Objective: create a customer acquisition and retention strategy for MLS.

Key Steps:

1. Existing Customer Base Assessment
   1. Analysis existing customers
   2. Analysis of existing services
2. Customer Base Optimization Strategy
3. Existing customer retention strategy
   1. Customer retention trends analysis
   2. Increase in lifetime value of existing customers
4. New Customers Acquisition
   1. Leveraging existing customer base
   2. Industry relationships