

# BINARY HELIX



# LITTLE DESCRIPTION

- Tagline of company is “Create and edit”
- Our company is engaged in development of genetic engineering techniques.
- Our structure is public limited company.
- Our company is engaged in innovative health care (service)
- Our company don't have history this moment but we are sure that we can make great strides.
- Our headquarters is located in 24,Warren Street, New-York, USA

# MARKETING PLAN

- Our target market is a people with certain genetic diseases, because it can not be cured by conventional medicine. This treatment method makes our company unique and very necessary in today's market. At the initial stage, we will have no competitors in this field, but we will take care only about our customers and provide them with quality services.

# PRODUCT AND SERVICES PLAN

- Our services will be in the treatment of diseases by genetic engineering, by point editing of the genome and consolidate the results to this disease doesn't appear in the next generation.

# MANAGEMENT PLAN

- Key employees in our company will be the doctors and people who works with clients, because the client needs to know clearly what she/he needs to correct, and whether to apply to our company for this service.



# SWOT ANALYSIS

- Like all companies, we have our own strength, weakness, opportunities and threats.
- Our strengths lie in the novelty and guarantees a complete cure of the disease.
- Our weakness consist of weak awareness of customers about our services and the narrow range of treatable diseases.
- By the opportunities of our company should include the popularization of innovation medicine and people's interest of their own health.
- Threats of our company lie in poor knowledge of the complete human genome and protests by some government organization that can recognize our business are unethical.