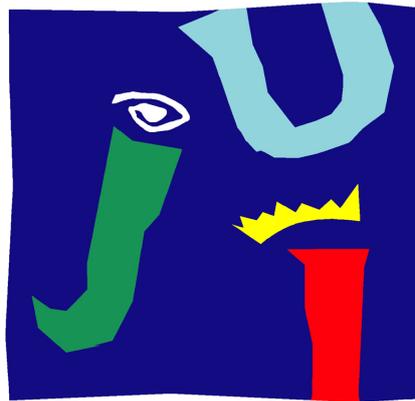


DEPARTMENT OF COMMUNICATION SCIENCES

JOURNALISM



**UNIVERSITAT
JAUME I**

FINAL PROJECT

EXECUTIVE SUMMARY: PATCOM

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My final project is the Line B: Professional project development for the creation of journalism initiatives or companies, concretely of developing a communications agency named PatCom. Next I will explain the structure of the paper.

The first section is called "Description of the project". PatCom is a communications agency specializing in the fashion, beauty and lifestyle sectors, and is dedicated to Valencian small and medium companies within these sectors. PatCom offers its clients offline communication services such as press releases, dossiers of press, and news reports, open press day, among others. Open press day is an important and powerful support tool because journalist can know the new products or actions of my clients. PatCom is strongly connected to both traditional and digital mass media to provide its clients the necessary information. PatCom also helps clients with online communication, including the management of the social networks, the creation and management of web pages, blogs, newsletters, mailing lists, and so on. The agency organizes and designs events adapted to its clients' needs. In other words, the agency will announce or promote its clients' products or services while keeping to the essence that characterizes the brands.

The idea of creating PatCom arose from the union of my two big passions: journalism and fashion. The company's name is a combination of Patricia (Pat) and Comunicación (Com) (Image 1). I have chosen this name because I think it is easy to memorize, easy to pronounce and to write. Also, the chosen typography it is the perfect to represent the PatCom's essence. It is a simple, elegant and sophisticated. The colour is neutral and it transmits confidence. PatCom will be successful because there is currently no communications agency specializing in the fashion, beauty and lifestyle sectors as well as with small and medium companies that require help in finding an attractive niche in a sector dominated by large enterprises.

Image 1:



PatCom
Agencia de Comunicación

Source: Proper making

The second section of this project covers “Human Resources“. I will be the sole employee of my company until the volume of work is sufficient to hire additional staff in order to maintain the same level of quality. There are two domains which I do not have expertise in, and which would require hiring workers:

- Accounting
- Graphic designer freelance, for web design

The third section deals with the legal structure of my agency. Doing business as a sole proprietor has bureaucratic and economic benefits. I explain that when it is no longer advantageous to operate the business as a sole proprietor, I will turn PatCom into a limited individual society. This can be carried out once my company reaches profits greater than 40.000€, as under the IRPF model PatCom would then pay less in taxes. In this section are also included the models necessary to form these legal structures. These models are:

- *Alta Censal*: models 036 and 037
- *Alta Seguridad Social*: models TA.1, TA.6 and TA0521/1
- *Alta en el Ayuntamiento: Licencia de apertura y obras*
- *Alta en los organismos de trabajo*

I have prepared a commercial plan, corresponding to the section four. Here I explain in detail PatCom’s product and the customer needs PatCom it meets. I have included three prototypes of press releases, dossiers of press and newsletter. These examples are the products that I offer to my clients. I also present a study of the competition and of the fashion, beauty and lifestyle sector. It reveals that there are numerous companies devoting themselves to the management of external communications for clients, but they do not specialize in a specific sector. Three companies compose PatCom’s direct competition: Piazza Comunicación Actual, Trending Topic Communication and Just Paparazzi, and locally, NIL Communication. PatCom differentiates itself by exclusively serving small and medium companies in the fashion, beauty and lifestyle sectors. I have also included an analysis of the costs, separated by

capital investment, fixed costs and variable costs of PatCom, as well as a projection of the revenues over 5 years. I also set PatCom's rates, which I prepared based on the prices of the big agencies by lowering the price slightly to present a more attractive deal. To conclude the section, I have planned strategies designed to increase PatCom's revenues:

- Internally, all related with my company directly -advertising investment, competitive prices, promotions, etc.
- Externally, the tasks and activities that affect my clients - as the customer loyalty, the marketing plan, easy financing, etc.

When creating a company, financial issues are very important. In section five I explain PatCom's investment and financing plans. The investment plan is composed of everything necessary so that my company has the right image and conveys the essence that characterizes it, as well as providing it with the necessary team to work. The financing plan consists of explaining how I will obtain the money needed to carry out operations, split into contributions in cash from persons and the loan from the bank BBVA in collaboration with ICO.

The sixth section includes a DAFO indicating that strong competitive threats to PatCom do exist. Nonetheless, PatCom remains unique in the fact that it is the only firm to specialize in small and medium companies in the fashion, beauty and lifestyle sectors and I work on Internet. PatCom is a digital company that works in this platform and it is specialized in this area, so its clients would have a digital perfect coverage.

Then also I consider appropriated adding a paragraph with my conclusions about the entire project. I have explained the difficulties and the experience of do it. In general it has to be very gratifying.

The project concludes with an appendix composed of all the models required to launch PatCom.

This project has been used for me to know the work setting's situation and realize me that this is what I want to do. I love journalism and fashion and when

someone has a job that like him and he or she does what it loves the results and performance are amazing.