

JoyRide.kz



Team “Profit” :
Nurzhanov Meir
Alipbayev Yerdaulet
Mukhametzhanov Assylbek
Orynbassar Zhanar

Vision: Promote everything.



- New for Kazakhstan
- Effective advertisement
- Support charity



SWOT

Strength: Fresh innovative idea, No resembling rivals

Weaknesses: No

Opportunities: new method to promote information, expand to other countries
Partnership with huge companies

Threats: government side , takes long time to adapt

Disadvantages of modern ADs in KZ

Out-of-date


Annoying

Not attractive




Survey questions

Joyride

1. How often do you pay attention to ads? 

- ☐ Always
- ☐ Usually
- ☐ Sometimes
- ☐ Rarely
- ☐ Never


2. Do you agree that ads are useful? 

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree

3. What kind of ads are most annoying? 

- ☐ On TV
- ☐ On the Internet
- ☐ Billboards
- ☐ Other

Questions

4. How often do you see ads on cars? 

- ☐ Always
- ☐ Usually
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

5. Do you think ads on cars would be effective in your city?



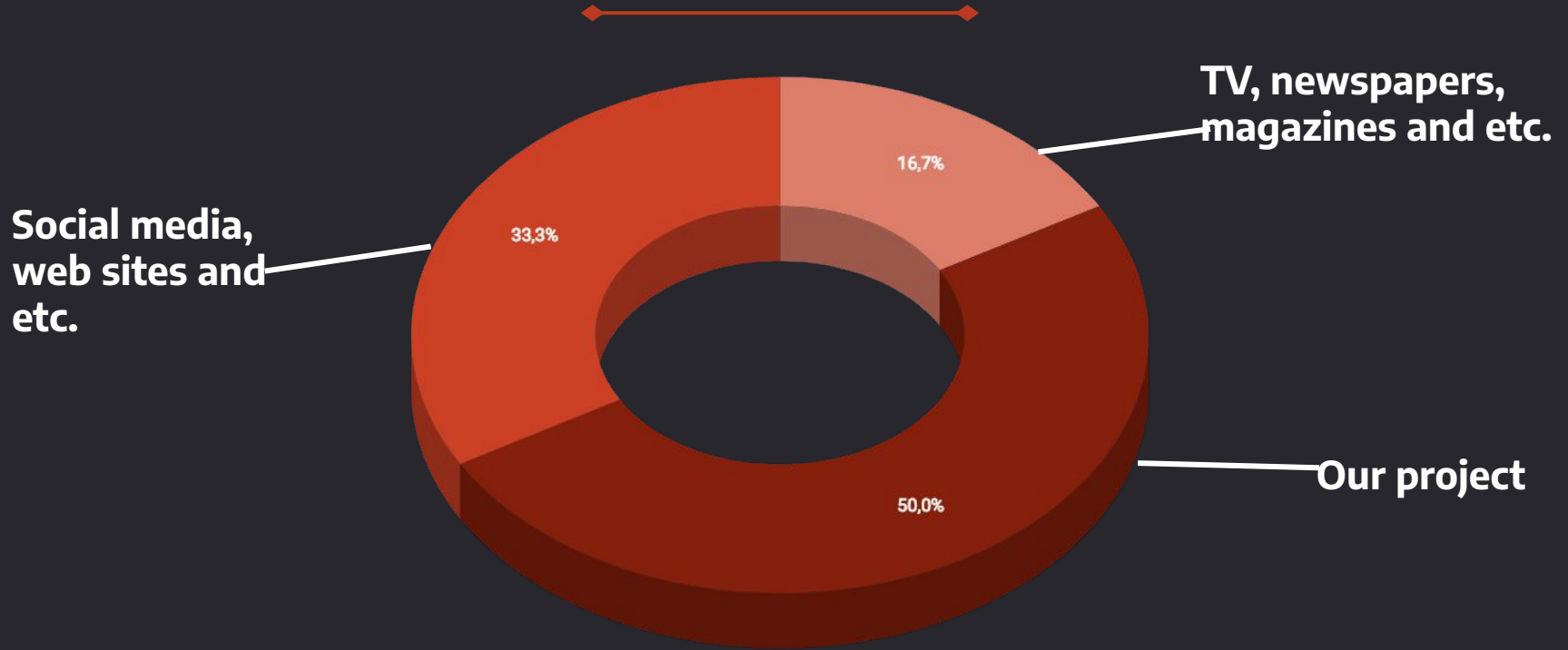
- ☐ Definitely would
- ☐ Probably would
- ☐ Probably would not
- ☐ Definitely would not

6. Would you like to get paid for placing ads on your own car?



- ☐ Yes
- ☐ No

Public outlook



Re-engineering strategy



MAPS



~3000\$
From each order



10-15 cars
100km per day



100%
Total success!



THANKS!

ANY QUESTIONS?

You can find me at:

- joyride.kz
- joyridekz@gmail.com

