

Target Customers

1. Value Proposition:

An online management tool that collects employee sentiment data on important topics in the workplace, identifying opportunities for the business to unleash synergy

Tag line: '*Unleash the power of synergy*'

* Please see the 'Brand Essence' sheet for a full description of the brand elements.

2. Customer Segments:

a.) Software Buyers (Employers)

- HR Managers & CEOs/MDs in the Tertiary Sectors
- Established business who specialize in the Services Industries.
- This solution will also appeal to Governance/Ethics & Financial Managers as it is a tool to support them in weeding out irregularities in governance and finances.

b.) Software Users (Employees)

- The actual users will be the employees who are predominately white-collar workers and managers, traditionally location based with access to emails and Internet.

c.) Industry examples:

- Financial – Financial Services, Banking, Auditing, Accounting, Consulting, Brokers
- IT Services – Networking, Data, Telecommunications, Software Development
- Marketing – Ad Agencies, Marketing Agencies, Design, Promotional, PR, Online Agencies
- Leisure – Hotel Groups, Tourism Groups, Travel Agents
- Retail – Supermarket & Grocery Chains, Home/Clothing/Consumer Electronics Stores