

Digital skills and research methods

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Background of the organisation



-Who we are ?

MMA 1-1 Online is a UK company funded by B.Andrei, I.Morari and A.Filip. This company was founded at the beginning of 2020 . It all started as an solution for the lack of people doing exercise while at home , our mission was to find a way for people to exercise while being self-isolated due to the coronavirus ,so we came up with a business plan ,it cost us around 6-7 thousand pounds to build up our app as we don't do face to face meetings or classes in gyms etc. It is all based through online and virtual classes. We think this is an innovative idea which could help loads of people ,especially people that want to progress at home and make a difference in their daily routines. We are available worldwide !

-What do we do?

We specialise in building your own mixed martial arts routines and also diets , with us you could start from any level . We have different people working along us that would help you to progress in your fighting career . So let's say for instance that you never knew nothing about fighting and your diet it's based on fast foods and non-nutritious food ,we are letting you see how these could change in less than a month with our standard plan starting at £ 29.99 per month! Your first day joining our app would be a simple questionnaire based on normal questions from your lifestyle and the kind of martial arts you would like to learn, so we can adapt and provide you with the right trainer .We have different plans to adapt every person from standard to premium . With standard you will have the chance to introduce yourself and your body to the fighting world and the nutritious diets that help them to get where they are now. Premium plan is available at £49.99 per month! With these plans you would have the chance to also have live meetings with our team where you could ask them questions and get involved in our weekly challenges for all users, and also have the chance of winning a one to one mentoring with one of our biggest supporters "Connor Mcgreggor". But that is not all ,every month we give away prizes to our best students ,based on the commitment and skills they have learned along with us.

-Our future plans!

At the moment working online has made us a comfortable team for you students and for us creators , cheap plans , professionals working along us, what more could we ask for? Well , we are working on having our first branch opened in London at the end of 2020 ,we have in mind big plans and who knows? Maybe you could be one of the reasons we have it done! That's why we hold an open event where you all students are welcome to join us at the big opening of our center . You would also have the chance to meet us the creators of the most innovative app of 2020!

Iulian Morari

Challenges before the introduction of modern technology



Challenge-1: Choosing the right technology according to company's needs

When choosing new technology that would help our business to grow we have to think twice ,in order to achieve greatness we need to implement new technology such as building our own e-commerce business this is basically a trend in 2020 . Building your online shop and selling your products online

could be very positive in your business. Also we could use software to create a marketing plan which we can edit, update and share with our team.

Challenge -2: Integrating applications

Integrating applications is another challenge that businesses often face, is good to improve or add new apps or plugs in our systems but not always the best idea. When looking to change applications we first have to focus on something that needs improvements for example our performance as a team or our target in sales monthly. These two things mentioned are key on the business grow.

Challenge -3: Securing company data

Cybercriminals are becoming more experienced and clever, and small businesses are being targeted now more than ever before, which means they are at much more risk from a security breach than larger ones.

“Create BOYD (Bring your own device) policies”

“Use identity and access management”

“The use of encryption”

The right technology will stay and work with your business even as it grows. Choosing the correct technology, ensuring integrations and a safe data platform can all be achieved with a little knowledge and know how.

Bogdan Andrei Stefaniga

Insights to the modern technology introduced MMA 1-1
Online

- **Virtual Dash Button**

MMA 1-1 Online is giving its customers the opportunity to have virtual Dash Button in their home around. Customers can easily press the button for having their daily necessity products.

- **Prime Air**

This is the proposed service delivery method to its users in a very short and efficient time. Users can have their very emergency service within 30 minutes to their door step by special drones.

- **Fire Phone**

Customers install the special app of MMA1 1-1 online company. They pick their chosen products and then order to buy.

The impact of the technology introduced in MMA 1-1 Online

- ☐ **Connect dispersed workforces**

MMA 1-1 has connected dispersed workforces in an automated motion where business is easily developed.

- ☐ **Collaboration tool**

More collaboration tool has developed and easily rise to the people and customer which easily user can use

- ☐ **More profit**

Obviously MMA 1-1 has made more profit in the competitive market by enhancing the services to the customers

- ☐ **Get Organised**

MMA 1-1 has become more organised and more under framework where management easily can handle in market

- ☐ **More reachable**

MMA 1-1 Technology has become more effective and easily reachable to the customers

References

- ☐ The E-commerce Workroom (2020), Technology in Tesco – Overview, [online]
Available at: < <https://ecommerceworkroom.co.uk/technology-in-tesco-how-tesco-are-improving-online-and-offline-shopping> >, [Accessed 25th April, 2020]

Alex Filip

Lessons drawn

As discussed ,overall we think this was a good form of challenging ourselves. At first it looked like a simple task which could be done by one individual but when we started working we realised it was quite challenging ,having 3-4 people working towards the same idea it's not a simple task while having different opinions, different personalities and different mentalities. The beginning made us connect with each other and putting different ideas on the table it was a good experience ,as mentioned before what looked simple it turned it something easy when we all agreed and took part ,we think this presentation has made us understand better each other and learn how to write the background of your organisation and the different models of new technology we could add to our business. Overall , it was a good experience working together for this task and we would like to say a big thank you to our teacher on this module Mr Afzal Munna , that has given us guidance and motivation to give the end of this assignment !