

## ***UP THE LADDER***

### ***Nature of the Customer***

The problem that we face with a growing economy is that there are too many students, job aspirants and even working employees who do/did not have enough information about the job market, work environment, salary package and future of career stream to make an informed decision. Up the Ladder solves this problem by providing a complete package covering what the career stream entails, skills (technical and soft) required to become an expert, competitive exams required, educational skills required, average salaries for different positions and future of career stream.

Keeping this in mind, we have defined our potential customers:

- 1.** Self-employed persons looking to elevate their enterprise to the next level.
- 2.** Full-time and part time employees seeking the right path for them and their careers.
- 3.** Freelancers and independent contractors looking to make a switch in their careers.
- 4.** Undergraduate and Post-Graduate students seeking counsel and advice for their careers.
- 5.** Parents and Teachers looking for career guidance for their respective children/wards.
- 6.** Companies who are looking to carry out training programs for their employees.