

Mesh	
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Business Strategy	2023

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1. Executive Summary

1.1. SERVICES

Overview of business idea
Description of service

Graphic design & brand identity services for both new and old businesses. Generally aiming for Creative Directors and CEO's aged 25-40.

1.2. BUSINESS GOALS

one year/three years/five years

1.3. CUSTOMERS

Target market
Competition / differentiator

The target audience for MHS Studio is young adults, specifically founders and passionate entrepreneurs who wish to expand their company and become recognizable.

1.4. MANAGEMENT TEAM

Team
Financial outlook

Although the design business is highly saturated, we believe that there is a place for our specific mission and high-quality services.

2. Company Description

[Company Name] is a small graphic design studio based in Denmark, specializing in visual identities.

Established in 2020, Mesh's goal is to spark a new light in both new and old brands, and to help brands in their search for success by expanding their passion and potential.

2.1. Company philosophy and vision

Less is more.

We see Mesh long-term to stay an intentionally small business, having a reliable source of income with large companies.

2.2. Mission Statement

Our mission is to spark a light in both new and old brands. To help brands in their search for success, and to expand their passion and potential.

2.3. Company goals

Long-term goals for Mesh Scandinavia includes adopting a small studio in Scandinavia for all partners involved to work together in.

Short-term goals for Mesh include becoming a reliable source of income for all partners, and making this our full-time proposition.