Greetings! We are the new marketing team of "Aileen Darcy" and we want to share with you our ideas for business promotion. Give us five minutes, you won't regret it.

We all know about the problems of our company. We have too few conveyors for production. Customers have to wait for our cars for several months. Because of this, there are fewer buyers and profits fall. The situation seems hopeless. But our team has found a solution. We can change the customer base and start assembling premium class cars. Expensive cars are bought less often, so this will solve our problem.

The margin on premium cars is very high, so the company will get rich quickly and will be able to open new factories. Also, rich customers will give prestige to our brand.

You may ask, "Why do you think premium cars will be sold?" The answer is simple. Our company is known for producing high-quality equipment. Also, everyone knows that the best specialists work for us. Customers will trust us. They just need to be pushed to buy. To do this, we suggest launching an advertisement. It will be enough to tell about our new products on the Internet. Our new customers don't waste time on TV or radio.

We will deliver cars to the points of sale as well as usual, by trucks. But it is necessary to get cars for the transportation of spare parts. By delivering broken parts directly to the customer, we will make them trust us even more.

That's all we want to offer. Our team believes that this tactic will not only avoid the crisis, but also quickly gain capital for further growth.