Class Work: Business Strategy Worksheet

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| Business Name | Global Soft | | |
| Mission Statement | Providing a tailor made software(online admission and payment system) to institutes/organizations that will make admission , new or renewal of membership/license process more convenient and cost effective. | | |
| Objectives | First objective is introducing a new fully online admission process to replace old manual one  And making entire admission process easier for both students  And admission authority alike. | Second objective is for clubs or organizations make new membership or renewal process fully online. | Third objective is issuing or renewing license process fully online. |
| Value Proposition | Price of this customize software is less considering benefits it will provide. | Ensure in hand training to clients to make them expert users of this customize software before full deployment of it. | 24/7 friendly online support for any technical difficulty. |
| Elevator Pitch |  | | |

Class Work: Customer Strategy Worksheet

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| Business Name | Global Soft | | |
| Mission Statement | Providing a tailor made software(online admission and payment system) to institutes/organizations that will make admission , new or renewal of membership/license process more convenient and cost effective. | | |
| Target Audience | All schools, colleges, private or public universities across the country. | All clubs or organizations where people need to get new membership or renew the membership. | Bangladesh government organizations like BRTA, BTRC that issue or renew licenses. |
| Audience Goal | Want to make the admission process easier. | Want to make the new membership or re-new membership process more convenient. | Want to issue new/renew license process more user friendly. |
| Audience Technology | No new technology yet, depends on old manual process. For example going to institutes for collecting admission form, going to bank for depositing admission fee. | No new technology yet. Following old membership process like fill out membership form after downloading it from the Internet and going to bank for depositing membership fee. | No new technology yet. People download / collect license application form, go to bank for making chalan and submit the form to the office of corresponding authority. |

Class Work: Audience Goal Worksheet

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| Target Audience | School, colleges, universities, clubs, different types of organizations, license issuer government organizations. | | |
| Audience | School, colleges, universities, clubs, different types of organizations, license issuer government organizations. | | |
| Business Goals | The Goal of educational institutes is make admission process convenient for students and at the same time cost effective, easy to administer. | Goals of clubs or various humanitarian organizations are getting more memberships, enrollment of new membership or renew of membership process easier. | The goal of license issuer government organizations is make the license issue process user friendly. |
| Shared Value | With schools, colleges, universities our shared value is we want to introduce digital admission process because it will eliminate many hassle that exist s in traditional process. | Our shared value is make the membership process easier because sometimes we ourselves get membership of clubs or organization. | We need to take different types of license from governments. So make the process convenient will benefit both parties. |
| Key Performance Indicator | The number of software sale in first month of marketing campaign 100 | The number of software sale in first month of marketing campaign 30 | The number of software sale in first month of marketing campaign 20 |
| Target Audience | Software sale increase gradually on each successive month | Software sale increase gradually on each successive month | Software sale increase gradually on each successive month |

Class Work: Marketing Strategy Worksheet

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| --- | --- | --- | --- |
| Goal | Sale custom software | | |
| Audience | Schools, colleges, universities, clubs, organizations, government directorates | | |
| Channel | Facebook | Website | Email marketing |
| Paid | Create paid ad in Facebook | Write SEO optimized articles using google adwords. | Sending thousands of emails by mail chimp paid version. |
| Earned | Creating a buzz about our products among hundreds of thousands of Facebook users. | Getting an increasing number of traffic to our website. | Make people aware about our software and get them talking about or products by sending emails to target audience. |
| Owned | Our Facebook business page | Our website’s blog page | Mail chimp: our favorite and the world’s number one email sending platform. |