

# CHAOTIQ13. Controlling (4 seminar)

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# Performance and progress reporting

There were created group in Facebook and blog in Instagram, which explains clearly our mission and shows work examples

# Change control

We are going to look at the success of different content and, depending on the statistics received, we will determine the final concept - video, photo, percentage of both, the style will remain the same

# Schedule monitoring and control

It's carried out through statistics and analytics of the personal account of the business account on the facebook and instagram + data from the inside of the brand (sales, orders, frequency)

# Quality monitoring and control

It's necessary to come up with and develop a pipeline schedule for creating and laying out Internet content, find a compromise between content with the same jewelry models and a possible long pause for making new products

# Risk response and mitigation

The main risk is uncompetitive brand. It is solved by constructing an image of "art" and a "design approach" around products and their representation