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Conclusion



Masar

Your second chance to choose right



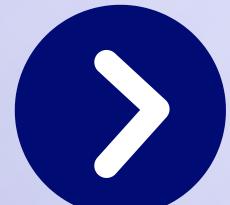
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Masar

Your second chance to choose right

Brand
Concept

Vision
&Mission

Problem
Statement



• Brand Concept

Masar is a smart career guidance platform that helps confused or dissatisfied youth build a realistic alternative career path aligned with their abilities and the job market.

• Why This Name ?

Represents a second chance, not failure Reduces fear of change Fits career transitions perfectly

• Meaning

Linguistic: Alternative plan

Symbolic: Hope & redirection

Emotional: “There’s still a way”



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Vision & Mission

Empowering youth to make informed career decisions through guidance, personalization, and real job market alignment

Brand
Concept

Problem
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Brand
Concept

Vision
&Mission

Problem Statement

- Lack of early career guidance
- Mismatch between education and labor market
- Wasted time and money on wrong paths



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Masar

Your second chance to choose right

Solution

Target Audience

Brand
Personality

USP



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Solution



- Self-discovery
- Personalized career roadmap
- Local market alignment
- Real job readiness

Target Audience

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Personality

USP



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Target Audience

- University students
- Fresh graduates
- Career shifters

Solution

Brand
Personality

USP



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Solution

Target Audience

USP



Brand Personality

- Supportive
- Smart
- Realistic
- Youth-friendly



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Solution

Target Audience

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Personality



USP

- Masar starts from “I’m lost” and ends with “I’m ready.” Not just jobs. Not just courses. A complete career guide



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- **Similarity:** Job opportunities
- **Difference:** No career guidance



- **Similarity:** Skill development
- **Difference:** No clear career path
- **Conclusion:** Masar combines guidance, learning, and readiness in one platform



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Coursera

- **Symbol:**
Circle
- **Meaning:**
Continuous learning

Udemy

- **Symbol:**
Forward arrow
- **Meaning:**
Growth and progress



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Thank You