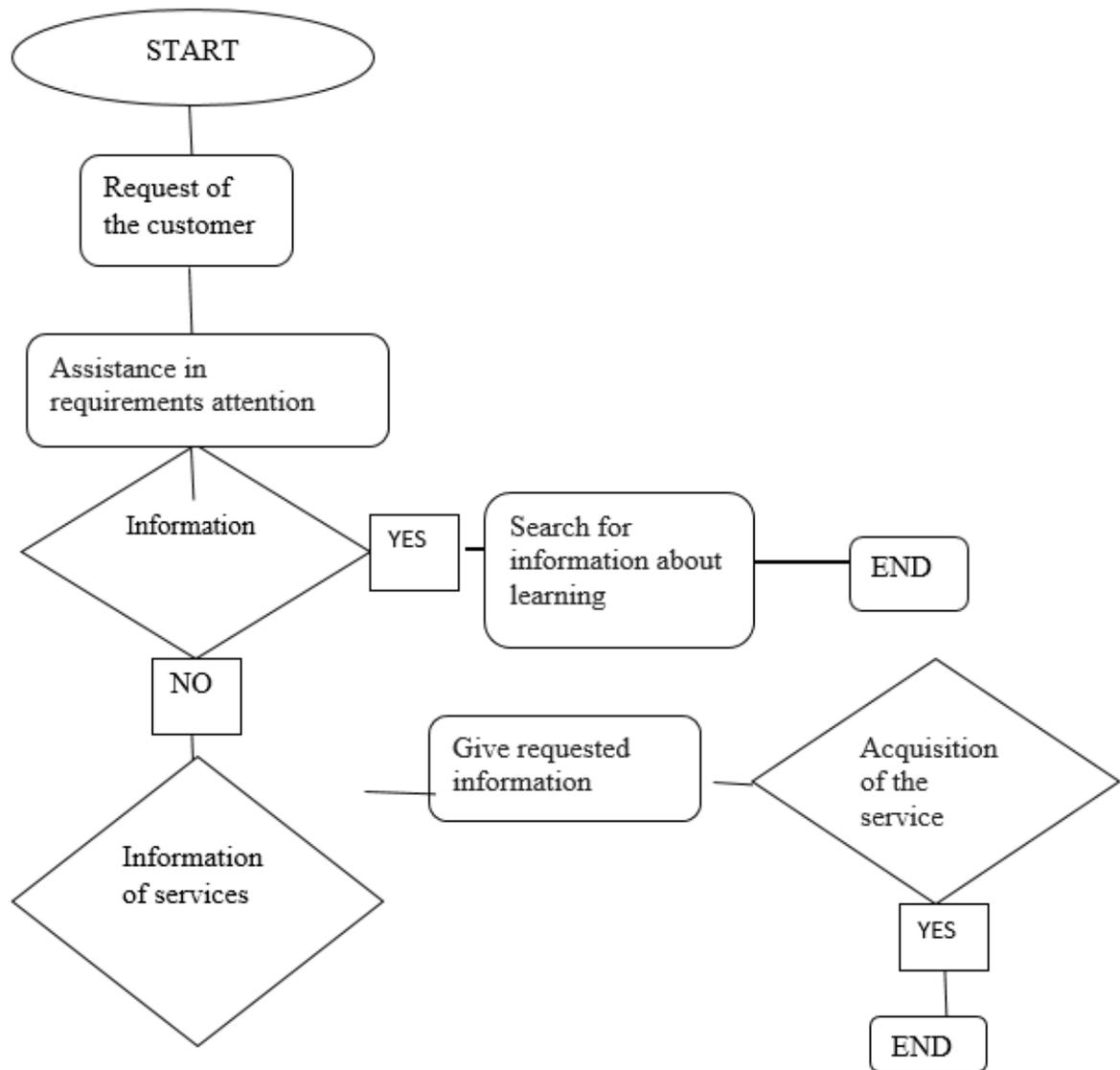
26.3 Process Maps by Functional Areas and Levels of Responsibility

Figure No.26.3 Process by Functional Areas



Customer service

Figure No. 26.4 Levels of responsibility



Source: Los Autores

26.5 Construction of Management Indicators

Table No. 26.5 Construction of Management Indicators

INDICATOR	VARIABLES	HOW TO CALCULATE IT	INTERPRETATION
Solvency	Total active	\$ 20.000.000	All debts are backed by 187 pesos for each peso we owe.
	Total pasive	\$ 13.603.920,00	
Fullfilment	Programmed	130	we have satisfactorily achieved the proposed goal with 99%
	Real	124	
Absenteeism	#. absence	3	Absenteeism is 75%, which will be sanctioned with the discount corresponding to the days of absence.
	Personal	4	

27. Determination of Project Location

27.1 Construction and Weighting of the Factor Matrix

Tabla No. 27.1 Construction of management indicators

Factors	Weighting by importance	Teusaquillo zone		Paloquemao zone		Chapinero zone	
		Calificat ion (1 - 10)	Score	Calificat ion(1 - 10)	Score	Calificat ion (1 - 10)	Score
1, Ease of Access to markets	18%	8	2,25	6	3	5	3,6
2, Ease of access to suppliers	13%	7	1,85714 2857	5	2,6	6	2,16666 6667
3, Ease of Access to water	7%	7	1	5	1,4	7	1
4, Climatic conditions	5%	6	0,83333 3333	4	1,25	4	1,25
5, Public services	4%	4	1	3	1,33333 3333	5	0,8
6, Sector security	6%	5	1,2	6	1	3	2
7, Ease of negotiation	8%	8	1	7	1,14285 7143	6	1,33333 3333

8, Good environment for production	5%	8	0,625	6	0,8333333333	6	0,8333333333
9, Easy use of natural resources	4%	9	0,4444444444	5	0,8	6	0,6666666667
10, Good incentives for the creation of the company in the region	8%	5	1,6	3	2,6666666667	4	2
11, Excellent local support	3%	7	0,428571429	4	0,75	6	0,5
12, Good forecasts of development in the region	5%	6	0,8333333333	3	1,6666666667	4	1,25
13, Good workmanship in the region	8%	6	1,3333333333	4	2	5	1,6
14, Lack of private Company (low competition)	6%	5	1,2	5	1,2	4	1,5
TOTAL	100%		15,60515873		21,64285714		20,5

27.2 Analysis and Justification of Location by Proposed Sectors

The locality of Teusaquillo was chosen since the project focuses on the students, this point of the city allows us to have all the universities nearby, it has easy access to the markets, specially to the learning process, where you can advertise to the company through brochures and pamphlets, the security of the sector is good because around there are several companies focused on the production sector, one of the advantages of starting a business in the capital is that there are government programs that encourage the creation of companies.

In this sector, the competition is medium, since the majority of language companies are in the chapinero sector or north of the city, and the quality of professionals from the capital favors our project, based on the fact that it is a of the few cities offered by the Modern Languages career.

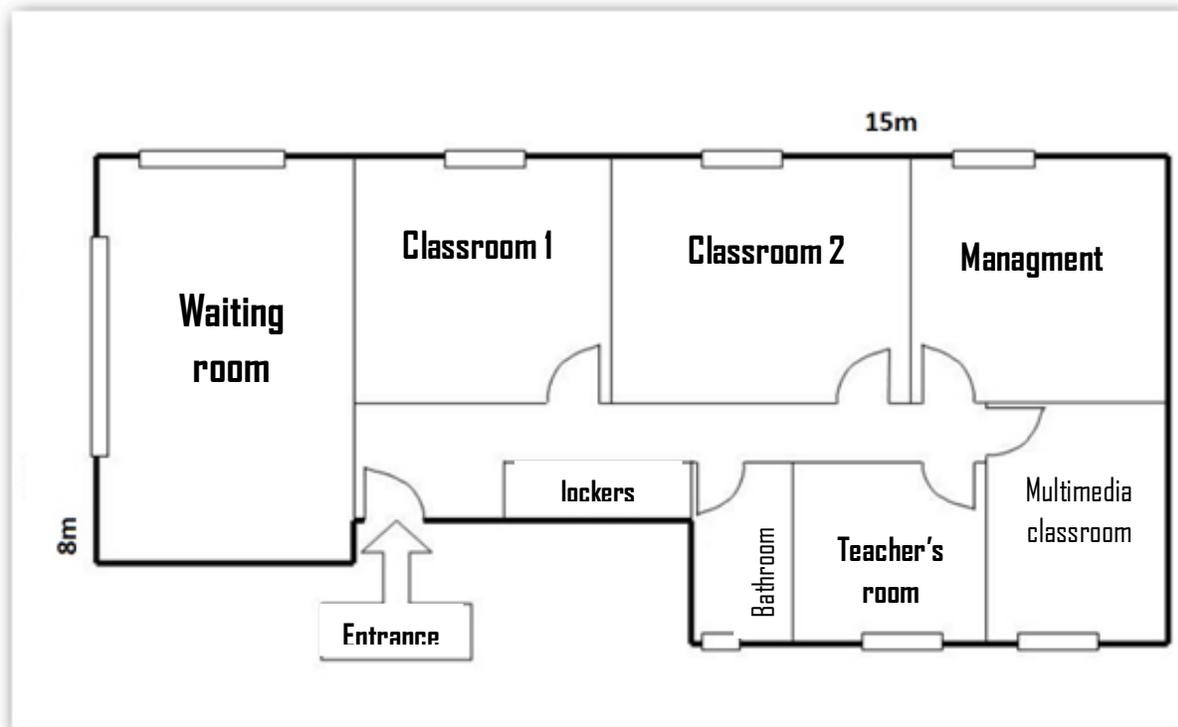
28. Size of the project

28.1 Determination of the Requirement in Square Meters of Each Functional Area of the Project

The total functional area is 8 meters wide and 15 meters long. Since it is only an administrative office and we do not have a production sector, the company is limited to enough space for four desks, space for printers, customer service room and bathroom.

28.2 Construction of the Plan of Distribution of Plant and Office

Figure No.28.2 Plan of Distribution of Plant



Source: Los Autores

In this image we can appreciate what would be the distribution of offices within the company these include the offices for each member of the company in addition to a bathroom, reception for customers and a waiting room.

28.3 Determination of the Construction Type Required in each Functional Area

As the company is focused in services, therefore the modifications we make to the office are aesthetic in order to receive customers we have wood floors and walls in Venetian stucco, for the bathroom we have 10x10 size tile, this has its toilet and sink and as the law requires with enough ventilation; for the offices we decided to use stucco walls and the floors with marble tiles.

29 Technical Evaluation of Raw Materials

To provide services in ENGLISHTOUR, we count with: learning packages via internet, telephone and for self-learning; for this we need computers, telephones and our main office located in the Teusaquillo area we have an exclusive transportation service that is obtained through alliances with companies; for this we need the buses and the necessary fuel.

29.1 Obtaining Technical Information about Products - Patents - and Processes

(It doesn't apply)

29.2 Selection of the Process or Production System

Regarding the technology used in ENGLISHTOUR, it is 100% available because they are basic elements that can be acquired in any chain store that provides this type of things, they are: Computers, telephones, printers. The investment in this type of machinery would be:

Computers, four computers will be used, two laptops and two desktops each with a value of \$ 1,050,000 pesos for a total of \$ 4,200,000 pesos.

Multifunctional printers will also be used for printing mainly contract, each printer has a value of \$ 800,000 pesos for a total of \$ 1,600,000 pesos, additionally for the operation of these will be used two black ink refillable cartridges for a value of \$ 50,000 and two Rechargeable color ink cartridges worth \$ 70,000.

As for the phones, four will be used in the office for a total value of \$ 250,000 pesos.

The complexity of the technology is basic, because they are easy to acquire and their management is basic to be able to provide a good service of exclusivity and quality.

In available matters, it refers to the supplies that are needed to offer the service, which are: the sale of packages via the Internet, personally and by telephone, involving computers, telephones and real estate of our office, as well as alliances with transport companies that It would be through the buses and the fuel needed for them.

29.3 Selection and Specification of Machinery and Equipment

The company does not elaborate any product, however for the development of the activities we need: Computers, two laptops and two desktops, the total cost of purchasing these is \$4,200,000, with a one-year warranty that covers manufacturing defects, our supplier is Hewlett-Packard. Multifunctional printers with an acquisition cost of \$ 1,600,000 pesos, these as the computers are Hewlett-Packard brand, the warranty offers a comprehensive protection plan against accidents the option of coverage is 2 to 3 years.

30. Determination of the Installed Capacity

INSTALLED AND USED CAPACITY

TIME	PRODUCTION IN UNITS	PRODUCTION IN PESOS	USED CAPACITY
------	---------------------	---------------------	---------------

MONTH	1	110	\$22.000.000	7%
MONTH	2	109	\$21.800.000	7%
MONTH	3	103	\$20.600.000	7%
MONTH	4	99	\$19.800.000	7%
MONTH	5	143	\$28.600.000	7%
MONTH	6	114	\$22.800.000	7%
MONTH	7	130	\$26.000.000	7%
MONTH	8	143	\$28.600.00	7%

30.1 Budget of Direct Production Costs

30.1.1 Cost for Raw Material

(It doesn't apply)

30.1.2 Cost of Other Supplies

(It doesn't apply)

30.1.3 Cost per Production Workforce

To perform our service we have 5 people on the payroll, each with a monthly salary of \$

1,000,000 which are divided between administrative, sales and teachers. Our margin of

contribution per package of English language in pesos is \$ 57,666 which is equivalent to 44%.

Chart No. 31 Total contribution margin of the company

MARGIN OF TOTAL CONTRIBUTION OF THE COMPANY

A	B	C	D	E	F	G
PRODUCTS	UNITS SOLD IN THE MONTH	PRICE OF SALE OF THE PRODUCT	UNITARY VARIABLE COST OF THE PRODUCT	(C - D) MARGIN OF CONTRIBUTION OF THE PRODUCTO	(B X C) PRODUCT SALES OF THE MONTH	(B X E) CONTRIBUTION MARGIN TOTAL IN \$
TURISTIC PACKAGES	130	200.000	170.000	30.000	26000000	29121330
TOTALS					26000000	29121330
4000000				22.000.000		
26000000					78%	

31.1 Costs for Law Endowments

(It doesn't apply)

31.2 Cost for Energy Consumption

Our cost per Energy Consumption is \$ 120,000 per month, our value per kW is 379.76

31.3 Cost for Water Consumption

Our cost per water consumption is \$ 70,000 per month, this includes garbage.

31.4 Cost for Fuel Consumption

(It doesn't apply)

31.5 Cost for Depreciation of Technology in Plant

Chart No. 31.5 Cost for Depreciation of Technology in Plant

Concept	Annual Depreciation
Computer Equipment	1.210.000
Goods and chattels	148.000

32. Budget of Indirect Production Costs

32.1 Administrative expenses

ADMINISTRATIVE EXPENSES	VALUE	MONTHLY CONSUMPTION	CONSUMPTION EIGHT MONTHS
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STATIONER'S SHOP AND PAPER WORK	201000	81.000	648000
THIRD PARTY CONTRACTS	20760000	20760000	166080000
ENERGY	60000	120000	960000
AQUEDUCT	35000	70000	560000
PHONE	35000	35000	280000
INTERNET	40000	40000	320000
OTHER EXPENSES	750000	750000	6000000

TOTAL	21.881.000	21.856.000	174.848.000
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32.2 Direct Payroll Expenses

Chart No. 32.2 Direct Payroll Expenses

CONCEPT	%	MONTHLY VALUE	VALUE EIGHT MONTHS

SALARIES	41%	\$ 4.000.000,00	\$ 32.000.000,00
SUBTRANSPORT	6,68%	\$ 296.000,00	\$ 2.368.000,00
WORKLOAD			
PREMIUM SERVICES	8,33%	\$ 333.200,00	\$ 2.665.600,00
VACATIONS	4,16%	\$ 166.400,00	\$ 1.331.200,00
SEVERANCE	8,33%	\$ 333.200,00	\$ 2.665.600,00
INT/CESANTIAS	1%	\$ 400.000,00	\$ 3.200.000,00
HEALTH PROMOTING ENTITY	8,50%	\$ 340.000,00	\$ 2.720.000,00
PENSIÓN	12%	\$ 480.000,00	\$ 3.840.000,00
ARL (ARP)	1%	\$ 400.000,00	\$ 3.200.000,00
SENA	2%	\$ 800.000,00	\$ 6.400.000,00
ICBF	3%	\$ 1.200.000,00	\$ 9.600.000,00
CAJA COMPENSACIÓN	4%	\$ 1.600.000,00	\$ 12.800.000,00
OTHERS			

TOTAL	59,00%	\$ 6.348.800,00	\$ 48.422.400,00
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Fuente: Los Autores

32.3 Marketing Expenses

Tabla No. 32.3 Expenses of Marketing and comercialization

ADVERTISING EXPENSES	VALUE	MONTHLY VALUE	VALUE EIGHT MONTHS
FLYERS	\$ 90.000,00	\$ 90.000,00	\$ 720.000,00
LAUNCH CAMPAIGN	\$ 500.000,00	\$ 500.000,00	\$ 4.000.000,00
INTERNET	\$ 40.000,00	\$ 40.000,00	\$ 320.000,00
TRANSPORTATION	\$ 60.000,00	\$ 60.000,00	\$ 480.000,00
OTHERS			
TOTALS	\$ 690.000,00	\$ 690.000,00	\$ 5.520.000,00

Source: Los Autores

32.4 Expenses for Depreciation of Office Equipment

Chart No. 32.4 Expenses for Depreciation of Office Equipment

DEPRECIATION OF OFFICE EQUIPMENT				
MACHINE TYPE	USEFUL LIFE	QUANTITY	INVESTMENT VALUE	MONTHLY VALUE
COMPUTERS	5 AÑOS	4	\$ 4.200.000,00	\$ 70.000,00
PRINTERS	5 AÑOS	2	\$ 1.600.000,00	\$ 27.000,00
CALCULATORS	10 AÑOS	4	\$ 92.000,00	\$ 770,00
PHONE	10 AÑOS	4	\$ 250.000,00	\$ 2.083,00
TOTALS		14	\$ 6.142.000,00	\$ 99.853,00

SOURCE: Los Autores

32.5 Summary of Indirect Production Costs

Tabla No. 32.5 Summary of Indirect Production Costs

SUMMARY OF INDIRECT PRODUCTION COSTS			
TYPE OF COST	CLASIFICACION	MONTH 1	MONTH 8
ADMINISTRATIVE EXPENSES	\$ 2.856.000,00	\$ 12.301.552,00	\$ 98.412.416,00
INDIRECT PAYROLL	\$ 20.760.000,00	\$ 20.760.000,00	\$ 166.080.000,00
WORKLOAD	\$ 2.348.800,00	\$ 2.348.800,00	\$ 18.790.400,00
MARKETING AND SALES	\$ 690.000,00	\$ 690.000,00	\$ 5.520.000,00
DEPRECIATIONS	\$ 99.853,00	\$ 99.853,00	\$ 798.824,00
OTHERS			
TOTALS	\$ 26.754.653,00	\$ 36.200.205,00	\$ 289.601.640,00

Source: Los autores

33 Classification of Total Costs

33.1 Total Costs

(It doesn't apply)

33.2 Cost per unit

(It doesn't apply)

34 Project Financing

Our project will be financed with own resources contributed by the partners in cash and in kind.

34.1 Quantification of Resources in the Project

For the development of this company a working capital of \$ 20,000,000 million pesos is required, of which \$ 13,000,000 million are contributed by the partners in cash and \$ 7,000,000 million in kind.

34.2 Credit Amortization Plan

(It doesn't apply)

34.3 Investment Flow

Chart No. 34.3 Investment Flow

FORMAT TO REGISTER THE FLOW OF INVESTMENTS

TYPE OF INVESTMENT	MONTH ONE	EIGHT MONTHS
ACTIVE		
ACTIVE CURRENT		
BANKS	\$ 20.000.000,00	\$ 18.212.465,00
INVESTMENTS		
ACCOUNTS RECEIVABLE		
INVENTORIES		
TOTAL CURRENT ASSETS	\$ 20.000.000,00	\$32.000.323,00
PROPERTY PLANT AND EQUIPMENT		
LAND, BUILDINGS HOUSE APARTMENT		
FLEET AND TRANSPORT EQUIPMENT		
MACHINERY AND EQUIPMENT	\$ 2.853,00	\$ 22.824,00
FURNITURE AND FIXTURES	\$ 148.000,00	\$ 1.184.000,00
COMPUTER EQUIPMENT AND COMMUNICATIONS	\$ 97.000,00	\$ 776.000,00
PROPERTY PLANT AND EQUIPMENT TOTAL	\$ 20,247,853,00	\$ 33,982,824,00
OTHER ACTIVES		
LIBRARIES		
ART ASSETS		
DECORATION		
OTHER ACTIVES TOTAL		
ACTIVES TOTAL	\$ 20,247,853,00	\$ 33,982,824,00

35 Economic Analysis of the Project

35.1 Breakeven point

Chart No. 35.1 Breakeven point

BREAKEVEN POINT	(=)	$\frac{\$ 13.592.800}{40\%}$	(=)	\$ 33.832.000
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Source: Los Autores

35.2 Present Net Value

Chart No. 35.2 Present Net Value

INCOME VALUE AND / OR SALES	\$ 33.832.000		
VALUE OF EXPENSES AND / OR EXPENSES	\$ 6.000.000		
DIFFERENCE	\$ 27.832.000(mes)	(-)	(=) \$ 27,832,000

Source: Los Autores

35.3 Internal rate of return

Each partner invests an average of 10 million in the project, the internal rate of return per month is \$ 27,832,000 which means that in one month the investment is recovered.

35.4 Period of payback

Tabla No.35.4 Period of payback

VALUE OF THE TOTAL NET INVESTMENT OF THE PROJECT	\$ 20.000.000
ANNUAL AVERAGE INCOME (SALES)	\$ 324.000.000,00
PERIOD OF RECOVERY IN YEARS	0,06

Source: Los Autores

36. CONCLUSIONS

According to the results of the research, the company ENGLISH TOUR LTDA, is viable, since its profit margin is very high, there is no loss within the company, the investment made by the partners is recovered in less than a year, is a self-sustainable company with an idea that could be innovative in the market, which is the English language learning model with a focus on tourism. With the results obtained it can also be concluded that the company will have an expansion in a short time and will even begin to organize its own language center.

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