The project consisted of analysing the economic viability of a business developing an application whose main objective is to facilitate access to different types of employment for graduates of UPNA, according to the degree they have taken.

The fundamental keys to the business are promoting the company, attracting users; and once in the market, the quality of the students work will be measured through the opinion of their customers who use their services.

Throughout the project, in-depth analyses were being carried about the market and its size. Because of this, a survey was prepared with the aim of ascertaining interest in the project by future students and clients. The results of the survey were very positive.

Looking at an initial investment of 17,025€, the expected financial results in the first 3 years are 5,384€, 10,825€ and 12,608€ respectively.

The analysis has been restricted to the creation of a specific app for the UPNA. There are no significant differences between this university and other Spanish universities by volume of students, the UPNA accounts for 0.54% of the State total. Therefore if the results obtained with UPNA are transferred to all Spanish universities, the potential volume of business from the third year onward could exceed two million euros.
Business plan, University, Management, Job, Software application