

# CUSTOMER SUCCESS STORY



## CHALLENGE

1. No clear vision
2. No clear value proposition
3. No purposeful business model

## SOLUTION

1. We conducted some market research to develop our value proposition
2. Through a series of workshops we identified the key roadblocks to forming a clear vision
3. We created a clear understanding of a sustainable business model moving forward

## RESULTS

1. We created the value proposition and values for the business.
2. We changed the rationale for making decisions in the business based on the value proposition and vision.
3. We changed the business model for attracting and maintaining business.

## Understanding the Ducon story VALUE PROPOSITION

Its our job to make building easier



## ADVERTISING



## VALUES



## SALES FLYER

