

BUSINESS PLAN - GLOBAL INTERNATIONAL BUSINESS

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MODERN LANGUAGES PROGRAM
BOGOTÁ, COLOMBIA

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Dedictory

To my parents

Who always taught me to be persistent and do everything to make my dreams come true

Whose support was always unconditional

And helped me through the process of professional growth.

To my sister

Who encouraged me to be a better person every day.

Laura

To my father

Who always supported my decisions and guided me through the right path

And never giving up on me

To my sister

For being my role model

To my mother

Who always encouraged me in my studies.

Jeimmy

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Abstract

This thesis project expects to announce a business idea about a web page called GLOBAL INTERNATIONAL BUSINESS. In this document there will be demonstrated the viability that has the creation of a company focused in the technological services and learning of English, with an approach in the business and the business administration.

There were approached the most important steps that must be take into account to create a company. Those are the most important: the summary of the business, the market study, the technical analysis, the investment study, and the financial study. In this document will be possible analyze how two students of Modern Languages of ECCI university could carry out a business plan based on the knowledge acquired during the career.

There will be analyzed the advantages and disadvantages that has to create a company of this type in a society that is not slightly related with the use of virtual platforms. This analysis was realized from two approaches, the social one and the financial. In the next pages, you will be able to find more specific and detailed information about the business plan called Global International Business.

Keywords: GLOBAL INTERNATIONAL BUSINESS, knowledge, technology, English, study, Modern Languages, project.

Resumen

Este proyecto de tesis pretende anunciar una idea de negocio acerca de una página web llamada Global International Business. En este documento se demostrara la viabilidad que tiene la creación de una empresa enfocada en los servicios tecnológicos y el aprendizaje del inglés, con un enfoque en los negocios y la administración de empresas.

Se abordaran los pasos más importantes que se deben tener en cuenta al momento de crear una empresa. Entre los más importantes están: el resumen del negocio, el estudio del mercado, el estudio técnico, el estudio de la inversión y el estudio financiero. En este documento se podrá analizar cómo dos estudiantes de lenguas modernas de la universidad ECCI pudieron llevar a cabo un plan de negocios basadas en los conocimientos adquiridos durante la carrera.

Se analizaran las ventajas y desventajas que tiene crear una empresa de este tipo en una sociedad poco acostumbrada a las plataformas virtuales. Este análisis se realizara desde dos enfoques, el social y el financiero. En las próximas páginas, usted podrá encontrar información más específica y detallada del plan de negocios llamados Global International Business.

En las próximas páginas, usted podrá encontrar información específica y detallada acerca de dónde, cómo y la razón por la cual este proyecto será desarrollado.

Palabras claves: GLOBAL INTERNATIONAL BUSINESS, conocimiento, tecnología, inglés, estudio, lenguas modernas, proyecto.

Introduction

English is the universal language which allows communication and interaction among many people from different countries, societies, habits, culture and speakers of different language. Tsedal (2012) said English is language of business. Therefore, it allows people to carry out business, trade material, and perform monetary exchanges between two or more parties.

This project mainly consists on the creation of a virtual platform, where we expect to contribute to the enrichment process which will lead us to help society by applying the experience and knowledge that we have acquired during our professional studies. The use of this platform will help people to improve their knowledge, and to generate consciousness of the situation of the world nowadays. Also, it will help to maintain people up to date and to reach their business goals.

To strengthen the usage of a foreign language is essential to any society interested in doing part of the global academic, cultural, and economic dynamics, among other aspects. According to Anaya (2012), the improvement of the levels of communicative competition of a society, or a particular population, motivates the necessity to generate opportunities for its citizens. Besides, it also motivates the recognition of other cultures, and the individual and collective growth, increasing the chances of social interchange and to equivalent conditions for the development.

The acknowledgement and importance of a foreign language, in this case English, led the Ministry of National Education (2015) to implement the National Program of Bilingualism as strategy for the improvement of the quality of the education of English in Colombia, and for the motivation of the competitiveness of our citizens; because of the globalization is now booming and taking into account the ongoing social, political, economic and technologic changes force us

to prioritize the objectives for the purpose of overcome the underdevelopment, poverty, and industrialization barriers bearing in mind the requirements of today's world.

The National Program of Bilingualism (2015) was created by the Department of National Education in order to promote the pedagogy of English with educational innovative approaches. The main objective of this Program is to have citizens capable of communicating through the English language with equivalent international standards in order to merge the country in universal processes of communication, global economy, and cultural openness. By doing this, the Program has consolidated strategies such: the definition of standards of English competitions; the assessment of competences in students and teachers from language programs and bachelors; the offering of improvement courses for the development of the professorship, both in English language and teaching methodology; the connection of new technologies; educational means and second language learning. Promote the fact of having dominion of a foreign language; drive us to an ongoing improvement of a society, which is craving for progress day by day, and with the purpose to achieve standards and requirements nowadays.

Rationale

The development of this Project arises from the necessity to encourage learning and to reinforce knowledge related to the second language. Therefore, it will generate knowledge in people to achieve an advantage in their daily basis; moreover, it will generate a continuous improvement that hereafter, will allow the formation of better Colombian Citizens. English language learning is no longer an option, but it is a necessity nowadays; knowing English allow us not just to progress in educational areas, but business and hence, cultural diversity.

This project emerges from the need to create solid bases in the education of the universal language; English. That will allow people to obtain job opportunities, and personal development, as we discussed before, English language gives the opportunity to obtain new knowledge not only regarding education, but also cultural knowledge. In addition to the importance of learning a different language from the native one, it also has become essential to the successful development in labor markets.

This project has the purpose to motivate the creation of bonds within a community or international individuals bearing in mind not only personal, but also social aspects, adding a sustainable development to social, political and economic aspects.

- **General Objective**

- ✓ To create an innovative and profitable business idea, which allows the continuous improvement and a significant contribution to society

- **Specific objectives**

- ✓ To implement the knowledge of the subject related to study fields such as Languages and Management
- ✓ To understand the importance of the application of knowledge acquired during the process of study before finish it.

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BUSINESS PLAN - GLOBAL INTERNATIONAL BUSINESS

Chapter I: Summary of the Business

1.1 Main information of the business

- **Name**

Global International Business.

- **Location**

Global International Business will be located in Bogota, Colombia; specifically in Suba neighborhood with the following address: Carrera 111 # 151 c 25.

- **Type of company**

Global International Business is categorized as a small company since it has between 11 and 49 employees. This company has the target of being profitable and independent, it does not possess a high specialization in the field of work, and its financial resources are limited.

- **Description**

Global International Business is a company formed by people with studies and focus for the design, achievement, selling, and management of a web page. The web page will be used as a support tool for our customers in the process of learning a second language. Global International Business will use a web page in English and all its topics will be focused on business; the company will make use of web pages, since the usage of technology is a benefit for the development of knowledge. The technology applied to the virtual education is considered to be a tool that offers advantages to his users at the moment to study; not all the persons rely on with the disposition of time and of that it is for this for which his best option will be the distance education.

According to Trujillo (2013), the use of technological tools is fundamental in the education and in the acquisition of any knowledge, thus making learning more didactic and more entertaining. At the same time, by implementing ICT (Information and Communications Technology) the class will have higher content and a wider variety of subjects.

The idea is to design an English interactive web page that is going to teach customers the most important business skills using the assistance of technology; it will be distributed and sold to institutes, entrepreneurs and common citizen who are interested in the educational innovation.

- **Justification**

Sánchez (2010) said that the world changes constantly and the technology is at the vanguard with all the activities that we carry out every day; it is for that reason that learning and education must not be left behind, then again, they must go even further on. Technology is a very useful tool for these types of tasks and that is the reason why our web page focuses on this aspect.

The purpose of this project arose from the need that one finds in the entrepreneur for learning more than conversational English; English specialized in business. It has been observed in detail that the importance regarding the cultural diversity has not been taking into account by the businesspersons when they are moving forward with business. Due to this, students of eighth semester of the program of modern Languages, from Universidad Escuela Colombiana de Carreras Industriales, took the decision to implement a web page in English. It will be focus on businesses and as Santamaria said (2014), it will contribute to the satisfaction of this constant need in the environment. From this project, there will be an elaborated web page that will hold a wide content in topics related to business and cultural context from a variety of countries; all of them based on English language.

Based on this project, we want to facilitate for small and big entrepreneurs the opportunity to access international markets, since with this a big precedent would be marked in the society. Global International Business will be recognized as one of the first companies of the world in developing software for the education of business English. This will be the first Colombian company that will teach a language different from Spanish. In this moment in Colombia, there are no technical or professional careers where the student can dedicate exclusively to the learning of English focused in business. That is why, for us, in Global International Business fill us with pride and joy to be the leading enterprise in this line of business setting this way a path for future companies interested in this market.

It is necessary to keep in mind that this project is not only created with the intention of satisfying a need to a small group of people, this project tries to go even deeper. The satisfaction of a need is only the beginning since the target of this project is also, to apply all the knowledge acquired by this group of young people during their career as professionals in Modern Languages.

According to Moreno (2010), it is important to take into account that the use and implementation of all concepts that are acquired are the most appropriate way to develop self-knowledge. Therefore, we created a company with all necessary documents and details helping to develop the skills previously acquired.

- **Innovative or distinctive characteristics**

Global International Business will differ from other companies designers of web pages because it focusses in the exclusive design of subject-matter related to the business;

the most important topics that the web page will have are business vocabulary, important business documents, business administration and the customs of some countries as United States and China related with business, among others.

- **Competitive analysis (SWOT)**

Table 1 - Competitive analysis (SWOT)

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - The platforms are flexible and they adapt themselves to the needs of every user. - The prices of our web pages are accessible regarding other companies, offering comfortable and easy payment terms to the users. - The content of the platforms is high quality, since it has manuals, support materials and suitable staff for the designing of web pages. - There is a great work and collaboration between the team members that made the company. - Positive evaluation of the ICT (information and communications technology) in the company. 	<ul style="list-style-type: none"> - We are a new company on the market and we do not have experience with the clients. - Due to our small size, we are no able to develop big projects or create a massive amount of web pages. - There is no strategy so that the web pages get to every citizen of Bogota.

<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> - There are few companies with branding - There is a low number of direct competitors in the sector. - We have a high grade of development and performance since we are in an area located near to the most important companies of the city. - The big interest and reception that has had the Internet in the society. 	<p>THREATS</p> <ul style="list-style-type: none"> - The company does not have big recognition at national level. - There are tutorships of technical English that are given free in public places and of easy to access. - There are web pages with free access in Internet that have tutorships to learn other languages. - The increase of the unemployment rate and inflation of the country, this affects the company since customers lose purchasing power.
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- **Business objectives**

- ✓ **General objective**

- ❖ To find that through the use of the web page based on ICTs customers can get very good foundations about business in English; so in that way, customers can develop their own knowledge in their working environment with ease.

- ✓ **Specific objectives**

- ❖ To develop a web page that satisfies the needs of the costumers, turning this one into a useful tool to work with.
- ❖ To innovate and to have an impact in the principal users of the web page, generating satisfaction and interest in the interaction with the interface.

- **Strategies**

- ✓ Creating a clear and innovative advertising plan to start competing in the market for the development and design of web pages
- ✓ Analyzing the possibilities for expanding the company all over Colombia, in this way, it is possible to obtain a large recognition and at the same time the company can get more customers.
- ✓ Achieving independence from outsourced services, so in this way we can produce web pages without the need for prior sub-contract.
- ✓ Carry out advertising campaigns to achieve that the website will be more available for vulnerable populations
- ✓ Getting customers of Global International Business to see the web page as something innovative and different from what can be found normally in the network.
- ✓ Understand that people prefer Global Business International's website due to the plus it offers.

- ✓ Providing participation to both customers and suppliers in the innovation process of the web pages.
 - ✓ Having complete and updated databases, so that in this way we can be at the forefront of new technologies.
 - ✓ Promote an organizational culture in which employees seek the total satisfaction of all customers.
 - ✓ Using ICTs to adopt the best market practices.
 - ✓ Offer customers new channels of communication, distribution and sales.
 - ✓ Getting the company recognition for its innovative products, in this way, stand out from other firms.
- **Investment required**

Table 2 - Investment required

INITIAL INVESTMENT PLAN	
CONCEPT	COST
Buildings, places and area	\$10.000.000
Machinery	\$20.000.000
Utilities (light, water, Internet)	\$5.000.000
Equipment	\$10.000.000
Furniture and equipment	\$5.000.000
Software development	\$5.000.000
Office automation	\$1.000.000
Stationery	\$800.000
TOTAL	\$56.800.000

Table 3- Total investment plan

TOTAL INVESTMENT PLAN

CONCEPT	COST
MONTHLY PAYROLL	\$20.000.000
INVESTMENT PLAN	\$56.800.000
TOTAL	\$76.800.000

- **Environmental impact**

The environmental responsibility is an issue that we have to be very clear about, due to the fact that we are a service provider entity and creator of a product. Companies that manage technology as the main source of work are among the most polluting the planet (Gibson, 2015). It is for this reason that we include some of the most dramatic details of this phenomenon. As mentioned in Journal of Ecology website:

- ✓ 10 percent of data center energy could provide electricity at 6400 homes for a month.
- ✓ Two percent of global pollution by carbon dioxide (CO₂) is generated by company's information technology.
- ✓ On average, a worker, sending 33 emails per week generates 136 kilos of CO₂ annually; to reduce these impacts, it is recommended to reduce the mailings only necessary, so a ton of CO₂ would be saved.
- ✓ Performing two Google searches from your computer can generate the same amount of carbon dioxide as boiling a kettle a cup of tea
- ✓ The use of USB generates 80 kilos of CO₂ when used to read a 200-page document on average.

This information is of great importance for International Business Global because from these problems we are expected to contribute something to the world, using action plans.

- **Conclusions**

- ✓ We concluded that the importance of the interaction of cultures becomes inherent nowadays in countries like Colombia since it allows more interactive relationships at the time of make business happen.
- ✓ Due to the importance of the cultural diversity is rescued one of the main Global International Business objectives at the time of offering not only a good service, but an unforgettable experience, creating credibility and confidence.
- ✓ As future professionals and businesspersons, it is necessary to contribute a help hand to the Nation, improving every day its economy and all the sociocultural aspects to the advantage of the Colombian society.

Chapter II: Market Study

2.1 Definition of the market profile

The general market that exists for Global International Business are all the citizens of Bogota city, since the head office of production, and the sales outlets of the company are located in the capital of the country. On having segmented the entire market that exists for the web page, two markets target were selected as the most attractive and important for the business: the small enterprises of the city that are in process of expansion and negotiations with international companies, as well as the schools or institutes with administrative emphasis from the city.

These two targets were chosen due to previous knowledge and a complex study of an established market. It concluded that the most important areas to be entering would be all those that were involving business and education, since the principal goal that has the web page is to allow users to obtain an important and excellent knowledge about the business world in another language.

- **Companies and businessmen with internationalization projects**

- ✓ **Location:** The offices or principal head offices of most companies that have negotiations with English speaking countries are located between the north area and the down town; places like Chapinero, Centro Internacional, Zona T, streets between 100 and 145, among others.

- ✓ **Status of age:** it is not necessary for the companies, which we hope to work with, to have a minimum or a maximum of antiquity on the market. The truly important things are the negotiations that the company creates with other countries.
 - ✓ **Preferences:** it does not matter the economic activity to which the company devotes itself since Global International Business is focused in the generality of the business, without doing emphasis on the different sectors of the market at which the company is employed.
 - ✓ **Priorities:** there are companies that have projects of internationalization to short, medium and long term, also all the companies that have political management with the constant learning of their managers and employees.
 - ✓ **Behaviors of purchase:** there are companies that want to invest in the constant learning of their employees.
 - ✓ **Attitudes:** those companies that Global Business International's web page will be selling to, will be companies of the private sector which will be in process of negotiations with English speaking countries.
- **Schools and/or institutes of education with some emphasis on business administration**
 - ✓ **Location:** schools and/or institutions can be located in any place of Bogotá. It is not necessary a specific location since the company is provided with different information centers to the customers in almost every zone of the city.

- ✓ **Likes:** we are going to sell the schools and the institutions the access to the web page that are principally private and with some type of emphasis in business administration.
- ✓ **Preferences:** we are looking for institutions of learning or schools where the education that is given is with emphasis on business or on business administration, since the topics that the web page contains will be based on these topics.
- ✓ **Habits of consumption:** we are looking for private institutions because on this type of places are the ones in which the extracurricular subjects are better accepted. Also, due to the students who are studying there can have the monetary resources with more facility to acquire the product.
- ✓ **Behaviors of purchase:** we are looking for those institutions that have a previous record in the acquisition of this type of materials of support

2.2 Analysis and forecast of demand

Table 4 - Analysis and forecast of demand

Description	Sale Price
Course 1 month of subscription	\$ 190.000,00
Course 6 months of subscription	\$ 1.140.000,00
Course 1 year of subscription	\$ 2.090.000,00
Course 18 months of subscription	\$ 3.230.000,00
Course 2 years subscription	\$ 4.180.000,00

BUDGETS OF SALE					
	2015	2016	2017	2018	2019
Enrolments					
Course 1 month of subscription	76	81	85	91	96
Course 6 months of subscription	80	85	90	96	101
Course 1 year of subscription	97	103	109	116	122
Course 18 months of subscription	87	92	97	103	109
Course 2 years subscription	101	107	114	121	128

TOTAL BUDGET OF SALE					
Courses	2015	2016	2017	2018	2019
1 month	\$ 14.440.000,00	\$ 15.306.400,00	\$ 16.224.784,00	\$ 17.198.271,04	\$ 18.230.167,30
6 months	\$ 91.428.000,00	\$ 96.913.680,00	\$102.728.500,80	\$108.892.210,85	\$115.425.743,50
1 year	\$202.730.000,00	\$214.893.800,00	\$227.787.428,00	\$241.454.673,68	\$255.941.954,10
18 months	\$279.395.000,00	\$296.158.700,00	\$313.928.222,00	\$332.763.915,32	\$352.729.750,24
2 years	\$423.016.000,00	\$448.396.960,00	\$475.300.777,60	\$503.818.824,26	\$534.047.953,71

After determining the prognosis of the demand, we prepare the budget of selling multiplying the forecast of the demand by the price that we will put to the web page.

2.3 Competence Analysis

After analyzing the competition, the most important information is collected, analyzed and reads as follows

- **Name of the company:** Open English International
- **Location:** Since English open is a multinational, very few are the offices that it possesses, the most important is located in Carrera 13 # 72-25 (Avenida Chile neighborhood), Bogota, Colombia. Since the company is a 100% virtual, the 90% of the

requests, suggestions and claims are attended via online on the web page

www.openenglish.com.

- **Markets:** The Open English International's market is wide due to the web page design. It engages learning of English for children and adults. Open English International has more than 3 head offices in speaking Spanish countries, therefore, we could say that the target market of this recognized company are all the Spanish speakers who want to learn English as a second language.
- **Strategies:** Open English International is a company that has big recognition on a global scale. The strategy that gave them this big recognition was the publicity on Internet, because as Rojas (2012) said now we live in the age of the technologies and the 80% of the population is provided with access to Internet at least once a day.

All the courses that Open English International has are virtual. For this reason, it has been well accepted by all the users, since it does not have restrictions of time nor space. This type of education is mostly adapted for all those interested persons in learning a second language but for different reasons (work, available time, family, and distance) is not provided with the availability of time or space.

Other strategies that Open English International has used to attract the attention of clients have been the use of native teachers, which guarantees that users will learn from the best English speakers.

- **Prices:** Open English International (2016) possesses different types of courses which change of price according to hourly intensity, level of English and the entire duration of the program. They have the most accessible prices of the market; they do this because

there is enough competition for this type of education in the web. It is important to clarify that it is not the most economic course that the people can find but if we compare characteristics of the plans that the company possesses in regard to other courses that can be found; it is possible to demonstrate the superiority of the courses given by Open English.

- ✓ **Course:** Open English International has a fixed price for a year of course.
- ✓ **Price:** The cost for a year of unlimited classes is 3'143.940 COP
- **Characteristics:** The classes that Open English International offers are completely personalized, the teachers who guide all the classes are 100% native speakers and the access that the students have to the platform is unlimited. They guarantee the students that in 1 year, they will be able to learn, to speak, to write, to listen and to read in real life situations. The skills of education that the teachers use are of the daily life, thus the students have the opportunity to develop common situations.
- **Capacity:** Open English International does not have any type of restriction in regard to the capacity. The company guarantees their clients an available teacher 24 hours of the day 7 days of the week and of the same form all the hardware that they need for the meeting.
- **Advertising media:** Open English International is a company that has been characterized by the type of publicity that it has. The principal way of publicity that the company uses to attract the attention of the clients is Internet. This company possesses publicity in almost every page recognized and visited of Internet, as well as also in all the social existing networks.

Open English International is a recognized well multinational; it possesses publicity in television, radio, magazines and renowned newspapers, among others.

- **Points of sales:** Open English International is a company that devotes itself to the selling of English courses online. For this reason the only point of sale that exists in Colombia is in Carrera 13 # 72-25 (Avenida Chile neighborhood), Bogota, Colombia. Most of the attention that this company gives to their clients is by telephone or by chat; the reason why this type of contact is used with the persons that are interested in the product is because the company is 90% virtual and only the 10% is by attending the place.

- **Strengths**
 - ✓ High quality of education
 - ✓ Worldwide recognition
 - ✓ Multinational
 - ✓ Busiest in its field of learning
 - ✓ It is available 24 hours a day, 7 days a week
 - ✓ Personalized classes
 - ✓ There is no access restrictions

- **Weaknesses|**
 - ✓ Essential to have prior knowledge of the English language
 - ✓ virtual education

- ✓ Essential internet Access
- ✓ Computers with Modern processors
- ✓ High proficiency
- ✓ New form of education
- ✓ Self-learning

2.4 Marketing analysis

Bearing in mind the characteristics of the clients who shape the target market and the analysis realized to the competition, the Global Business International's strategies of marketing are designed and developed, so they can apply it as soon as the business starts. There were analyzed Strategies related to the design of the product, the prices, the distribution that was implemented and the promotion of the product.

- **To support a sense of constant innovation in our virtual platforms according to the Definition of E-learning (2011), it order to be current on the market as Leading Corporation of E-Learning in learning of English, breaking at the same.**

The products and services of Global International Business must be focused not only in the success of learning the English language, but to the constant innovation of its virtual platforms to attract more customers and to demonstrate the facility in the use of the technology to learn English.

How to do it?

- ✓ To implement continuously advanced software that allows quicker navigation, with interactive content, which allows making longer and practical meetings.
 - ✓ To give a free service for a few hours to the persons that are interested in buying the service, so that they know the way in which it works, adapt them and familiarize them with the platform using and developing exercises with the accompaniment of the teachers.
- **To maintain it's simple and high-impact advertising strategy.**

Undoubtedly the advertising campaigns that the company develops will allow a position and an approach to all those persons who identify with this educational model to learn English. According to Ministry of education (2015) the virtual learning environments have allowed across the time and the technological advances, not only for the use of ICT but to create an education with the purpose of build a new method of teaching-learning.

How to do it?

- ✓ Developing TV/radio commercials with this top concept of learning that the company offers, in addition to the viral publicity that develops on many pages in Internet for thus to emphasize the message of which now it is possible to study English through Internet, from any place and with the best hardware. Also all the comments that it is possible to generate from the users who already use the program of Global Business International.

- **To expand the position of the company in other countries different from Latin America that has the need of knowledge of the English language. The success and position that Global International Business has had in Colombia can expand towards other places of the world that also have a need to learn English to improve his quality of life. As Romero (2005) said the introduction of the English teaching process contributes to the requirements as personal as academically, which allows to perform successfully in areas of education, cultural, scientific, technology and working environments.**

How to do it?

- ✓ With the investment capacity that Global International Business has, the ideal thing is to start selling the access to the platform and its characteristics of massive form.

We will develop software that allows the people customized it according to their preferences and their needs. In such a way the company will get more users.

- **To generate strategic alliances with institutions of higher education to support the service, ensure their quality and enhance its position and credibility.**

In order to stay current and expanding its target market, we can make alliances that will allow Global International Business sustainability of the product, with low cost, using these technological platforms of each institution, offering programs for the students.

How to do it?

- ✓ To establish communication channels with the Universities with more emphasis from the country, in order to offer an exchange of services that allows the university population the access to Global Business International, obtaining direct benefits. Generating with these in addition to confidence, more publicity.
- **To develop new multimedia resources that motivates the development and completion of the program by the students.**

To apply the teaching of the English language in a virtual form with an accessible way for every public, according to Hurtado (2011) it is needed an approach to the technological platforms, showing them more friendly and easy to use form.

How to do it?

- ✓ As Aguirre (2013) said, to generate an introductory not obligatory, nor only to the English program and the need to learn it but also to the use of the computer and the Internet through interactive games that should teach to the least qualified users about how use of efficient form of the technological resources of the program.

- **To generate custom programs. In order to diminish the desertion in the early stages of the learning program, there must be established control panel that allow establishing the grade of knowledge of every student in order to locate it in the suitable level and to generate courses that allow him or her to advance in a positive way in the course.**

How to do it?

- ✓ To develop control panel in the program of software that allows the platform and the student to know the grade of advance in the modules, redesigning them to achieve the goal

- **To extend and to develop new channels of communication more efficient than the current ones. Considering the importance of obtaining a feedback in the learning**

process, in order to develop well the advances in programs and learning, one needs new channels that allow a more personal contact to the final user.

How to do it?

- ✓ Through the on-line chats 24/7 or telephone resources without additional cost to attend the doubts or experiences of the users during their learning, making possible a direct and bilateral conversation between the company and its users to give opportune feedback and solution of any doubts in an immediate way.
- ✓ To implement centers of experience of Global International Business in the principal cities of the countries to have a direct contact with current and potential clients managing to generate the opportunity to interact with the platform and to have a consultancy personalized for every person.
- **To develop applications for mobile devices, to offer accessibility in any moment and in any place and bearing in mind the current world dynamics, we consider the development of applications to be a key factor for phones and tablets.**

How to do it?

- ✓ To manage developments of software that generates dynamic and interactive applications for the achievement of practical activities and complements the courses. In addition to be updatable.

2.5 Why the best option is Global International Business?

Virtual education offers a lot of advantages as having native teachers for the ongoing course, classes 24/7, unlimited access for the ongoing program, commitment with the environment, time management, English business emphasis, individual follow up, pc and mobile app usage. Besides offering a service which may change the student's life, it wants to find the need not just in the people, but in the companies; taking them as organizations; in other words, Global International Business claims to offer not just an individual service, but a company service.

We want companies to offer to their employees the opportunity to grow not only intellectually, but each one with their knowledge and skills accomplish to contribute to the ongoing improvement of the company that involves the accelerated and successful development for the same one with the purpose of finding objectives and achieving common goals, which allow the country a daily meaningful progress, always pretending that everything that starts as something really simple becomes in an important fact and achieve to contribute to the nation in a representative and substantial way.

Taking into account our marketing study we found the fact that we can better offer a learning program for entire organizations, reason why we have been investing our earnings after our first labour year into a new business campaign which sales the program

to companies and organizations instead of doing it to individual people. This project will be financed in the following way:

Table 5 – Reinvestment of the Capital

REINVESTMENT OF THE CAPITAL OF 1 YEAR CORPORATE CLIENTS		
Advertising	25%	14.487.612
Marketing study	20%	11.590.090
Hardware and software (improvement)	30%	17.385.135
New Line of Business (Opening)	25%	14.487.612
TOTAL INVESTMENT	70%	57.950.449

Chapter III: Technical Analysis

3.1 Procedures in the company

- **Production**

The Company sells the access to the webpage giving to the customer the credentials, username and password. For the above the process of creation, processing and final production is taken into account with ideas and strategies previously planned by people in the Production Department. Each updated in the web page takes 5 days and, in that way, the webpage is in continuous updates

Stages

- ✓ To Search for the necessary information, as much as possible

- ✓ To Determine topics to present and organize the information
- ✓ To Creation of the web page
- ✓ To Review the topics and quality control
- ✓ To Creation of the welcome letter

- **Advertising**

The advertising process is created in order to get the attention of the public and the possible customers trying to keep them as real customers. The idea is create loyalty and trust in the people that are going to be the ones that will get the product.

Stages

- ✓ To Demonstrate to the consumers that their needs or requirements can be satisfied efficiently and effectively
- ✓ To Educate the customer about the advantages of the new product they can get in the market
- ✓ To Determine the difference between the product that will be launched to the market and the ones that are already in it
- ✓ To Present the use and the purpose of the product
- ✓ To Generate loyalty and recognition in the market

- **Quality control**

Before delivering the credentials, a review will be done in order to verify and evaluate the content, taking into account copyright and plagiarism.

Stages

- ✓ To Review the topics in the webpage
- ✓ To Verify copyright and plagiarism
- ✓ To Check the credentials, user and password

- **Sales**

The company will have just one main office which will be at the same time the administrative, productive and customer service office. However, this office will not be the only attention point; there will be attention stands in malls throughout the city in order to cover the whole city.

Stages

- ✓ To Make contact and create a relationship with the customer
- ✓ To Define, detect, collect and confirm the customer situation about the requirements, motivations and reason of the purchase

- ✓ To Convince the buyer to acquire the product creating the need and presenting the corresponding arguments
- ✓ To Determine how the seller can respond to the objections of the customer
- ✓ To Close the relationship created during the sale and purchase of the product politely and successfully
- ✓ To Make a self-evaluation regarding the process previously developed by taking into account an SWOT analysis

The people that will work for Global International Business will be enthusiastic, eager to transform dreams into realities, people with initiative and autonomous; with own growing desire, setting goals and carry them out. They will be creative, innovative and inspired who are available to work individually or as a team, people responsible and with values, effective, they will be able to take risks and make decisions.

3.2 Functional areas

- **General management**

This department is responsible for managing the money in the company in terms of revenues and costs, which means that it handles all the functions of Marketing, Sales, Finance and Human Resources for everyday operations. It is also the one who determines the planning, the organization, the direction and the implementation of any action.

Roles and Responsibilities

- ✓ Control de money

- ✓ Save
- ✓ Invest
- ✓ Plan
- ✓ Organize
- ✓ Direct
- ✓ Execute
- ✓ Make decisions
- ✓ Make changes
- ✓ Make things happen.

- **Financial department**

This department is in charge of the optimum control, the management of economic and financial resources of the company, this includes obtaining the monetary internal and external resources needed to achieve the goals and targets. At the same time, it generates ideas that provide help to the process of acquiring the external resources within short periods of time.

Roles and Responsibilities

- ✓ Financing
- ✓ Control and surveillance
- ✓ Credit and collections

- ✓ Taxes

- **Human resources**

This is the area in charge of the efficient and effective direction of the human resource of the company. Among the main roles of this department are recruitment and selection of staff capabilities, responsibilities and according to each job title, the motivation, training and evaluation of the personnel. It will also be in charge creating of a comfortable working environment for the development of different activities.

Roles and Responsibilities

- ✓ Recruitment and employment
- ✓ Training
- ✓ Wages and salaries
- ✓ Labor relations
- ✓ Services and social benefits
- ✓ Hygiene and safety
- ✓ Planning of human resources

- **Production department**

It is the department in charge of transforming the raw material in finished products and services, using the human resources, economics, tools and materials required for the elaboration of these products. Among the main roles are the maintenance and repairing of machinery, product in process, finished product and quality control.

Roles and Responsibilities

- ✓ Product design
 - ✓ Test engineering
 - ✓ Marketing assistance
 - ✓ Industrial engineering
 - ✓ Planning and control of the production
 - ✓ Manufacturing
 - ✓ Quality control
- **Technical support and customer service department**

This area is in charge of maintenance and repair of the products. At the same time, it is the department which provides solutions and answers to the customers' needs within the next 24 hours, providing not just customer service but customer experience.

Roles and Responsibilities.

- ✓ Resolve the issue.
- ✓ Give answer to each customer's question.
- ✓ Provide good customer service and customer experience.

- **Marketing / sales department**

This is the area in charge of guiding goods and services from the product until the consumer or final user. Among the main roles are market research, packaging, labeling, branding, delivery, selling the products, pricing, deals and advertising.

Roles and Responsibilities

- ✓ Market research
- ✓ Planning and development of the product
- ✓ Pricing
- ✓ Delivery and logistic
- ✓ Sales
- ✓ Communication

Chapter IV: Investment Study

Table 6 – Initial Loan

Global International Business						
Amount	50,000,000.00	Pesos		Annual interest	10.30%	TEA
Quotas	60	Monthly		Monthly interest	0.82%	TEM
System	French			Capital	2	Months
Quotas	Capital	Interest charges	Import quota	Balance	VAT over interests	Total amount to pay
Initial balance	50,000,000.00	0.82		50,000,000.00		
1	-	410,146.98	410,146.98	50,000,000.00	-	410,146.98
2	-	410,146.98	410,146.98	50,000,000.00	-	410,146.98
3	676,661.12	410,146.98	1,086,808.10	49,323,338.88	-	1,086,808.10
4	682,211.73	404,596.37	1,086,808.10	48,641,127.15	-	1,086,808.10
5	687,807.87	399,000.23	1,086,808.10	47,953,319.28	-	1,086,808.10
6	693,449.92	393,358.18	1,086,808.10	47,259,869.36	-	1,086,808.10
7	699,138.25	387,669.85	1,086,808.10	46,560,731.12	-	1,086,808.10
8	704,873.23	381,934.87	1,086,808.10	45,855,857.88	-	1,086,808.10
9	710,655.27	376,152.83	1,086,808.10	45,145,202.61	-	1,086,808.10
10	716,484.73	370,323.37	1,086,808.10	44,428,717.88	-	1,086,808.10
11	722,362.01	364,446.09	1,086,808.10	43,706,355.87	-	1,086,808.10
12	728,287.50	358,520.60	1,086,808.10	42,978,068.37	-	1,086,808.10
13	734,261.60	352,546.50	1,086,808.10	42,243,806.77	-	1,086,808.10
14	740,284.70	346,523.40	1,086,808.10	41,503,522.07	-	1,086,808.10
15	746,357.21	340,450.88	1,086,808.10	40,757,164.85	-	1,086,808.10
16	752,479.54	334,328.56	1,086,808.10	40,004,685.31	-	1,086,808.10
17	758,652.08	328,156.02	1,086,808.10	39,246,033.23	-	1,086,808.10
18	764,875.26	321,932.84	1,086,808.10	38,481,157.97	-	1,086,808.10
19	771,149.49	315,658.61	1,086,808.10	37,710,008.49	-	1,086,808.10
20	777,475.18	309,332.92	1,086,808.10	36,932,533.31	-	1,086,808.10
21	783,852.76	302,955.34	1,086,808.10	36,148,680.55	-	1,086,808.10
22	790,282.66	296,525.44	1,086,808.10	35,358,397.89	-	1,086,808.10
23	796,765.30	290,042.80	1,086,808.10	34,561,632.60	-	1,086,808.10
24	803,301.11	283,506.98	1,086,808.10	33,758,331.48	-	1,086,808.10
25	809,890.55	276,917.55	1,086,808.10	32,948,440.94	-	1,086,808.10
26	816,534.03	270,274.07	1,086,808.10	32,131,906.91	-	1,086,808.10
27	823,232.01	263,576.09	1,086,808.10	31,308,674.90	-	1,086,808.10
28	829,984.93	256,823.17	1,086,808.10	30,478,689.97	-	1,086,808.10
29	836,793.25	250,014.85	1,086,808.10	29,641,896.72	-	1,086,808.10
30	843,657.41	243,150.69	1,086,808.10	28,798,239.31	-	1,086,808.10
31	850,577.88	236,230.22	1,086,808.10	27,947,661.43	-	1,086,808.10
32	857,555.12	229,252.98	1,086,808.10	27,090,106.31	-	1,086,808.10
33	864,589.59	222,218.51	1,086,808.10	26,225,516.71	-	1,086,808.10
34	871,681.77	215,126.33	1,086,808.10	25,353,834.94	-	1,086,808.10
35	878,832.12	207,975.98	1,086,808.10	24,475,002.82	-	1,086,808.10
36	886,041.13	200,766.97	1,086,808.10	23,588,961.69	-	1,086,808.10
37	893,309.27	193,498.83	1,086,808.10	22,695,652.42	-	1,086,808.10
38	900,637.03	186,171.07	1,086,808.10	21,795,015.39	-	1,086,808.10
39	908,024.90	178,783.19	1,086,808.10	20,886,990.48	-	1,086,808.10
40	915,473.38	171,334.72	1,086,808.10	19,971,517.10	-	1,086,808.10
41	922,982.95	163,825.15	1,086,808.10	19,048,534.15	-	1,086,808.10
42	930,554.12	156,253.98	1,086,808.10	18,117,980.03	-	1,086,808.10
43	938,187.40	148,620.70	1,086,808.10	17,179,792.62	-	1,086,808.10
44	945,883.30	140,924.80	1,086,808.10	16,233,909.32	-	1,086,808.10
45	953,642.32	133,165.78	1,086,808.10	15,280,267.00	-	1,086,808.10
46	961,464.99	125,343.11	1,086,808.10	14,318,802.01	-	1,086,808.10
47	969,351.83	117,456.27	1,086,808.10	13,349,450.18	-	1,086,808.10
48	977,303.37	109,504.73	1,086,808.10	12,372,146.81	-	1,086,808.10
49	985,320.13	101,487.97	1,086,808.10	11,386,826.68	-	1,086,808.10
50	993,402.65	93,405.45	1,086,808.10	10,393,424.04	-	1,086,808.10
51	1,001,551.47	85,256.63	1,086,808.10	9,391,872.57	-	1,086,808.10
52	1,009,767.14	77,040.96	1,086,808.10	8,382,105.43	-	1,086,808.10
53	1,018,050.20	68,757.90	1,086,808.10	7,364,055.24	-	1,086,808.10
54	1,026,401.20	60,406.90	1,086,808.10	6,337,654.04	-	1,086,808.10
55	1,034,820.71	51,987.39	1,086,808.10	5,302,833.33	-	1,086,808.10
56	1,043,309.28	43,498.82	1,086,808.10	4,259,524.05	-	1,086,808.10
57	1,051,867.48	34,940.62	1,086,808.10	3,207,656.57	-	1,086,808.10
58	1,060,495.89	26,312.21	1,086,808.10	2,147,160.68	-	1,086,808.10
59	1,069,195.07	17,613.03	1,086,808.10	1,077,965.61	-	1,086,808.10
60	1,077,965.61	8,842.49	1,086,808.10	-0.00	-	1,086,808.10

Table 7 – Assumptions

Global International Business
Assumptions
The initial investment for the development of the program will be of \$ 80.000.000 \$ 50.000.000 \$ lending and 30.000.000 \$ ov
441 inscriptions are predicted for the first year with a growth of 6 %
The cashing of the registrations realizes 70 % of counted and 30 % on credit with interests of 18 % annual cash
The Hosting or platform will be hired for our users with growth of 6 % since it depends on the growth of selling
The payment of costs and expenses they will do of counted
Salaries are estimated at the price of \$ 515.560.996 the 85% will be for technical services and the 15% for administrative expen
other expenses are estimated at the price of \$ 236.236.665
The bank loan will be paid during the next 5 years to a monthly valuation of interests of .82 %
1.5 % of the selling will be destined in publicity
The tax rate will take the current one of 25 % of revenue and 9 % of CREE for a whole of 34 %
The rate of the PV and the IRR will be of 4.9 % base on the GDP growth of the country plus a rate of the country risk of 1.87 %, plus market risk of 6 % insurance of 12 %.
The 6 % of the sales will be invested in the system and equipments improvement

Table 8 – Assets

GLOBAL INTERNATIONAL BUSINESS								
ASSETS								
FIXED ASSETS				Amortización Year	Amortización Month	Amortización Year 1	Amortización Year 2	Amortización Year 3
MAQUINARIA		20,000,000	5	4,000,000	333,333	4,000,000	4,000,000	4,000,000
EQUIPOS INFORMATICOS PROCESAMIENTO DE DATOS		20,000,000	5	4,000,000	333,333	4,000,000	4,000,000	4,000,000
MOBILIARIO Y ENCERES		5,000,000	10	500,000	41,667	500,000	500,000	500,000
CONSUMIBLES DE PAPERIA		800,000	3	266,667	22,222	266,667	266,667	266,667
WORKING CAPITAL								
DESARROLLO DE SOFTWARE		6,000,000	3	2,000,000	166,667	2,000,000	2,000,000	2,000,000
Intangible								
HOSTING		20,000,000	1	20,000,000	1,666,667	20,000,000	-	-
		71,800,000				30,766,667	10,766,667	10,766,667

Chapter V: Income and Expense Study

Table 9 – Expenses

Other expenses	Año 1	Año 2	Año 3	Año 4	Año 5
Salaries of Administration	\$36,089,270	\$36,934,778	\$37,800,909	\$38,688,185	\$39,597,145
Commercial salaries	\$41,244,880	\$42,211,175	\$43,201,039	\$44,215,069	\$45,253,880
publicity	\$15,165,135	\$16,075,043	\$17,039,546	\$18,061,918	\$19,145,634
Other administrative and sale expenses	\$187,036,665	\$192,647,765	\$198,427,198	\$204,380,014	\$210,511,414
interest payments	\$4,666,443	\$3,821,960	\$2,872,327	\$1,824,882	\$669,550
Income taxes	\$0	\$44,486,151	\$67,825,026	\$82,629,074	\$99,012,895
Total Other expenses	\$284,202,393	\$336,176,873	\$367,166,045	\$389,799,143	\$414,190,518

Table 10 – Budgets of Sale

GLOBAL INTERNATIONAL BUSINESS					
BUDGETS OF SALE					
	2015	2016	2017	2018	2019
Enrolments					
Course 1 month of subscription	76	81	85	91	96
Course 6 months of subscription	80	85	90	96	101
Course 1 year of subscription	97	103	109	116	122
Course 18 months of subscription	87	92	97	103	109
Course 2 years subscription	101	107	114	121	128
Enrolment price					
Course 1 month of subscription	190,000	190,000	190,000	190,000	190,000
Course 6 months of subscription	1,140,000	1,140,000	1,140,000	1,140,000	1,140,000
Course 1 year of subscription	2,090,000	2,090,000	2,090,000	2,090,000	2,090,000
Course 18 months of subscription	3,230,000	3,230,000	3,230,000	3,230,000	3,230,000
Course 2 years subscription	4,180,000	4,180,000	4,180,000	4,180,000	4,180,000
TOTAL	1,011,009,000	1,071,669,540	1,135,969,712	1,204,127,895	1,276,375,569

COLLECTION BUDGET					
YEARS	2015	2016	2017	2018	2019
Cash (70%)	707,706,300	750,168,678	795,178,799	842,889,527	893,462,898
Credit (30%)	303,302,700	321,500,862	340,790,914	361,238,369	382,912,671
Interests (18%)	54,594,486	57,870,155	61,342,364	65,022,906	68,924,281
Entire credit	357,897,186	379,371,017	402,133,278	426,261,275	451,836,951
TOTAL	1,065,603,486	1,129,539,695	1,197,312,077	1,269,150,801	1,345,299,850

TOTAL BUDGET OF SALE					
	2015	2016	2017	2018	2019
Course 1 month of subscription	14,440,000	15,306,400	16,224,784	17,198,271	18,230,167
Course 6 months of subscription	91,428,000	96,913,680	102,728,501	108,892,211	115,425,743
Course 1 year of subscription	202,730,000	214,893,800	227,787,428	241,454,674	255,941,954
Course 18 months of subscription	279,395,000	296,158,700	313,928,222	332,763,915	352,729,750
Course 2 years subscription	423,016,000	448,396,960	475,300,778	503,818,824	534,047,954

Chapter VI: Financial Study

Table 11 – Balance Sheet

GLOBAL INTERNATIONAL BUSINESS			
Balance Sheet since 01/01/2015 to 31/12/2015			
Assets		Liabilities	
Cash	162,786,355	Financial obligations	
Credits		Salaries ans social security	
		Taxes payable	44,486,151
		Current liability	44,486,151
Current Asset	162,786,355	Loans	42,978,068
		No-current liability	42,978,068
		TOTAL LIABILITIES	87,464,219
		Net Equity	
Goods	71,800,000	Funds	30,000,000
Amortization	-30,766,667	Outcome	86,355,469
No-current asset	41,033,333		116,355,469
Total Asseet	203,819,689	Total liabilities + equity	203,819,689
Legal Representative		Statutory Auditor	Accountant
Jeimmy parra		Angie De la Hoz	Maria Perdomo
CC 1.019.098.158		123654-T	123455-T

Table 12 – Income statement

GLOBAL INTERNATIONAL BUSINESS					
Income Statement since 01/01/2015 to 31/12/2015					
	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	1,011,009,000	1,071,669,540	1,135,969,712	1,204,127,895	1,276,375,569
Cost of sales	559,132,266	563,296,764	576,019,521	590,018,662	604,613,162
GROSS INCOME	451,876,734	508,372,776	559,950,191	614,109,234	671,762,407
Salaries of Administration	36,089,270	36,934,778	37,800,909	38,688,185	39,597,145
Commercial salaries	41,244,880	42,211,175	43,201,039	44,215,069	45,253,880
publicity	15,165,135	16,075,043	17,039,546	18,061,918	19,145,634
Other administrative and sale expense	187,036,665	192,647,765	198,427,198	204,380,014	210,511,414
Depreciation and amortization	30,766,667	10,766,667	10,766,667	8,500,000	8,500,000
Invested in the system and equipr	60,660,540	64,300,172	68,158,183	72,247,674	76,582,534
Total Other Expenses	370,963,156	362,935,601	375,393,541	386,092,860	399,590,607
PROFIT BEFORE TAXES	80,913,578	145,437,175	184,556,650	228,016,373	272,171,800
taxes					
Other income interests	54,594,486	57,870,155	61,342,364	65,022,906	68,924,281
interest payments	4,666,443	3,821,960	2,872,327	1,824,882	669,550
PROFIT BEFORE TAXES	130,841,620	199,485,370	243,026,687	291,214,397	340,426,530
Taxes	44,486,151	67,825,026	82,629,074	99,012,895	115,745,020
NET INCOME	86,355,469	131,660,344	160,397,614	192,201,502	224,681,510
Representante legal		Revisor fiscal		Contador	
Jeimmy parra		Angie De la Hoz		Maria Perdomo	
CC 1.019.098.158		123654-T		123455-T	
Tasa de Impuesto a las ganancias	34.00%				

Table 12 – Cash Budget

GLOBAL INTERNATIONAL BUSINESS					
THE CASH BUDGET					
	2015	2016	2017	2018	2019
INVESTMENT	80,000,000				
Income	707,706,300	750,168,678	795,178,799	842,889,527	893,462,898
Accounts receivable	303,302,700	321,500,862	340,790,914	361,238,369	382,912,671
Interests	54,594,486	57,870,155	61,342,364	65,022,906	68,924,281
TOTAL INCOME	1,065,603,486	1,129,539,695	1,197,312,077	1,269,150,801	1,345,299,850
EXPENSES					
Asset purchase	71,800,000				
salaries administrative and technical	438,226,846	448,493,738	459,011,039	469,785,109	480,822,475
Hosting's rental	51,705,420	54,807,745	58,096,210	61,581,983	65,276,901
Other production expenses	69,200,000	59,995,280	58,912,272	58,651,570	58,513,785
Paymnets	7,021,932	9,219,737	10,169,370	11,216,815	12,372,147
Depreciation and amortization	-	-	-	-	-
Invested in the system and equipments improvement	60,660,540	64,300,172	68,158,183	72,247,674	76,582,534
Salaries of Administration	36,089,270	36,934,778	37,800,909	38,688,185	39,597,145
Commercial salaries	41,244,880	42,211,175	43,201,039	44,215,069	45,253,880
publicity	15,165,135	16,075,043	17,039,546	18,061,918	19,145,634
Other administrative and sale expenses	187,036,665	192,647,765	198,427,198	204,380,014	210,511,414
interest payments	4,666,443	3,821,960	2,872,327	1,824,882	669,550
Taxes	-	44,486,151	67,825,026	82,629,074	99,012,895
TOTAL EXPENSES	982,817,131	972,993,546	1,021,513,119	1,063,282,293	1,107,758,361
CASH FLOW	82,786,355	156,546,149	175,798,958	205,868,509	237,541,489

YEAR	TOTAL INCOME	TOTAL EXPENSES	CASH FLOW
YEAR 1	1,065,603,486	982,817,131	82,786,355
YEAR 2	1,129,539,695	972,993,546	156,546,149
YEAR 3	1,197,312,077	1,021,513,119	175,798,958
YEAR 4	1,269,150,801	1,063,282,293	205,868,509
YEAR 5	1,345,299,850	1,107,758,361	237,541,489

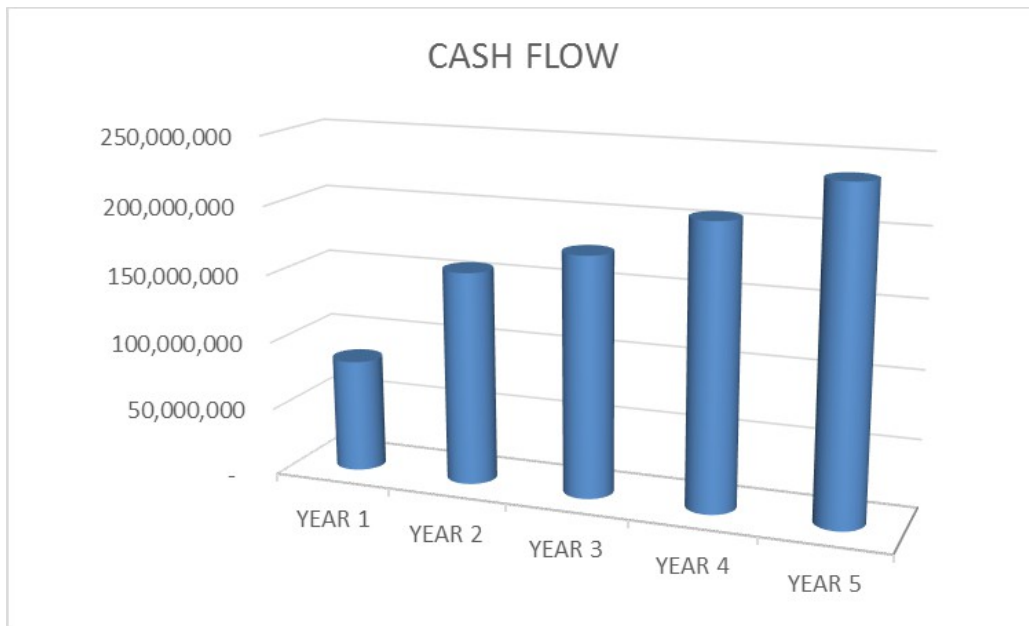
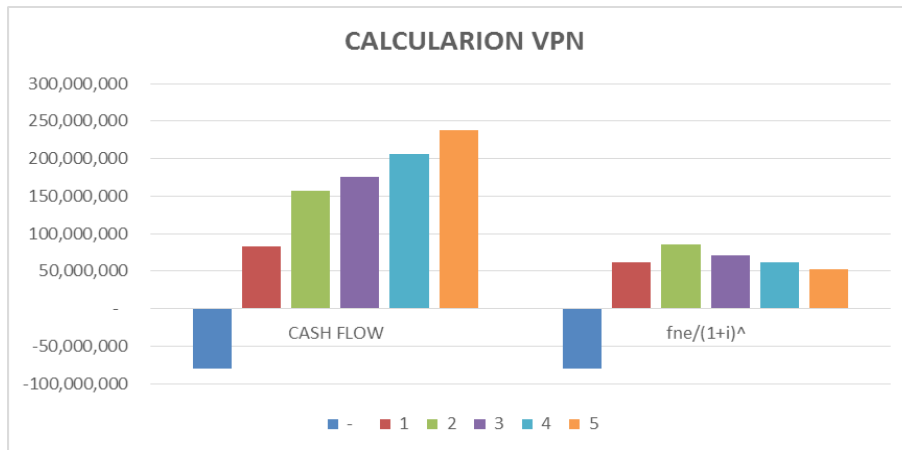


Table 13 – NPV and IRR Table

GLOBAL INTERNATIONAL BUSINESS								
ASSESS NPV (net present value) Y IRR (internal rate of return)				PERIODS	5	INTERNAL RATE OF RETURN		
PERIOD	CASH FLOW	(1+i)^	fne/(1+i)^	DISCOUNT RATE	35.00%	DISCOUNT RATE	NPV	
-	- 80,000,000		- 80,000,000	PERIOD	ANUAL	0%	778,541,460	
1	82,786,355	1.35	61,323,226			5%	648,186,373	
2	156,546,149	1.82	85,896,378			10%	544,823,202	
3	175,798,958	2.46	71,452,099			15%	461,756,273	
4	205,868,509	3.32	61,980,467			20%	394,180,062	
5	237,541,489	4.48	52,974,959			25%	338,589,022	
TOTAL			253,627,130			30%	292,387,518	
NPV			253,627,130			35%	253,627,130	
						40%	220,826,675	
						50%	168,802,118	
						90%	57,957,165	
						145%	-	
						300%	- 45,736,270	
						400%	- 55,369,088	
						IRR	145.36%	



Conclusion of the project

Based on the development of this project, we were able to recognize the importance of studying a field like Modern Languages. This field is not only focused solely on the study of languages; but, it also has the advantage of studying fields such as Administration and Management. This project had its roots on the idea of creating an enterprise where people can develop, in an intensive and simultaneously way, two approaches of our study field; Languages and Administration.

With the implementation of Global International Business, we sought for the satisfaction of an ongoing need in society like the learning of a second language focused on the business area. And, with this generated knowledge, it will contribute to the development and growth of local and national economy.

We conclude that the accomplishment of this type of projects allows students to demonstrate that the acquired experiences and knowledge during this period enriched their intellect and are encouraging for their professional life.

Conclusions of the thesis

For Global International Business it has been enriching and important to develop this project since it has allowed to its participants to share a lot of knowledge not only at a professional level but personnel.

The development of the Project has deserved big effort and dedication; although it has not been easy to overcome the disadvantages that have appeared, it has been a learning process that bore strengths on all humanistic aspects and successfully reached all the expectations we had in regards to the process.

It is important to mention that thanks to the development of this thesis, we have obtained the necessary bases to start and to carry out a successful project in the real life. One of the main aims that were fulfilled, it is to create a project that satisfies the needs of a community and could be taken to the real life; that is why now, we are very proud to reach successfully this project

Further recommendations

The administrative classes that ECCI University provides us in their Modern Languages career are an advantage that should be implemented in different institutions. It is not relevant only to have knowledge of a foreign language, but to know the ways of applying this knowledge to real life situations.

It is important to bear in mind that one of the most relevant characteristic, of every project that pretends to create an enterprise, is its viability and its period of execution in the medium term. The effort and dedication that students implement to the development of these kinds of projects should be rewarded by the government by helping their fulfillment.

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