

JoyRide.kz



Team “Profit” :
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Vision: Promote everything.



JoyRide.kz

- 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Out-of-date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

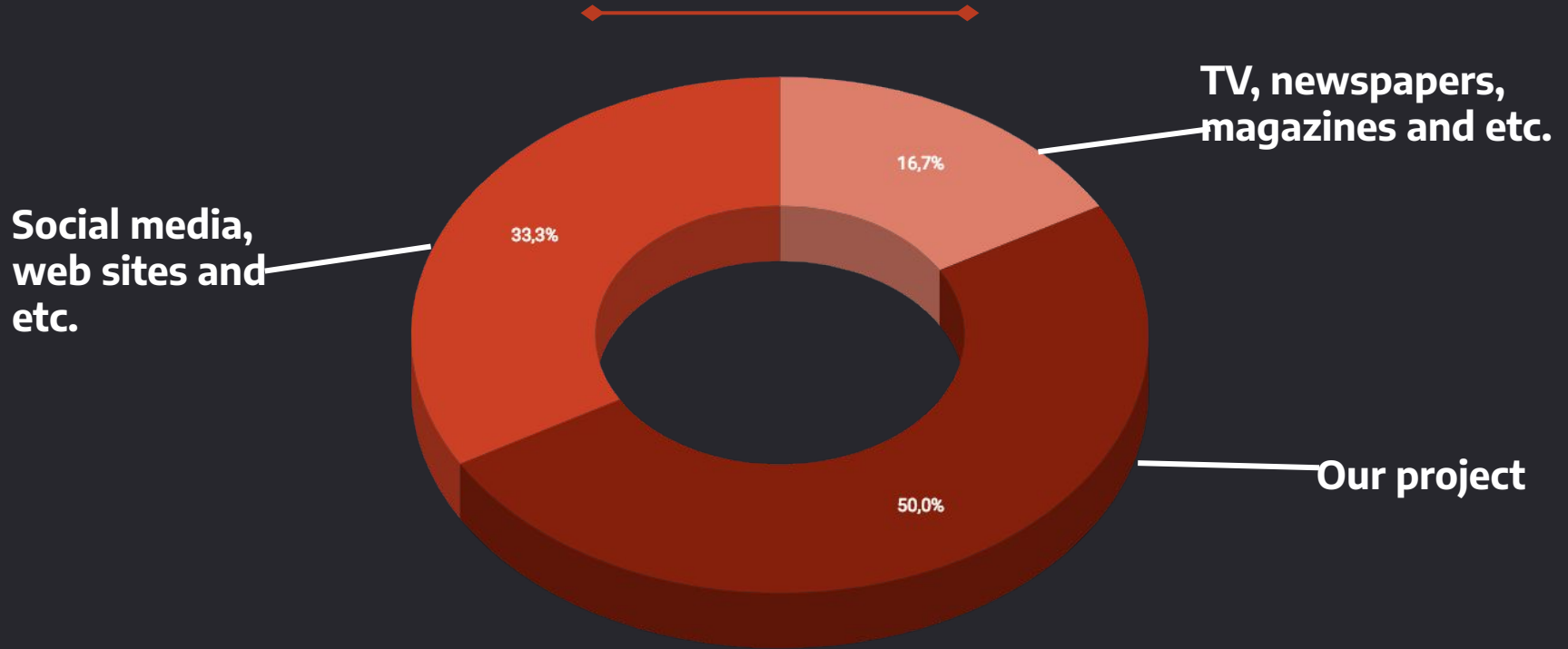
5. Do you think ads on cars would be effective in your city? 

- 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

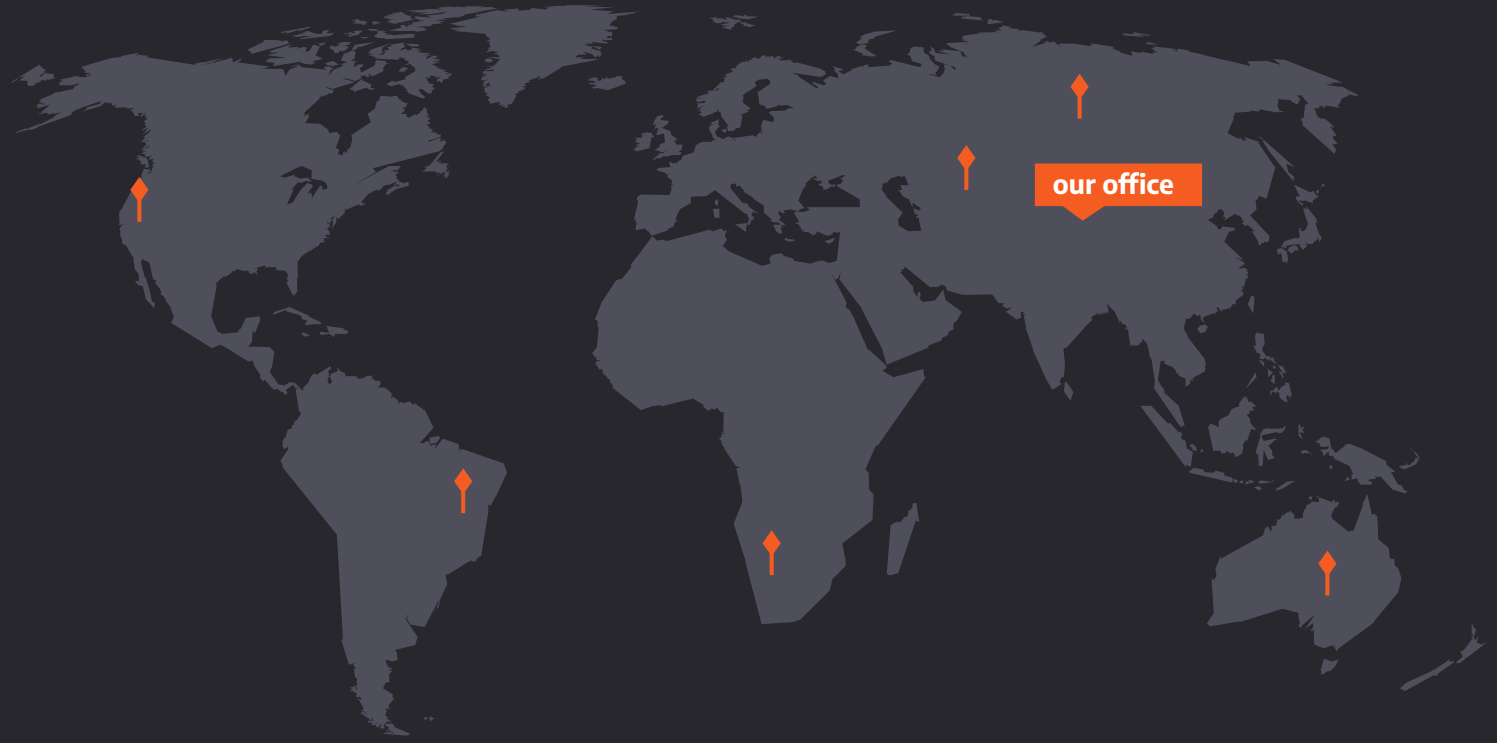
Public outlook



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:

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