

The New Cyberlinktech, Inc. Resilience to Creating Growth Model

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Abstract

The New Cyberlinktech, Inc. (TNCI) operates in a highly dynamic and evolving market, requiring the need for a strategic business plan to sustain growth and adaptability. The New Cyberlinktech, Inc. (TNCI) is one of the leading information technology providers for Private Emission Testing Centers (PETCs) under the Department of Transportation and the Land Transportation Office in the Philippines. TNCI faces significant challenges in the current market landscape, including increasing regulatory pressure against PETCs, the emergence of the Motor Vehicle Inspection System (MVIS) as an alternative mode of vehicle testing, and the frequent leadership changes and abrupt policy shifts at the Land Transportation Office (LTO) and the Department of Transportation (DOTr). To ensure sustainability and adaptability, this dissertation aims to develop a comprehensive business plan for The New Cyberlinktech, Inc. (TNCI) that addresses the challenges posed by the rapidly changing market landscape including a 5-year roadmap. The research design employs a mixed methods approach. The qualitative phase involves conducting interviews with key stakeholders within TNCI, including senior management, employees, and selected industry experts. Through these qualitative interactions, the study aims to identify the specific challenges faced by TNCI in the evolving market and explore potential strategic approaches to address them. In the quantitative phase, the focus is on using surveys among the current clients of the company to determine the preferred IT projects that they want the company to implement in the future. The quantitative analysis provides a comprehensive assessment of TNCI's current performance, identifies potential risks and opportunities, and informs the development of strategic recommendations. The integrated analysis phase synthesizes the findings from the qualitative and quantitative data. By comparing and contrasting the insights gained from both approaches, a holistic understanding of the challenges and opportunities facing TNCI is achieved. The strategic business plan is formulated based on the integrated analysis, considering the specific needs and goals of TNCI. The plan encompasses strategies to address regulatory challenges, navigate the MVIS landscape, manage leadership changes, adapt to policy shifts, and recommend potential IT projects that the company can adapt and implement. Potential findings may include insights into the specific regulatory pressures faced by PETCs, the implications of the MVIS on TNCI's business model, and strategies to mitigate the effects of leadership and policy changes. The implications of the research findings can inform TNCI's decision-making process and help guide the company in sustaining growth and adaptability in the rapidly evolving market. This dissertation contributes to the body of knowledge by providing a comprehensive strategic business plan tailored to TNCI's context. The findings and recommendations have practical implications for TNCI and other IT companies operating in similar environments. Future research opportunities may involve evaluating the implementation and effectiveness of the proposed business plan and exploring additional strategies to enhance TNCI's competitive advantage in the PETC industry.

Keywords: Strategic continuity, Business plan, Sustainability, Adaptability, Private Emission Testing Centers, Motor Vehicle Inspection System, Regulatory pressure, Leadership change, Policy shifts, mixed methods research