

FromOzz

Arianna Avalle

# About the company...

## Who are they?

B2B platform for global trade that connects business partners, buyers and suppliers.

## What do they do?

- Support producers with technology to export their products to different parts of the world and empower SMEs
- Facilitate the connection and communication between each company in the chain of commerce (admin organizations, buyers, producers, business partners)

# Positioning

Through FromOzz's cutting-edge b2b technology, small and medium businesses across the world can easily be discovered by buyers. Fromozz facilitates the negotiation and communication between producers and sellers through a simple and secure platform.



# Problem Analysis

- Lack Brand Awareness
- Competitors (Amazon and Alibaba)

The Amazon logo is displayed in black text on a white background. The word "amazon" is written in a lowercase, sans-serif font. Below the letters "a" and "z", there is a curved orange arrow that starts under the "a" and points to the right, ending under the "z".

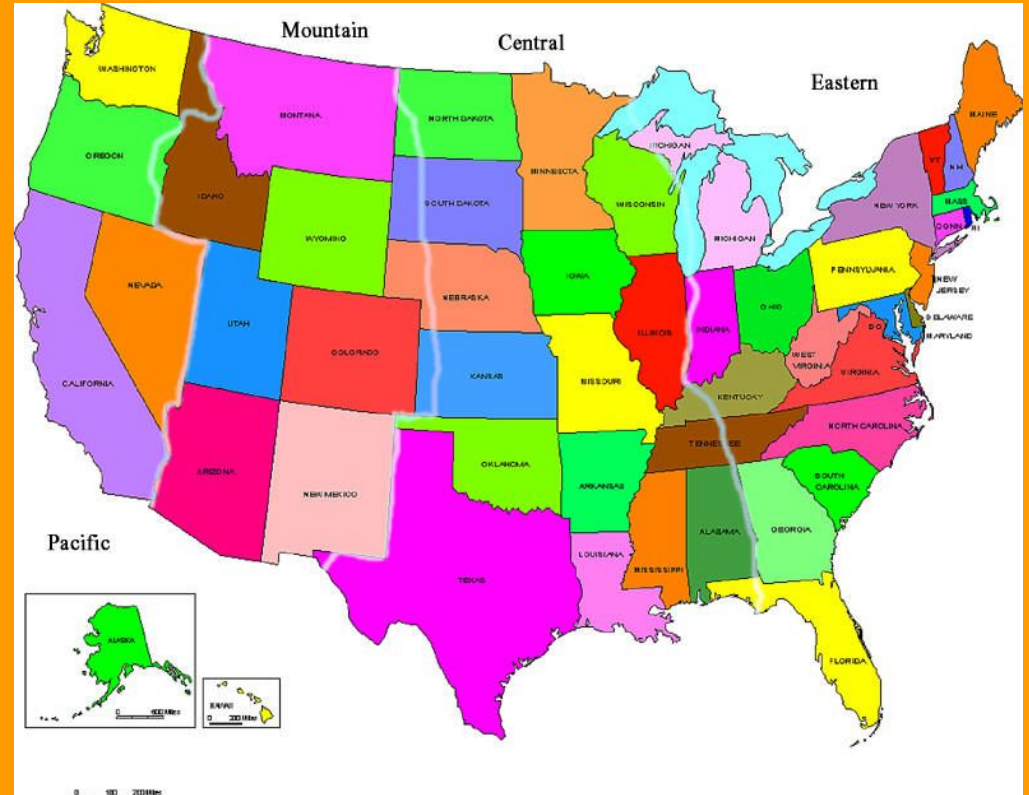
**amazon**

The Alibaba Group logo is shown on a white background. It features a stylized orange graphic above the text "Alibaba Group". The graphic consists of a thick orange line that forms a shape resembling a stylized "A" or a dragon's head, with a small white arrow pointing to the right. Below this graphic, the word "Alibaba" is written in a bold, orange, sans-serif font, followed by the word "Group" in a smaller, black, sans-serif font.

**Alibaba** Group

# Goals and Objectives

- Expand target market in the US
- Increase brand awareness



# Objectives continued..

- Increase the number of US buyers by 10 %
  - The target market is small-medium companies who are interested in enriching the diversity of their current offering
- Increase brand visibility in the American market
  - Become part of the consumer's evoked set
  - Being recognized as the most innovative platform that connects brands, retailers and business partners worldwide

# Strategic solutions

- Brand advocates
- Promotional videos (Testimonials from Chamber of Commerce members and current customers)
- U.S. Chamber of Commerce events



# Brand Advocates

- Three advocates in four major US cities (NY, Miami, Houston, Los Angeles)
- Lead by a Senior Brand Advocate trained in the Fromozz headquarters
- Target profitable small businesses
- Generate positive word-of-mouth





# Promotional videos

- Testimonies from Chambers of Commerce representatives from different countries (Mexico, Chile and Ecuador)
- Interviews with current customers (buyers and suppliers) who explain the benefits of using Fromozz and tell their personal experience
- Aired on television and published on social media platforms (Facebook and LinkedIn)



# U.S Chamber of Commerce Events

**5** | **JUNE**  
TUESDAY | 8:00AM  
2:00PM

## Small Business Series - Atlanta

Our Atlanta event will be an exciting and important stop in our second annual nationwide tour - from Dallas to the Twin Cities, DC to Phoenix - to engage business owners and entrepreneurs with top experts to gain tools, strategies, and best practices to help companies compete successfully in today's rapidly changing economy.

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**24** | **JULY**  
TUESDAY | 1:00PM  
6:00PM

## Small Business Series - Twin Cities

The U.S. Chamber of Commerce's Small Business Series convenes and engages small business CEOs on the local level in cities around the country. Each event features both local success stories along with national expert voices on topics such as building your brand, creating a strong workforce, and getting up to speed on cyber security.

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**2 DAYS**

**2** | **OCTOBER**  
TUESDAY | 12:00PM

## The Small Business Summit

On October 2 and 3, the U.S. Chamber of Commerce, in collaboration with MetLife, will welcome small business leaders from across the country to join us for our national Small Business Summit in Washington, DC. Now in its fourteenth year, the Small Business Summit will celebrate the small business owners we engage with around the nation and bring together leading business experts to inspire and educate business leaders with new tools, strategies, and best practices to bring back to their companies and communities.

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Link:  
<http://www.smallbusinessseries.com/>

# Schedule

- Train Senior brand advocates: June 7th, 2018
- Create their team: July 7th, 2018
- Brand advocate job start date: July 15th, 2018
- Hire production team for the promotional video: July 20th, 2018
- Complete the promotional video: September 31st, 2018
- Atlanta event registration: May 5th, 2018
- Twin Cities event registration: June 24th. 2018
- Small Business Series Summit event registration: August 2nd, 2018





# Recommendations

- Determine feasibility of our marketing plan
- Create a partnership with the U.S. Chamber of Commerce
- Reach out to top media sites

**Thank You!**