After a discussion among our group members, we choose “FundThrough” as our project's company.

**Project Company:** FundThrough is a financial services company founded in 2014 with the goal of helping small businesses in expanding their business by raising capital based on their ideas and eligible invoices. Furthermore, it has a significant deal of global variety since it’s employees can speak 17 different languages and are already involved with up to 26 cultures from 11 different countries. They believe that diversity will assist them to provide better service or get a better understanding of their problems.

**Purpose of this project:** This project's ultimate purpose is to first demonstrate how "FundThouhgh" works. Second, the audience will be able to explain why they choose this company. Finally, why do client’s prefer this type of financial institution over bank loans? In this project, i will be accumulating the research data for Client's Relationship Management of "FundThrough" company. As opposed to that, I will be responsible for two key roles in team collaboration as "The Monitor Evaluator" and "The Specialist."

**Analyze the Audience:** The primary audience of this project will be the small business owner’s who want to expand their business but they can not do so due to lack of funds or capital. Through reading this report, the audience will easily grasp the way of working of this company such as the paper works, eligibility check and duration of fund transfers. In this report, we will also illustrate the activities of this company mainly in which condition, they provide financial help and how they facilitate the clients. In general, they don’t have any knowledge of taking financial aid from these type of companies. Hopefully, this report will help them to get a better understanding and how it is better and convenient than bank loans for taking financial help.

**References:**

<https://www.fundthrough.com/>