

Let's reflect on employment crisis in Iraq

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EN02 Group

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Embossing on glassware, clothing and wood

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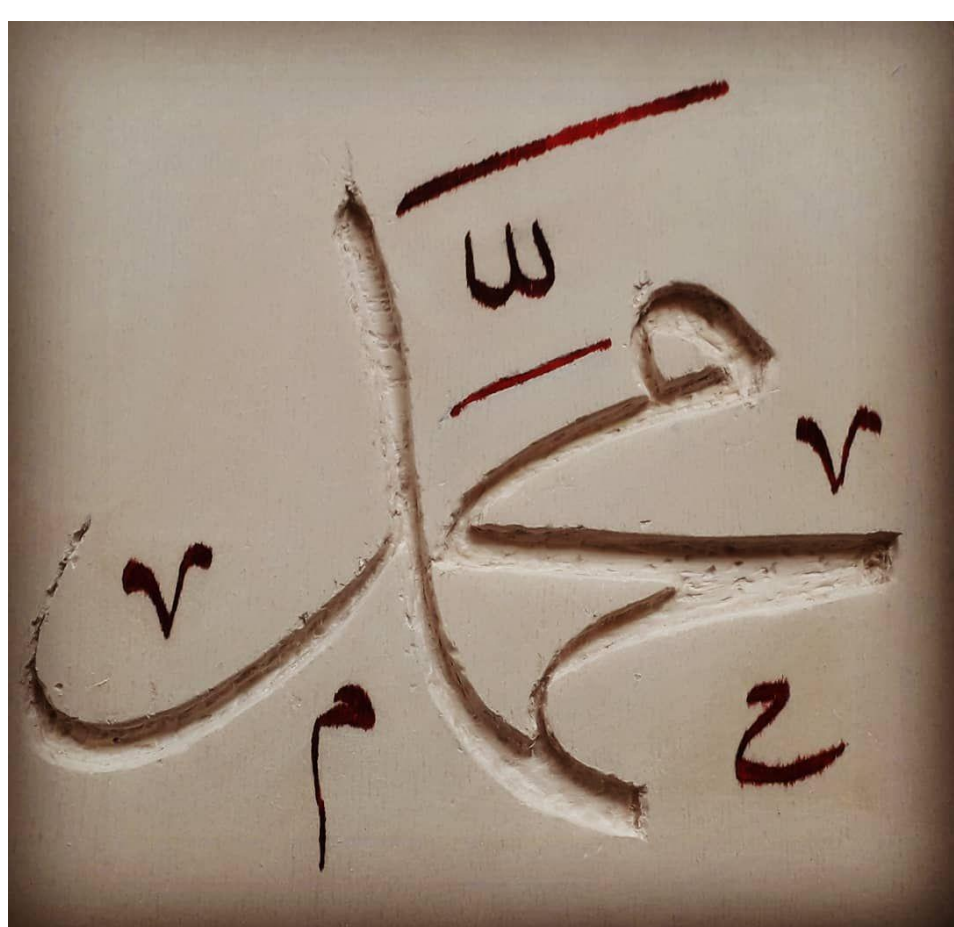
The unique value of the product or service :

- 1) Engraving on demand on the cup, wood or ceramic with engraving technique, not printing
- 2) A product of high quality and accepted price better than important
- 3) It has a traditional character because it is based on Arabic calligraphy
- 4) the use of handmade
- 5) It has an aesthetic ,and artistic nature .



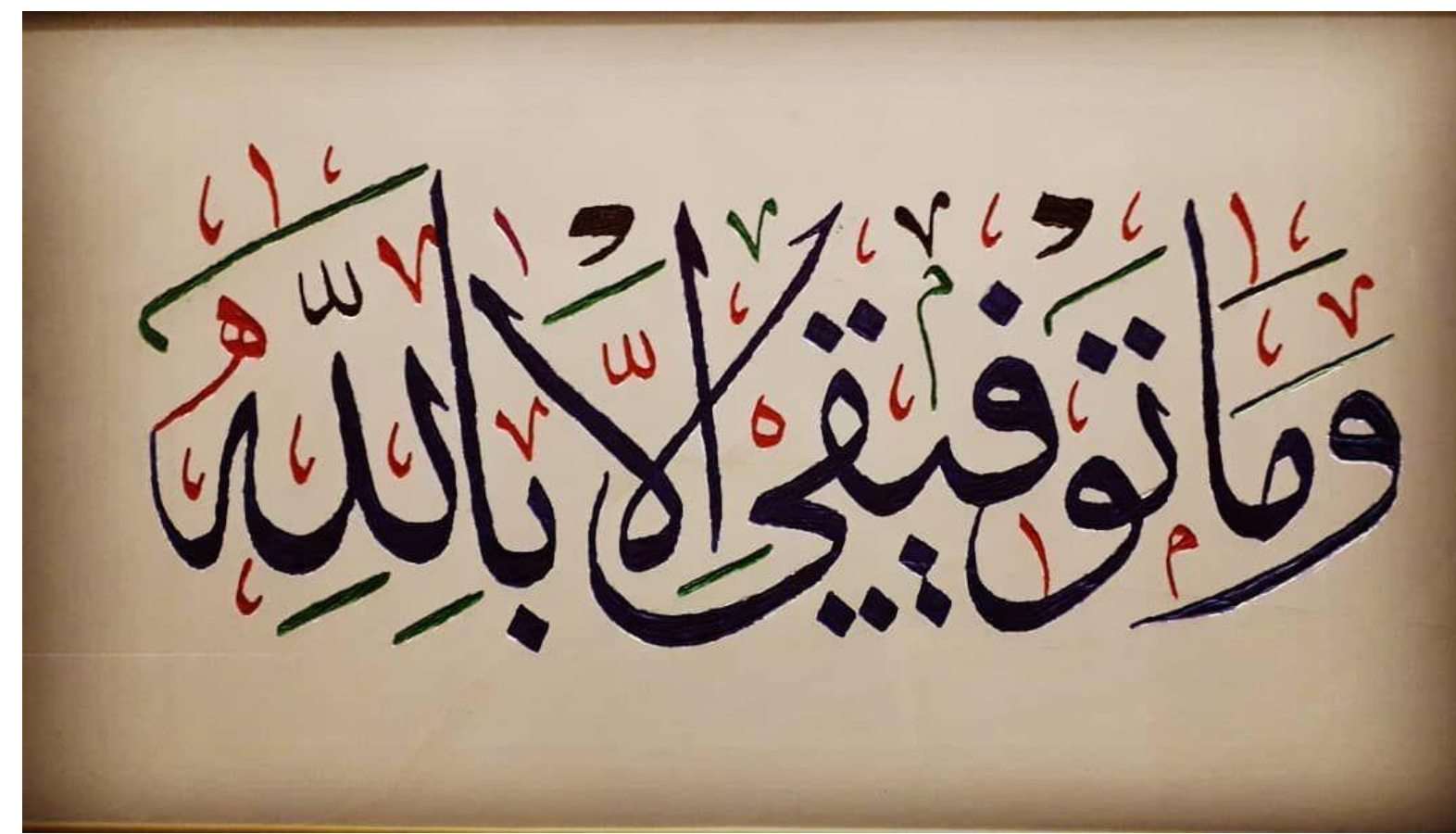
Unfair Advantage

- 1) Hand skill in Arabic calligraphy and glass engraving
- 2) Artistic and stereoscopic paintings with 3D technology



Customer segment's, target customers

- 1) The owners of companies.
- 2) Gift offices.
- 3) All the popular groups in the governorate who like to make antiques.
- 4) All people who are interested in Arabic calligraphy.
- 5) Pioneers of popular bazaars and festivals such as the Book Quay.
- 6) Graduation ceremonies and printing on the graduation shield and brochures
- 7) Some government institutions and private schools



Problem

1. The lack of production of technical models due to the lack of a place to work and the lack of sufficient money to open the project. Currently, work is done in a small workshop at home.
2. delivery to order.
3. The difficulty of obtaining the goods from the different types of cups that the customer demand.

Solution

- 1) After obtaining the necessary support, a suitable place is selected and an integrated workshop is rented
- 2) Contracting with a private person to obtain different and various models
- 3) Provide delivery to customer Unique Value Proposition

Cost structure

- 1)Rent a place for the workshop after choose appropriate place
- 2)Outlay the use material in the work from cups, wood and all the other material, help in the work
- 3)Sponsored advertisement, electricity and some technical staff salary in the work



Key metrics

- 1) Increase of the number of the customers
- 2) Income percentage that obtains in month or season
- 3) Famous through TV channel meeting