

## MARKET ANALYSIS

**INTRODUCTION** 

**SWOT & 4P ANALYSIS** 

**USER PORTRAIT** 

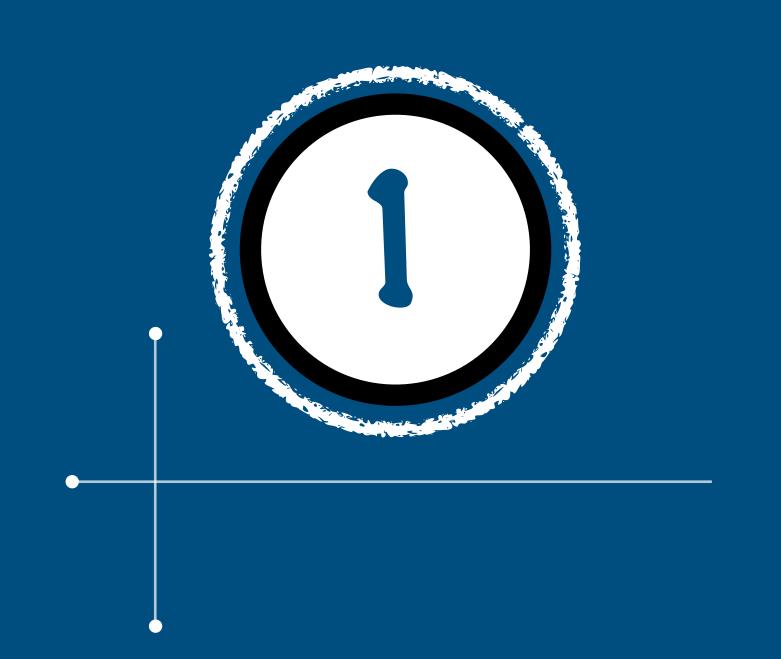
**CURRENT BUSINESS MODEL** 

## CAMPAIGN

**REDESIGN APP** 

**STRATEGY & TACTICS** 

**EVALUATION** 



## INTRODUCTION