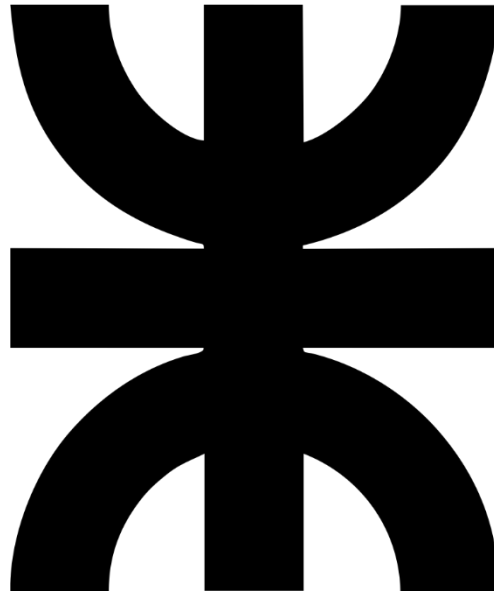


Universidad Tecnológica Nacional  
Facultad Regional Paraná



**Inglés I**

**Company Project:  
B&L Solutions**

**Appendino Lucio**

**Bill Baltazar**

**30 de octubre de 2020**

**Students' names:** Baltazar Bill, Lucio Appendino

**Company's name:** B&L Solutions

**Draft#:** 7 (Final presentation)

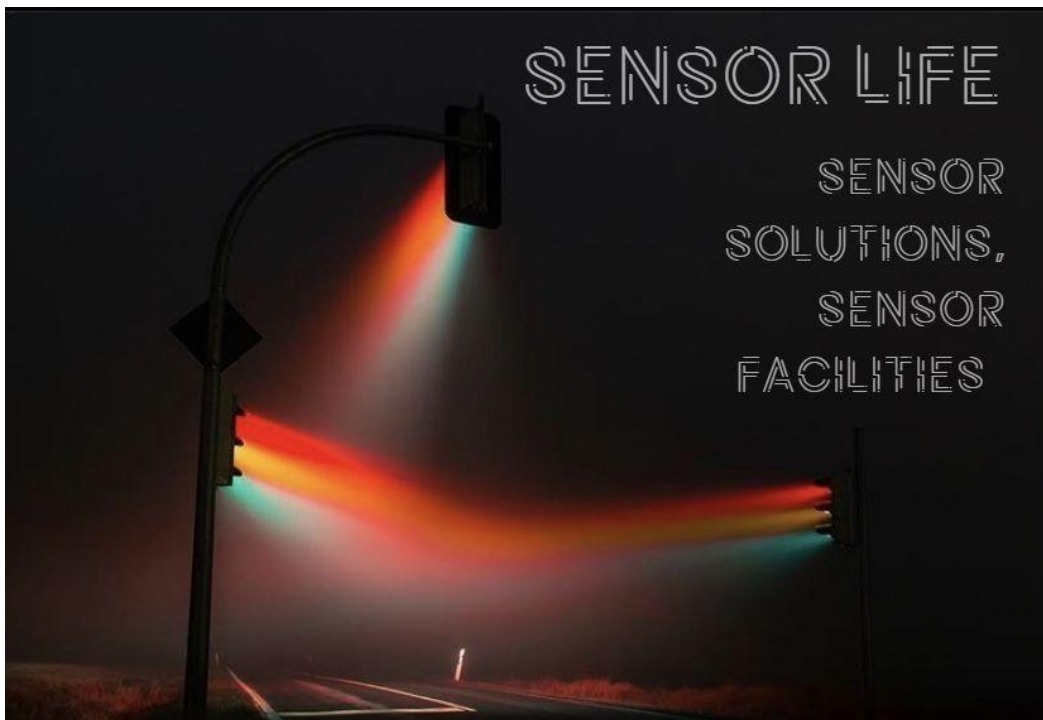
**Due date:** 30.10.20

# **B&L Solutions**

## **1. Introduction**

Good morning, my name is Baltazar Bill and my partner's name is Lucio Appendino. We're here to show you our new company, called B&L Solutions. We are two engineers graduated from UTN FRP. Now we dedicate full time to this company. We are 27 years old. We have the solution for your daily life. How many times have you waited at the traffic light and no one was coming from the other street? Our job is to make your life easier. To communicate with us, you can send an email to [BLsolutions@gmail.com](mailto:BLsolutions@gmail.com) or can call to 03435123456. Our company's offices are located in Gral. Ramirez, in the intersection of Fonseca street and Eva Perón street.

Our system aims at improving the city center in Ramírez. The system will be in the center of the city, in the most circulated corner. This is our first project in the city, then we will expand to different corners or sites of this city.



We have organized the presentation in two main parts: **our company** and **our project**. Below, a map of what we will talk about.



Firstly, we are going to tell you about our company: what our products and services are, what market we operate in, what area we cover, etc. After that, we are going to describe the landmark and the problems that it has. Finally, we are going to explain the improvement that we plan to carry out in this place. Let's start.

## 2. Company Description

### 2.1 Markets and Services/Products

Now, we are going to tell you of the markets in which we work and the products and services we offer. Our company is specialized in technology applied to traffic control. Our services are required in big cities and in medium-size towns, because in them there is a strong social activity at weekends, with very heavy traffic.

We offer the complete technology of our **STL** (Smart Traffic Lights) in a package that includes light's poles, sensors and control system. We also offer advisory, installation and post-sale maintenance services of our hardware. We promise a warranty for five years.

Now our company works at a regional level. We already work in Gral. Ramirez, Santa Fe and Crespo. While we are growing, we will dedicate ourselves to a national level.

## 2.2 Company organization

Ok, let us show you how our company is organized.



### **Presidents:**

Lucio Appendino and Baltazar Bill are the CEOs in charge of the most important decisions of the company. They are the founders of the company.

### **Design department:**

Sofía Pérez and Agustín Espíndola are part of the Design Department. Their job is to design and sketch new ideas for the implementation of our services.

### **Human resources department:**

Agustín Bettig and Patricia González are responsible for the Human Resources Department. This part of the company is in charge of recruiting new employees, training employees and securing the workplace.

### **Accounts department:**

Diego de la Vega and Susana Mendoza run the financial stability of the company, a very important part for the progress of the company.

### **Installation and maintenance department:**

Mauro Efchi and Roberto Cañete are in the Installation and Maintenance Department. Their job is to install our traffic lights and ensure their proper operation by the warranty or by the maintenance service we offer.

### **Production department:**

Santiago Coronica and Carlo Battaglia are in charge of the Production Department. This part of company is responsible for the correct manufacturing of traffic lights.

## **2.2 Company history**

At this moment, let me tell you a little about our history, about how our company was born.

### **Narration:**

B&L Solutions was founded in the year 2016 by Lucio Appendino and Baltazar Bill, electronic engineers graduated from UTN FRP. One year before we presented the STL in the final project at the university. In the same year we presented the STL to the City Hall of Paraná and they accepted that. At the end of 2015 we made the first STL project in “Cinco Esquinas”, Paraná.

In 2017 we rented a warehouse to produce the smart traffic lights. In the summer of 2017, we hired some employees and the company started to grow. In the year 2018 we rented offices and organized the company format.

At the beginning of 2019 B&L Solutions had the highest number of sales. In the middle of 2019, we became the first company to specialize in traffic lights. Four years after founding B&L Solutions, we added more services, and we were recognized as a company.

### **Timeline:**

2015: We present STL as a final project.

2015: We offer STL to Paraná’s City Hall. We make the project in “Cinco Esquinas”.

2016: B&L Solutions is created.

2017: We rent a warehouse to produce our traffic lights.

2018: We rent an office.

2019: B&L Solutions has the highest number of sales.

2019: B&L becomes the first company to specialize in traffic lights.

2020: We add more services.



### 3. Project Development

#### 3.1 Tour round the landmark

Ok, now we are going to show you the place where our project will be carried out.

Our company has roots in “General Ramirez”. Its population is about 15.000 inhabitants.



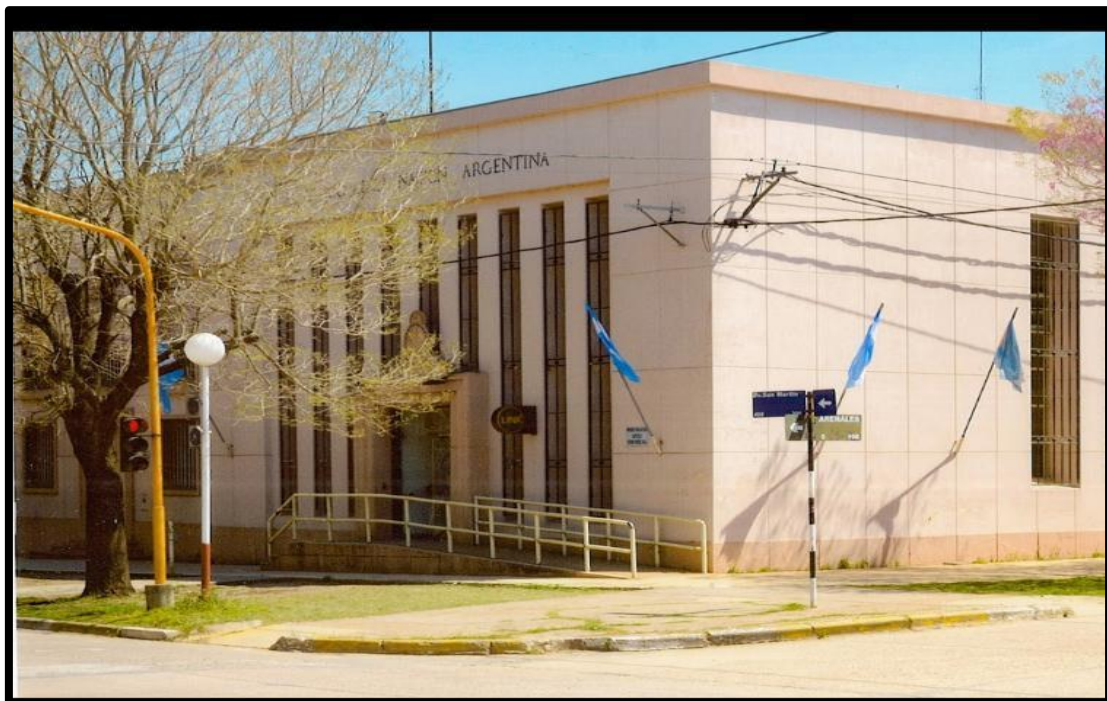
At present, the entrance of the city is controlled by police and traffic officials due to the quarantine that we must comply with.



From an aerial view at the entrance to the city we can see the tennis court of one of the clubs in the city and the entrance to the main avenue. An avenue that has serious traffic problems that we want to solve.



The address where we want to place the traffic light system is at San Martín Avenue, it is the center of the city and the most important area of it. The bank “Banco Nación” and the bank “Banco de Entre Ríos” are found on this avenue too.





### 3.2 Problem Statement

#### 3.2.1 Description of the scenes that help picture the problem

After we presented the landmark, we will tell you about the problems there.

In this avenue the traffic is very variable. During the week the entrance of the city is very important, and many vehicles circulate quickly. There are very few pedestrians and the traffic is principally heavy vehicles. At weekends this place is very popular. Many people usually sit in the parking lot, walk or drive along the avenue, but everything is slower.



The problem with this avenue is saturation. Previously, there was a traffic light for pedestrians. This worked very well at the weekend. But during the week it made the traffic of the vehicles too slow. They had to wait for the pedestrian's time and there was nobody there. Then this traffic light was removed and now the problems began during the weekends. Many pedestrians have to wait many minutes at the corner in order to be able to cross due to the accumulation of many cars.



Cars waiting the pedestrains time

### 3.2.2 Analysis of the factors that give rise to the problem

The factors that aggravate the problems are several. The imprudence of pedestrians crossing the street when the traffic light is red makes the problem worse, because during the weekends there are a lot of people trying to cross the street and this causes big crowds waiting for the traffic lights.



Another factor is the heavy traffic during the week. The lighting system must be more efficient so as not to block the entrance to the city.

Finally, we have drivers who do not respect the traffic lights or other traffic signals, and who park improperly or during their circulation stop on the pedestrian path.



### **3.3 Project Description**

We have come to the moment where we explain how we will carry out our project.

#### **3.3.1 Stage I**

The first step our team takes is to check that we have all the necessary tools for the job. After checking the tools we are going to test the public electrical connection. Then, our team is going to evaluate the situation of the place we will work in. After checking the place, we will carry out the project taking into account the situation of each traffic light on the avenue.





### 3.3.2 Stage II

The first step to solve this type of problems is to study the way the traffic moves. After knowing the way the traffic lights will work, we will start working on the smart traffic light system. The first thing we will install will be the signs. After installing the signals, the sensors that will be located in the most convenient way are installed. The location of the sensors is determined by the study we did earlier in the traffic. The next step is to see the status of the traffic lights that are already in that place. If the traffic light is in good condition, they will be programmed so that they can work with the sensors and maintenance will also be performed on the electrical installation. In the electrical maintenance the wires that cause failures will be changed. If the traffic light is with the paint in bad condition, it is going to be painted again, it is going to be programmed and an electrical maintenance will be done. If the traffic light is in bad condition, it is going to be removed and it will be evaluated if it is going to be restored or replaced by a new one. Finally, it may be presented that there is no traffic light installed so our team will install a completely new one.







### 3.3.3 Contingency Plan

If there are any special problems our team has a plan to solve them. If it happens that some parts for traffic lights are not found in the market, our company has a stock of parts for traffic lights. Another problem that may happen is that there is no electrical connection at the place. Before installing the system, our team will communicate with the City Hall and will make sure that there is an electrical connection, in case there is no connection, it is going to be requested and when the electrical connection is provided, the Smart Traffic Light will be installed.

## 4. Conclusion

The solution we propose was extensively tested: the sectors where we implemented the system, presented excellent result in traffic fluency. This system is definitive and durable.

B&L Solution has a short life, but it has proven the effectiveness of its work on multiple occasions. Since the first STL installed in “Cinco Esquinas”, we are solving traffic problems and keeping our systems running in perfect condition. We are the first company to specialize in this innovative traffic control method, making the social life simpler and most peaceful in conflictive areas, such as public spaces.