

The slide features a solid blue background. On the left and right sides, there are decorative geometric patterns composed of overlapping, colorful shapes (yellow, pink, blue, and grey) that resemble stylized arrows or chevrons pointing towards the center.

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Industry

Language Translation Technology Industry

Objective: Global Transoid will promote this unique product to achieve Instant communication

Goal: Make a difference and eliminate the language barrier

***Manufacture the G-diom**

Marketing Strategy

Mission: Facilitate communication around the world

❖ Who benefits?

- Foreign exchange students
- Doctors
- Travelers
- International Corporations

❖ Promotional Strategy:

- Social Media
- School flyers
- Medical and business magazines
- Newspaper

❖ Sales Plan:

- Business to wholesale
- Business to business



Marketing strategy cont.

My competition

- Interpreters
- Other software
 - Google Translate

Certified Full day \$412

Language skilled \$198

<http://www.uscourts.gov/FederalCourts/UnderstandingtheFederalCourts/DistrictCourts/CourtInterpreters/ContractInterpretersFees.aspx>

Production and Manufacturing

❖ Who will I hire?

- 5 Employees in total
 - 1 from Imperial Valley, 2 from San diego, 2 from Los Angeles,
 - Manage software and hardware staff

❖ Outsource production to Asia

- Hardware production

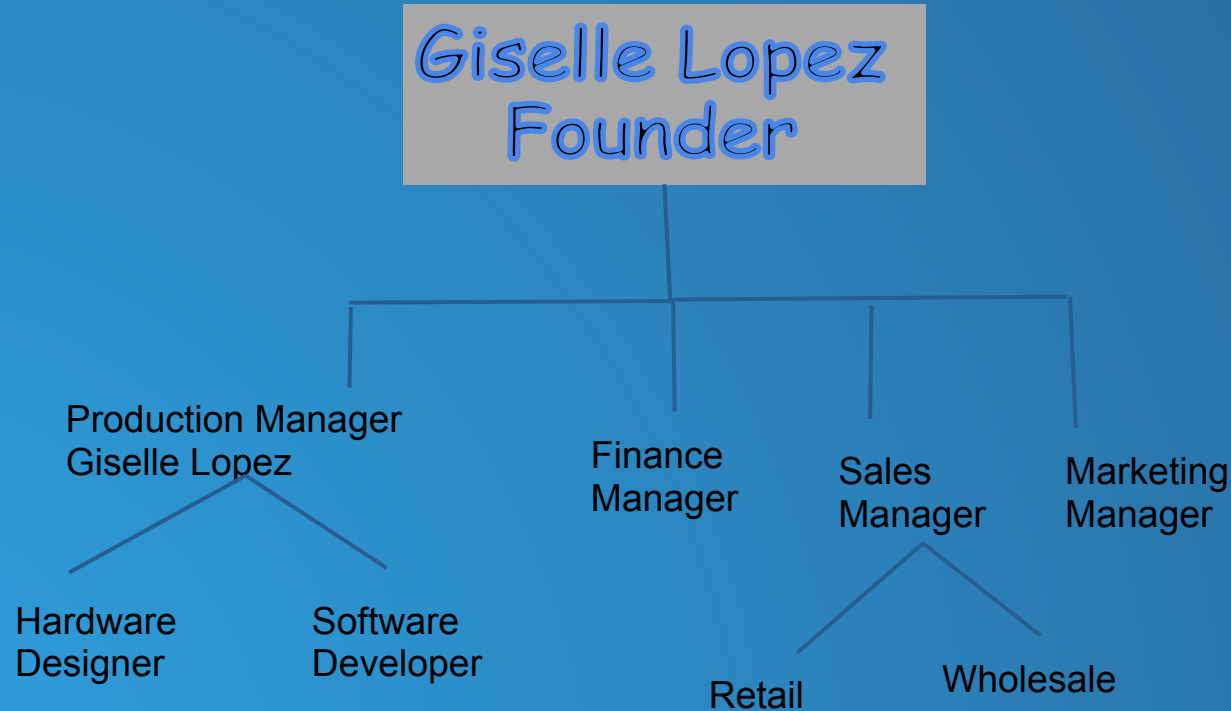
❖ Outsource to Latin America

- Software development

How will my clients receive their G-diom?

The product will be sent to a warehouse, then UPS will deliver

Management Organization Chart



Community and solutions

- Communication between doctors and patients
- No time loss
- Improve communication among immigrants.
- Improve cultural competencies



Financial Management

Income Statement (annual)

Income before Taxes

- Sales of goods
\$ 20,000,000 per year
- Checking and savings
account interest

\$2,500

Total Income \$20,002,500

Expenses

Fixed Expenses

Rent/mortgage \$

- Monthly rent/mortgage (office)
\$ 24,000 per year
- Sub Total \$ 24,000

Overhead

- Liability insurances \$ 3,000
 - Employee Benefits \$ 75,000
 - Payroll \$ 500,000
- Sub Total \$ 578,000

Variable Expenses

Cost of goods and/or services

- Cost to manufacture \$ 14,000
- Payroll Cost \$ 500,000
- Finance Manager
- Sales Manager
- Marketing Manager
- Hardware Designer
- Software Designer
- Retail
- Wholesale

Sub Total \$ 514,000

Transportation

- UPS(2nd day Air) \$250,000
- Sub Total \$ 250,000

Maintenance

- Cleaning Supplies \$ 300
 - Janitorial services\$ 300
- Sub Total \$ 600

Communication services

- Internet \$ 600
 - Cellular telephone\$ 400
- Sub Total\$1,600

GRAND TOTAL \$ 21,370,700

First year losses : \$ -1,368,200

Break Even in 2 years

Financial Management cont.

Personal Budget

Annual Income

- Income \$ 50,000
- Interest and dividends \$ 500
- Savings \$ 2,500
- Tax refunds \$ 2,000
- Total Resources \$ 54,500

Annual Expenses

- Student Loan Payment\$ 4,000
- Rent/Mortgage \$ 12,000
- Insurance \$ 3,600

- Utilities \$ 3,600
 - Communication services \$ 600
 - Food/beverages \$ 5,000
 - Transportation \$ 4,800
 - Laundry \$ 520
 - Personal miscellaneous \$ 1,000
 - Personal attire \$ 4,800
 - Entertainment \$ 2,400
 - Household \$ 1,000
 - Gifts \$ 1,000
- Total Expenses \$ 44,320



GLOBAL TRANSOID

Travel without frontiers in your own language.
Have the world at your hands.