

# CLEAN WORLD

KOLARTIC BRIDGE 4TH SESSION

Team members:

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Daria Bolkhovskaya



Clean World

cleaning company

ASSIGNMENTS

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**02**

**OFFERING A SYSTEM OF ATTRACTING ORDERS, AS WELL AS DEVELOPMENT OF POSSIBLE PARTNERS BASED IN RUSSIA, FINLAND, NORWAY.**

**OFFERING SMM PROMOTION SYSTEM TO THE COMPANY.**

03

**PROBLEM:** THE DIFFICULTY OF GETTING STARTED A BUSINESS IN FINLAND AND NORWAY

**SOLUTION:** OFFER THE CLEANING SERVICES TO OTHER RUSSIAN LOCAL COMPANIES WHICH ARE ALREADY BASED IN FINLAND AND NORWAY

**HOW DOES IT WORK:** A COLLABORATION WITH LOCAL COMPANIES WHOSE OFFICES ARE LOCATED IN NORWAY AND FINLAND WILL ALLOW THE COMPANY TO START WORK IN EUROPE WITH MINIMAL LOSSES AND RISKS FOR THE COMPANY ITSELF

## 04

## WHY SHOULD THIS IDEA BE IMPLEMENTED?

- *This is an opportunity for the Commissioner to try getting started a business in Norway and Finland.*
- *The ability to conduct business in the native language.*
- *The opportunity to become recognizable in the international market.*
- *The possibility of increasing the company's profits.*

Name	location	Contacts
Holiday Club Saimaa	Tiuruniementie 131, 55320 Imatra, Finland	+358 300870952, +7 812 335-23-32, +358 300870923
Kolin Lotus Cottages	Pikkupurnu 1, 83960 Kolinkylä, Finland	+358 44 790 00 70
<a href="http://www.fortum.com">Fortum</a>		<a href="http://www.fortum.com">www.fortum.com</a>
<a href="http://storaenso.com">Stora Enso</a>	st. Kuibysheva, 26, Petrozavodsk (office 413)	<a href="http://storaenso.com">storaenso.com</a>
Kesko	Michurinskaya St., 7, Petrozavodsk	<a href="http://www.kesko.fi">www.kesko.fi</a>
Company Kone	Helsinki, Eliel Saaristentie 2, P.O. Box 66FIN-00401	<a href="http://www.kone.com">www.kone.com</a>

## 05

**TO IMPLEMENT THIS IDEA SUCCESSFULLY YOU NEED TO CONVINCE POTENTIAL CUSTOMERS OF THE BENEFITS OF COOPERATION WITH THE COMPANY. TO DO THIS, YOU MUST HAVE CERTAIN SKILLS AND ABILITIES, AS WELL AS FOLLOW SEVERAL **STEPS** THAT WE HAVE ALSO PREPARED:**

- **Send a letter with a business proposal**, a link to the company's website and a presentation about the company to a potential client. Ask about the opportunity of having an initial meeting with your potential client.
- **Prepare a presentation for your first meeting with a potential client.**
- **Ask open-ended questions.** Some questions can be totally practical and clarifying as you both learn how to best communicate with each other, but also include some open-ended questions that help you see the bigger picture. For starters, think about asking the following
- **Make a research about the client.** You should never be shy about asking a client clarifying questions, but this meeting also shouldn't be the first time you've gathered information about them. Taking the time to get to know your client's resume, existing work, and business, goes a long way towards ensuring your questions are pointed and intelligent, and that the client feels you're really paying attention to their specific needs.
- **DRESS PROFESSIONALLY, BUT NOT OUT OF CHARACTER.** Along the same lines as body language, take care with how you dress for this meeting (another important way to nonverbally communicate your professionalism). Dress in a way that makes you feel competent and comfortable. In the end, the most important thing to remember is that clients WANT you to be able to solve their problems. Your goal in making a first impression at a client meeting is to send your client off feeling like you've totally got this and that they've made the right decision in choosing your services.

**PROBLEM:**THE DIFFICULTY FOR POTENTIAL CUSTOMERS TO FIND ACCURATE INFORMATION ABOUT THE SERVICES PROVIDED

**SOLUTION:**UPDATE OF THE WEBSITE

**HOW DOES IT WORK:**UPDATING THE SITE WILL ALLOW POTENTIAL CUSTOMERS TO RECEIVE ACCURATE INFORMATION ABOUT THE COMPANY, COST AND QUALITY OF SERVICES. A WELL-STRUCTURED WEBSITE WILL MAKE IT EASIER FOR THE COMPANY TO COMMUNICATE WITH POTENTIAL CUSTOMERS BY USING A REQUEST FORM ON THE WEBSITE. THE OPPORTUNITY TO READ THE REVIEWS OF REGULAR CUSTOMERS WILL HELP POTENTIAL CLIENTS CHOOSE YOUR COMPANY.

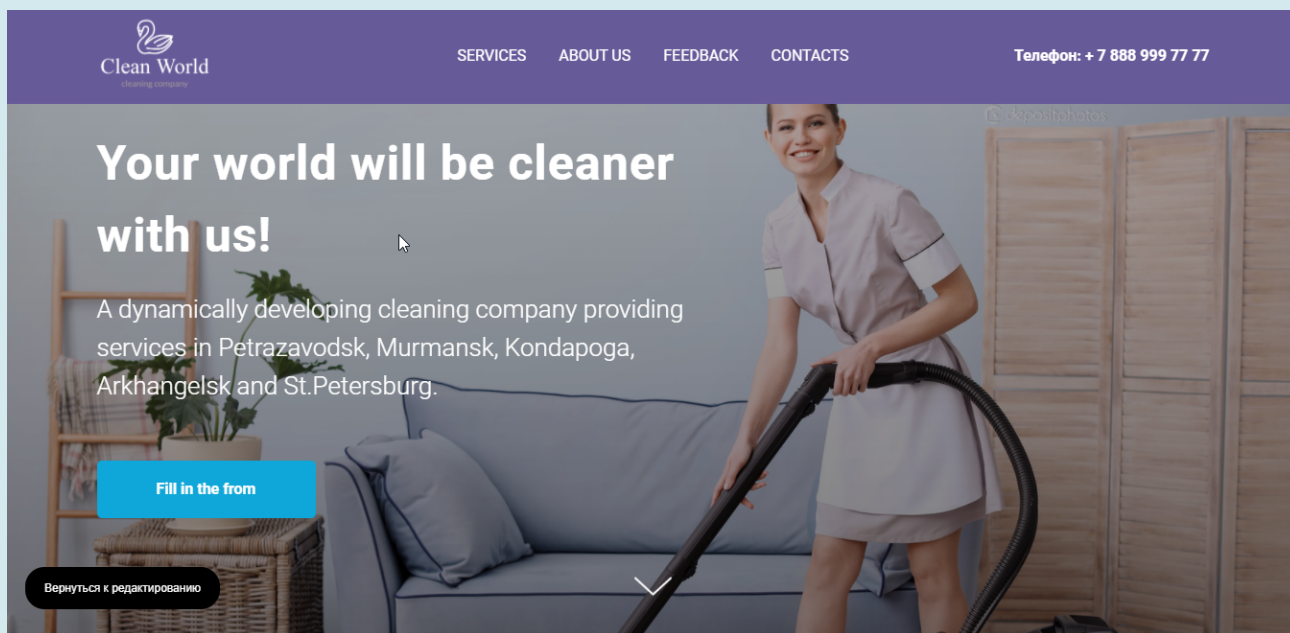
# PROBLEM#2

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## 07

### WHY SHOULD THIS IDEA BE IMPLEMENTED?

- THE PROCESSING OF ABANDONED APPLICATIONS CAN OCCUR AUTOMATICALLY AND TAKES LESS TIME THAN A CALL TO EACH CLIENT SEPARATELY.
- BY ADDING NEW MATERIALS ON THE TOPIC TO THE SITE, WE INCREASE THE FLOW OF TARGETED VISITORS FROM SEARCH ENGINES FOR A VARIETY OF RARELY USED KEY PHRASES (LOW-FREQUENCY QUERIES). CONSIDERING THAT THERE CAN BE MANY SUCH PAGES, YOU CAN ACHIEVE A SIGNIFICANT INCREASE IN TARGETED TRAFFIC TO THE SITE.
- USING THE SITE IS MORE CONVENIENT FOR POTENTIAL CUSTOMERS BECAUSE THEY CAN GET ACQUAINTED WITH THE COMPANY MORE ACCURATELY.



The image shows a form titled 'CHOOSE A CLEANING SERVICE'. At the top, it says 'WRITE A FEEDBACK AND TAKE 5% DISCOUNT!'. The form contains the following fields: 'Your name' with the value 'Ivan', 'Cleaning service' with a dropdown menu showing 'Comprehensive cleaning of premises, adjacent areas', 'Murmansk' as a city, 'Your city' (empty), and a phone number '+1 234 567 89'. A blue 'SEND A FORM' button is at the bottom. A red question mark icon is visible in the bottom right corner of the form area.

# PROBLEM#2

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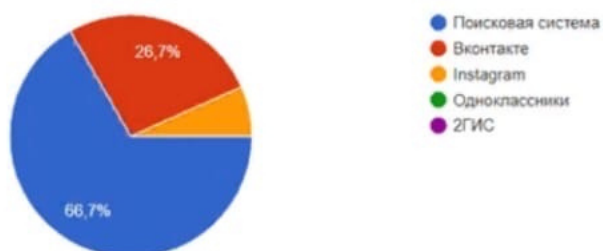
## 08

### WE CONDUCTED A SURVEY IN WHICH QUESTIONS WERE ASKED ABOUT WHERE MAINLY POTENTIAL CLIENTS ARE LOOKING FOR INFORMATION ABOUT SERVICES

ACCORDING TO THE RESULTS OF THE SURVEY, IT BECAME CLEAR THAT POTENTIAL CLIENTS ARE LOOKING FOR INFORMATION ABOUT SERVICES MAINLY IN INTERNET.

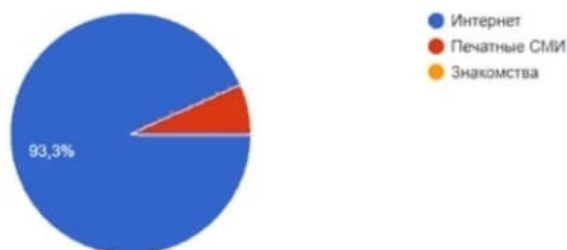
Какую интернет-платформу вы предпочитаете для поиска информации?

15 ответов



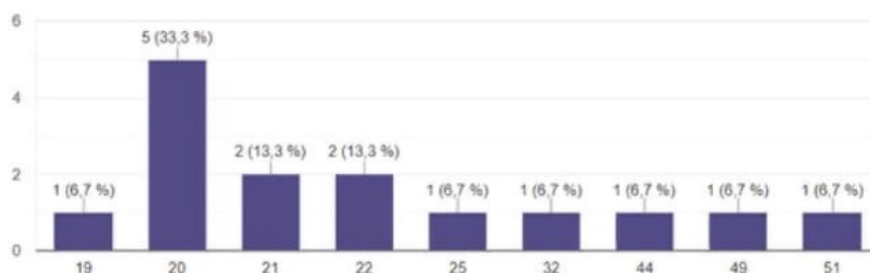
Каким способом вы ищете информацию об услугах?

15 ответов



Ваш возраст

15 ответов





09

**PROBLEM:**THE OLD-FASHIONED SYSTEM OF ATTRACTING NEW CLIENTS

**SOLUTION:**DEVELOPMENT OF QR CODE

**HOW DOES IT WORK:** QR CODE DEVELOPMENT WILL HELP POTENTIAL CLIENTS BECOME RECOGNIZABLE FACE TO FACE. POTENTIAL CLIENTS BEING IN THE PLACES WHERE THE COMPANY OPERATES WILL BE ABLE TO INDEPENDENTLY ASSESS THE QUALITY OF THE COMPANY'S WORK, GO TO THE WEBSITE USING THE QR AND FILL IN THE APPLICATION FORM.IT IS LESS EXPENSIVE THAN DEVELOPING LEAFLETS AND DISTRIBUTING THEM EVERYWHERE.

Your world will be cleaner with us!



Clean world  
CLEANING COMPANY



**PROBLEM:**THE PRESENCE OF BAD REVIEWS ABOUT THE WORK OF THE COMPANY

**SOLUTION:**CONDUCTING A SURVEY AMONG CLIENTS, DEVELOPING A SYSTEM OF DISCOUNTS FOR LEAVING A REVIEW ON THE SITE

## HOW DOES IT WORK?

- CONDUCTING A SURVEY AMONG THE DISSATISFIED WILL HELP TO UNDERSTAND THE PROBLEMS OF THE COMPANY, AS WELL AS ENABLE CUSTOMERS TO BE HEARD.
- CONDUCTING A SURVEY WILL ALSO HELP TO AVOID BAD REVIEWS IN THE FUTURE.
- THE AVAILABILITY OF A SYSTEM OF DISCOUNTS FOR LEAVING A REVIEW WILL HELP ESTABLISH CONTACT WITH THE CUSTOMERS AND INCREASE THE FREQUENCY OF VISITS TO THE SITE.



PROBLEM#4

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**11**

## **WHY SHOULD THIS IDEA BE IMPLEMENTED?**

- **THE FEEDBACK SYSTEM HELPS TO ESTABLISH AN HONEST DIALOGUE BETWEEN THE COMPANY AND CLIENTS.**
- **THE SYSTEM OF DISCOUNTS CAN ENCOURAGE CUSTOMERS TO USE THE SERVICES MORE OFTEN AND LEAVE FEEDBACK ON THE COMPANY'S WORK**
- **THE FEEDBACK SYSTEM WILL HELP EMPLOYERS TO NOTICE THE SHORTCOMINGS OF THE COMPANY**

# 12

## HOW IT IS IMPLEMENTED:

- 1)DEVELOPMENT OF A SURVEY USING GOOGLE FORMS “*ABOUT THE QUALITY OF THE COMPANY'S SERVICES*”.
- 2) SENDING A SURVEY TO CUSTOMERS WHO LEAVE BAD REVIEWS.
- 3)PROCESSING SURVEYS, WORKING ON CLIENTS' PAINS. MAKING UP A FEEDBACK FORM.
- 4)SENDING A FEEDBACK FORM TO EACH COMPANY AT THE END OF THE WORK.
- 5)FAMILIARIZATION WITH THE SYSTEM OF DISCOUNTS FOR LEAVING REVIEWS ON THE SITE.

Clean World

Your world will be cleaner with us!

Rate the quality of the cleaning service from 1 to 5.(1 - not so good,5 -fantastic)

1 2 3 4 5

Feedback

# 13

**COLLABORATION** WITH LOCAL BUSINESSES THAT HAVE EXPERIENCE IN EUROPE WILL HELP START DOING BUSINESS ABROAD AND REDUCE RISKS.

**UPDATING THE WEBSITE** IS NECESSARY FOR THE CONVENIENCE OF REGULAR CLIENTS AND FOR THE INCREASE OF THE FLOW OF NEW CLIENTS.

**QR CODE DEVELOPMENT** IS A LESS EXPENSIVE ADVERTISEMENT AND ALSO A GUIDE TO THE SITE.

