

The satisfaction gets from internet café essay



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Nowadays, many people spend much of their time in front of the computer. Students, professionals, and many other people basically rely their time on computer activities such as research typing, internet gaming, social networking and many more. Most of our activities outside and inside the university require the use of computers. As year passed by computer services are greatly in demand in use but not every individual afford to have it.

That's why the alternative way that business minded people thought to bring the technology to everyone by means of a fee based on time spent in is to introduce an internet café. It gives opportunity to people who can't afford to have computer to experience or just to enjoy the company of dealing with computer and for internet purposes. Introducing internet café to the public is a successful one and still an emerging small business everywhere. Bringing up convenience closer to target computer user also seems to be the purpose of every computer café.

History of Netopia Internet Café

The original Netopia Internet Café was founded by two computer techies, Axel Kornerup and James Guiab in 1996. It began as a private gaming room where friends could pit their eye-hand coordination skills against each other. When the original Katipunan branch opened its doors to the public in January 1997, long queues formed and soon a loyal customer base grew. By sheer word of mouth, Netopia effortlessly attracts a new wave of faithful clients.

Eventually, Netopia Computer Technology (as the company was known then) grew and was bought by ePLDT. Now renamed Digital Paradise

Incorporated, the company began a long period of expansion that saw the Netopia brand become the largest Internet café in the Philippines and also the first to open branches in other countries in South East Asia.

On June 16, 2006 company president Raymond H. Ricafort stepped down and was replaced by George Tan of ePLDT.

Products and Services

Digital Paradise offers what it calls shared access- the company has built an array of products and services around its primary computer rental business to take advantage of the relatively low penetration of personal computers into the Philippine market. As of 2005, the company has opened a new brand, Extreme Gaming Grounds, offering high end gaming and digital entertainment services as well as adding advanced desktop publishing and photo printing to its flagship Netopia Internet Café brand.

Current Brands

Netopia Internet Café – the largest and fastest growing Internet café chain in the Philippines. In 2006 Netopia was also recognized as the “ Most Outstanding Filipino Franchise” at the 2006 Philippines Franchise Awards held by the Philippine Department of Trade and Industry. The brand is also known for their Mobile Internet Cafés, modified truck trailers that can be quickly transported to areas where they can be of most use. There are currently more than 180 Netopia Internet Café branches around the country.

Extreme Gaming Grounds – the first of its kind in South East Asia, Extreme Gaming Grounds (EGG for short) is an all in one digital entertainment center

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combining an internet café/game center, home theatre and lounge all into one facility.