

Strategy for e-Types

Given that e-Types is a service-based company that provides its services to other companies, its primary objective should be to prioritize its clients' needs and requests. Ultimately, client satisfaction with the deliverables is crucial for the company's success.

In contrast, design competitions serve as a platform for companies to showcase their uniqueness and beliefs. In a competition setting, e-Types should focus on submitting their distinctive and cutting-edge designs, as this would help the company demonstrate its unique value proposition to the world. Although team Denmark represents a traditional organization, e-Types should proceed with submitting their edgy design, as this aligns with the company's core business strategy. In a competition, it is paramount to highlight the uniqueness of your design to the world rather than solely focusing on winning the competition.

When collaborating with a client, e-Types could maintain close ties and conduct frequent meetings to comprehend the client's core needs and perspectives. Based on these insights, e-Types should determine how to design the branding of the client. During collaboration, e-Types should adhere to its beliefs and strive to persuade the client that an edgy design would foster a unique emotional connection with their customers, thereby facilitating the development of long-term relationships. However, if e-Types is collaborating with more conventional clients, such as government organizations, who may be reluctant to take substantial risks in experimentation, it should be willing to temporarily set aside its beliefs. The exposure gained from working with such organizations would attract more clients to e-Types, aligning with its current goal of achieving growth. If e-Types decides not to cater to its clients' preferences, it would project an unfavourable image in the market, and potential clients may be unwilling to collaborate with e-Types.

In moving forward, e-Types' primary aim should be to comprehend its clients' core beliefs and develop a profound understanding of their clients' positions and perspectives within the market. Based on these insights, e-Types should create designs tailored to their clients' needs. As the company's growth is their main objective, they should not be overly selective when accepting clients. Instead, they should be open to accepting a diverse range of clients and build the client's branding based on their own edgy beliefs. However, if a client is unwilling to embrace an edgy design, e-Types should be willing to make adjustments to align with the client's requirements. To achieve success and gain a clear understanding of the client's demands, e-Types should focus on building strong relationships with their clients. This approach will provide valuable insights into the level of risk each client is willing to take in embracing an edgy design.

In the short term, e-Types should be more receptive to accepting clients' requirements and designing branding based on the companies' specifications. This approach will enable them to attract a broader clientele, achieve their desired growth, and gain the necessary exposure. This exposure will subsequently help them attract clients who are more inclined towards an edgy and risk-embracing approach. In the long run, once the company has achieved its targeted growth, it will likely attract clients whose values align with e-Types' edgy nature. At that point, e-Types can be more assertive in implementing their edgy branding style.