

BUSINESS STRATEGY

1. What is the company's business model?

Our business model is Cut prices to gain an industry share and profit later.

We target a huge market and sell our services at the lowest price with fast delivery and great result. As the company grows, expand the products and services line, investing in technology to speed up customer-response time and cut waste from the operations. Then deliver the lower costs to customers in the form of lower prices.

2. Why have we chosen this model?

We want to find more clients, gain a big profit after. We aim to limit the risk of capital.

3. How does Vision Factory operate?

We operate on networking .

We promote our services on the internet and in this way get our clients from there.

4. Which industry does Vision Factory operate in?

Our company does operate in the following industries:

- Marketing and communication
- Providing Courses
- graphic designing
- Social Media
- Recruiting
- Web development
- Business solutions
- Event Management
- Blockchain: cryptocurrencies
- Financial analysis

BUSINESS STRATEGY**5. What is the target customer?**

We target to any companies that we can provide our services.

6. What kind of marketing methods the company uses to reach the potential customer?

We use SEO, web marketing, email marketing, community management, blogging, telemarketing.

7. What are the pros and cons of marketing online?

Pros : You can target a huge number of companies in a short period of time

Cons : You cannot have face-to-face contact, that is useful to close a deal.

8. What is the social media marketing strategy to promote the company's products and services?

We promote in several FB groups and pages related to our industries.