

Outline of presentation

Evaluation of the attitudes of target consumers
towards CI HERMECO S.A (OFFCORSS)

Team 25

Company presentation

1 minute

Who are OFFCORSS and what they represent

Opportunities

2 minutes

What are the current opportunities for language data

- Currently, the use of social networks and digital platforms allow the brand to publicize their products quickly and efficiently.
- By having direct access to the company's social networks, they can be the pioneers in Marketing to promote new collections.
- OFFCORSS could create a direct and personalized communication bridge with customers.

Weaknesses

1 minute

What are the weakness of having access to the data but not extracting information from it.

- There is data, but there is no efficient way to understand its content.
- Failure to understand customer reactions to promoted or offered campaigns or products can lead to misleading marketing decisions that can be costly in both brand recognition and financial value.

Threats

2 minutes

What are the threats of not understanding the data from surveys and social networks

- Competitor marketing increases on social media.
- Lack of early detection in advertising misinterpreted by customers.
- Failure to filter our buyers' dissatisfaction levels in a timely manner.
- The non-timely response to customers regarding the quality of the product.

Strengths

2 minutes

What are the strengths provided by the development of our product

- According to the analysis of the information, we have enough tools to implement methods for the detection of dissatisfaction and dissatisfaction of our buyers.
- They can compare us with our top competitors.
- We can identify trends over time on the satisfaction of products and services.

Our solution

2 minutes

Presentation of our solution