

Nadel builders and homesite reality essay sample



**ASSIGN
BUSTER**

The need for an effective communication is indeed important in today's technological world especially in different forms of business that requires advertisements to promote their featured-products. Since the proponents are aware of the current trends of delivering services through the internet they offered an easier way to advertise a product which is through the help of online information system. This study is focusing more on the dissemination of information in advance way unlike the real estate business that nowadays which are still using leaflets or brochures to feature their products which is very conventional way. The increasing demand of this technologically based society gives idea to the proponents to upgrade and modify the way the company offers their products to the target market. NADEL Builders and Homesite Realty is a Christian - Family business. NADEL came from the name of the owners, " NA" stands for Nathalie Balao and " DEL" for Rodel Sarino. It started April 2007 as a sole proprietorship business, a month after, and it became partnership of the aforementioned people and founded their office on its present location. The company is located at Daang Amaya 1, A. Soriano Hi-way, Tanza, Cavite.

It was founded in December 2007. It is owned by Mr. Rodel Sarino and Ms. Nathalie Balao. The following persons are the trusted personnel of the owner that mans the smooth operation of the company: Mr. John Barry Tecson (Management Information System); Mr. Emer Antonio (Liaison Office); and Atty. Adel Bert Allan (Legal Department). NADEL Builders and Homesite Realty is an establishment that sells estate to people. At present, the company has two projects: the Promise Land that has 3. 2 hectares and Villa Francisca that has 2. 8 hectares of lawn lot. The target market of the NADEL

Builders and Homesite realty are the families who are looking for a home which they can call their own. They are catering their services to those who are interested in investing into houses, likewise since they know how time is valuable by their customers they try to create an Online Information System wherein they can schedule their visits in accordance to their convenience. In totality, NADEL Builders and Homesite Realty is extending their capabilities to render the service in the most effective and accessible manner.

Since the access of the internet is within the fingertips of everyone around the globe, they can also extends their service to the OFW and other foreign customers that are interested in the projects NADEL Builders and Homesite Realty are offering, with the help of Online Information System they are able to seek thorough and in depth evaluation about the projects they are willing to invest with. The proponents who wanted to make an Online Information System identified problems during the course of interview with the manager Mr. Rodel Sarino regarding with the dissemination of information about their real estate business and the availability of the options, description and the cost of lot to the target market. The manager mentioned that they took lots of time, money and manpower to distribute leaflets and brochures featuring their offered products. The proponents wanted to offer an alternative way to create an online information system that will provide opportunity to the company to meet the needs of their clients in a more accessible way. This project will promote expansion in terms of the company's ability to disseminate information in a larger market through the help of this online service.

2. 2 Statement of the Problem

1. 2. 1 General Problem

* How to develop an Online Information System for the NADEL Builders and Homesite Realty? * The main problem of the proponent is how to develop an Online Information System for NADEL Builders and Homesite Realty since the company does not have an existing website.

1. 2. 2 Specific Problems

* How will the system provide an alternative way of disseminating information about NADEL Builders and Homesite Realty? * The company only disseminates information through billboards, fliers and agents. Mr. Rodel Sarino, the general manager, wanted to have another way of disseminating information in a much faster way to ease up and reduce cost and less time to acquire information.

* How will the proponents create a module for tripping schedule reservation to help prospect client in the Online Information System of NADEL Builders and Homesite Realty? * The agents cannot handle a lot of client that would like to inquire everyday or would like to have a tripping reservation.

* How will the system provide opportunities for international customer to have a better sense of communication and information with regards to the project offered by the NADEL Builders and Homesite Realty? * One of the problems encountered when handling international customers is the exchange of information between the company and the customers. The link between the buyer and sellers is somehow challenge in the sense of arranging their transactions in terms of the business in the local setting.

2. 3 Current State of the Technology

Based on the interview done by the proponents, they found out that the NADEL Builders and Homesite Realty encountered problems in the company marketing strategy on how to disseminate information to people about the lots, estate and services given by the company. The company uses agents to handle flyers and leaflets to prospective clients. These are given to people who come to the company for inquiry and if in case they wanted to recommend the business to their acquaintances. They also used posters or banners that were displayed in front of the company.

NADEL Builders and Homesite Realty posts streamers and banners at places where the company attains its target customers. The problem with the way they promote the product is its many limitations, for one, the agents cannot handle a lot of client that would like to inquire all at the same time. The owner of the NADEL Builders and Homesite Realty said that the company encountered low rate in promoting the lot that the company offers. Thus, by developing an Online Information System for NADEL Builders and Homesite Realty, it can be viewed that the company could improve the way it promotes its product offerings and would prove its competitiveness to other Homesite company. NADEL Builders and Homesite Realty wanted to have a website that can help them promote their company offers to clients and it would give clients all the necessary information they would like to know about the company.

2. 4 Objectives of the Study

2. 5. 1 General Objective

The main objectives to the research is to develop and design a website for NADEL Builders and Homesite Realty product sales and provide Online

<https://assignbuster.com/nadel-builders-and-homesite-reality-essay-sample/>

Information for the owners and prospective buyers of lots. 2. 5. 2 Specific Objectives

* To provide an alternative way of disseminating information about NADEL Builders and Homesite Realty. * By the use of this Online Information System, they can easily disseminate information regarding NADEL Builders and Homesite Realty. The clients can have an easy access instead of personally visiting the office. The clients will also know that the company offers the same services similar to other business. The information system will also serve as a tool for NADEL Builders and Homesite Realty to be well-known or prominent to other businesses in their field, therefore, making a means of competitiveness.

* To provide a module for tripping schedule reservation to help prospect client in the Online Information System of NADEL Builders and Homesite Realty. * By the use of this tripping schedule reservation Module, it can help the agents to handle a lot of client that would like to inquire.

* To provide an accessible and easier way communication for the international customers. * By the use of Online Information System the customers will have a chance to visit the offered project of the company even without personal visits to the site. 1. 4. 1 Scope and Limitations

1. 4. 3. 1 Scope of the Study

* System Front-End

The front-end module of the system consists of dynamic webpage that displays pertinent information about the company and it focuses on

presenting information to site visitors including the following areas: * Home Page

The main page contains links to all of the pages of the front-end module. It is the first page users would see upon directing their browsers to the website. *

Real Estates

It contains the projects offered by the company.

Price List of Lots

This provides information about the lots' price per area and the mode of payment. * Take a Tour

It contains visual presentation regarding the company's location and images of the company's office. Virtual Tour

It provides the users a preview of the product sales.

Vicinity Map

It is an interactive map that shows the company's location and nearby landmarks for easy navigation. Mapping of Estate

It provides a preview of the projects of the company including lots' name, location and area. * Reservation

Tripping Schedule Reservation

It shows a list of available tripping schedules.

* About NADEL Builders and Home site Realty

This provides information about the company's history, mission and vision.

* Contact Us

This page serves as a way of keeping in touch with the company personnel. *

Feedback & Inquiry

This page allows the user to post feedbacks, comments, suggestions and

<https://assignbuster.com/nadel-builders-and-homesite-reality-essay-sample/>

inquiries about the company. * Gallery

It provides relevant photos of lots and houses that the company offers. *

Frequently Asked Questions

FAQ is a list of questions pertaining to the company. A site visitor enables to check this list to view questions that are commonly asked by other site visitors. * System Back-End

It enables the site administrator to add, update and delete information from the system database. * Content Maintenance

In this module, the site administrator can add, update and delete information from the database. Also, the site administrator can upload images and videos (for the Gallery page of the website) using this module. * Security Feature

Administrator Access

The access of site administrator offers total control on all of the areas of the system. Site Visitors

The site visitor also has a privilege only at the front end of the proposed system.

1. 4. 3. 2 Limitations of the Study

Online payment transactions are not included.

The main objective of the proposed system is to promote NADEL Builders and Homesite Realty to a wide range of prospective clients. But any transactions or operations regarding monetary value are not in the range of the proposed system.

2. 5 Project Rationale

<https://assignbuster.com/nadel-builders-and-homesite-reality-essay-sample/>

Technologically speaking, we are bound towards the advancement in terms of online communication and even online businesses which are fast approaching. Manual way of delivering information to the client is somehow not applicable if a business wants to have faster way of reaching out to their target customers. The proponents are aware of the current status of the companies in terms of delivering information using leaflets and brochures to send their advertisement. Since the proponents have the knowledge of creating an alternative way to disseminate information in a faster way and they know the advantages online information can give to their client, they decided to end up with the development of this project to help entrepreneurs easily work on their business. The proponents will create the Online Information System primarily because they wanted to offer an accessible and easier way to feature the products of the real estate business. This will lead to larger connections within their clients and other interested market. It will not only help strengthening their capability to promote their product but would also offer to retrieve information and restore data about every transaction they will make with their respective client.