



Alexandra Adames,  
Joseph Adegboyega,  
Ema Bandazian, Olivia  
Hanley & Aria Wolkowicz

**DR. CHELMINSKI**  
**MKT 426-001**  
**18 MAY 2021**



PROVIDENCE  
COLLEGE

# Presentation Outline

- GoMyClimate Introduction
- Environmental Analysis
  - Geography
  - Socio-Cultural Environment
  - Political and Legal Environment
  - Economic Environment
- Marketing Plan
  - Mission
  - Product Component Model
  - Diffusion
  - Marketing Strategy
  - Promotional Strategy
  - Pricing Strategy

# GoMyClimate

## **Brief Overview**

GoMyClimate is aimed at educating students of all backgrounds, providing them with exact resources they need to excel in the development of AI climate change technologies.

The program includes courses which run for 10 weeks and provide students with real-world AI case projects that work to mitigate issues of climate change.

The curriculum of these courses involve the education of new coding skills that are applied to the research and development of revolutionary AI technology.

# *Environmental Analysis*

# *Environmental Analysis*

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## **GEOGRAPHY**

- Located in Northwest Africa on the Mediterranean coastline
- Tunis is the capital city
- 69.3% of population is urban
- Climate
- North: mainly temperate/mild, rainy winter & hot/dry summers
- South: hot/arid desert
- Natural Resources: petroleum, phosphates, iron ore, lead, zinc, salt

# 11,818,619

**Total Population of Tunisia**

# 98%

**Of Population Represent Arab-Berbers**

# *Environmental Analysis*

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## **SOCIO-CULTURAL**

- 98% of population speaks Arabic
- 98% of population is Muslim
- Business:
  - Value relationships
  - Polychronic culture → Negotiations take time
  - Gifts: nuts, fruits, cake, candy, flowers & photos of city

## **HOFSTEDE**

1. COLLECTIVIST SOCIETY
2. MODERATELY FEMININE SOCIETY
3. AVOID UNCERTAINTY

# *Environmental Analysis*

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## **POLITICAL & LEGAL**

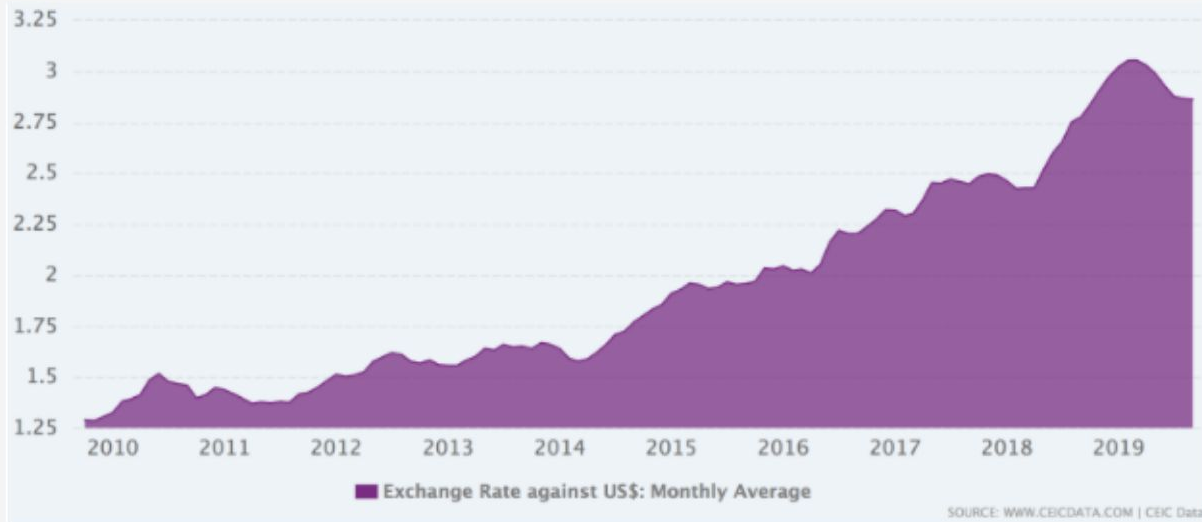
- Parliamentary Republic
- Very unstable government throughout the years
- Their legal system is based on both Islamic and French civil law
- The GOT has favorable attitudes toward foreign investments and free-trade agreements
- Tunisia is a member of many international organizations
- GOT is currently facing serious political conflicts



# Environmental Analysis

**ECONOMIC**

**Tunisia Exchange Rates Against USD (data courtesy of CEIC Data):**





# *Marketing Plan*

# *Mission Statement*

*GoMyClimate facilitates the mentorship of young professionals with trailblazers in the global AI industry to aid in combating Tunisia's climate crisis while promoting the improvement of the Tunisian economy through an interactive and valuable learning experience that paves a pathway toward a better future.*

# *Product Component Model*

## **Core Product**

The core benefits of our product include education, accessibility, innovation, stability, and experience.

## **Actual Product**

Our product is an educational online platform that can be accessed through the GoMyCode website. Includes courses which run for 10 weeks and provide students with real-world AI case projects that work to mitigate issues of climate change.

## **Augmented Product**

Our company has teamed up to offer financial aid to anyone who needs it. Another factor of our augmented product involves one-on-one meetings with our students and mentors.



# *Factors of Diffusion*

## **Relative Advantage**

The current growth and rise in interest within the technology industry in Tunisia will help our product offering to be successful.

## **Compatibility**

With its young and educated demographic of over 39% of its population, Tunisia is the perfect niche for training and establishing AI professionals within the industry which will help with the diffusion of our product.

## **Trialability & Communicability**

The success of the GoMyCode brand and its established name will only further facilitate the diffusion of our program as our joint venture with this company will provide credibility and security for our coding program.

## **Impeding Factors -- Complexity**

While the country is successfully tackling the spread of coronavirus, Tunisia can not seem to handle the virus's economic repercussions.

# *Marketing Strategy*

## **Standardization**

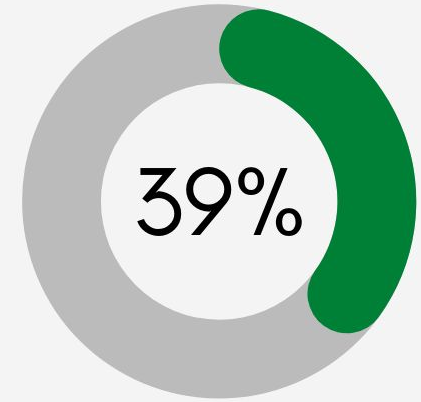
The goal of our product is to mitigate the issues that Tunisia is currently facing in regards to the climate crisis, therefore the product can stay the same throughout the country.

## **Joint Venture**

To enter the market we will be creating a joint venture with GoMyCode. GoMyCode is an established Tunisian company focused on technology based education. Having a joint venture with the company will allow us to create the separate legal entity of GoMyClimate.

# Target Market

Our target market is to cater to students of GoMyCode. These individuals are young professionals looking for jobs in the tech industry. Our target population for this campaign are individuals between the ages of 20 and 30, which is approximately 39% of Tunisia's total population.



*Tunisian individuals between the  
ages of 20 and 30*



1) Obtain at least 75% of students to sign up for the program



2) Through our promotional campaign we can influence more younger individuals and professionals to get involved with artificial intelligence



3) Convey the value of mentorships, networking, and the overall experience of our program



4) Highlight Tunisia's potential into becoming one of the tech capitals of the world, specifically in Africa

# *Objectives for Promotional Strategy*



# Promotional Campaign

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ADVERTISING

TELEVISION

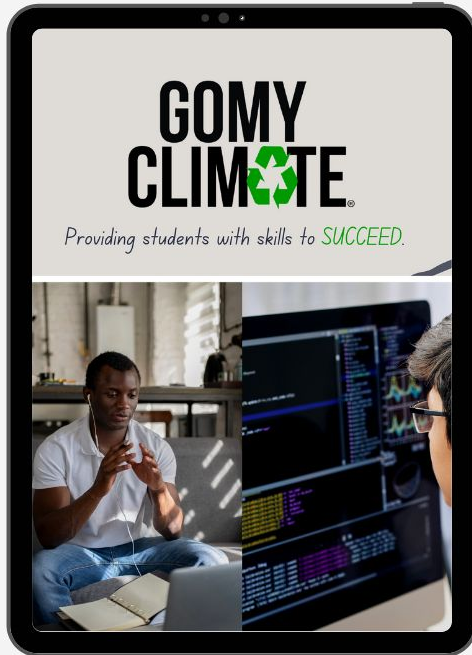


# Promotional Campaign

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ADVERTISING

## SOCIAL MEDIA



GOMY  
CLIMATE

# Promotional Campaign

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ADVERTISING

## SOCIAL MEDIA



**GOMY CLIMATE**

# Promotional Campaign

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**SALES PROMOTION**

SWAG



PRICE DEALS



**GOMY  
CLIMATE**

# Promotional Campaign

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**DIRECT MARKETING**

EMAIL MARKETING

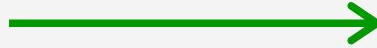
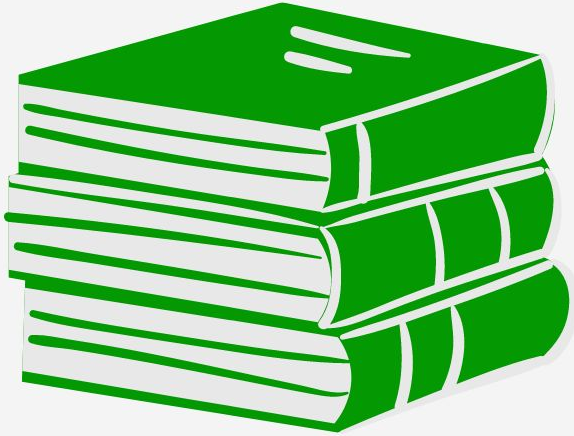


COUPON CODE



# *Promotional Campaign*

**PERSONAL SELLING**



# Promotional Campaign

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PUBLIC RELATIONS

PRESS RELEASE



CAUSE-RELATED MARKETING



PRICING

**\$2,000**

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# *Distribution Strategy*

Our program will be an online course that will occur through Zoom and pre-recorded lessons. Students will download the necessary software to their device prior to the start of the course. The course will be in English as the professionals who will be teaching the course will be from American companies. Arabic and French translations will be offered as those are the top languages spoken in Tunisia.

The Zoom logo is displayed in a bold, blue, lowercase sans-serif font.



# Pricing Strategy

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## STRATEGY

- The GoMyClimate pricing strategy will include a bit of variable-cost pricing and price penetration that help us reach as much of the target market (young adults, 20–30 year-old Tunisians) as possible.
- We intend to factor in the necessary software, language diversity, and online platform in the overall price of this AI training and career mentorship program.
- GoMyClimate will be offered for **\$2000** (5487 Tunisian dinar), taking into account the \$1300 (3566.55 Tunisian dinar) of joint venture partner GoMyCode's Artificial Intelligence course and the amount we determined that the mentorship and career preparation aspect of this program is worth.

# Pricing Strategy

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## SPONSORSHIPS

- First, we intend to offer the **option of payment** in installments to allow more Tunisians to feel that GoMyClimate is an opportunity that is a possibility for them.
- Additionally we are working through bringing in the Tunisian government, specifically with the Ministry of Education and the Ministry of Vocational Training and Employment that will be program sponsors and provide scholarships **each** session
- Registration will be on a first come, first serve basis, with a limit of **30 participants** per session, and once the registration is full, applicants will move into the waitlist.

# Pricing Strategy

## SALES PROJECTIONS

- Formula = 30 Participants/Session x Number of Sessions x \$2,000 usd/session

**Table 1: 5-Year Sales Projection**

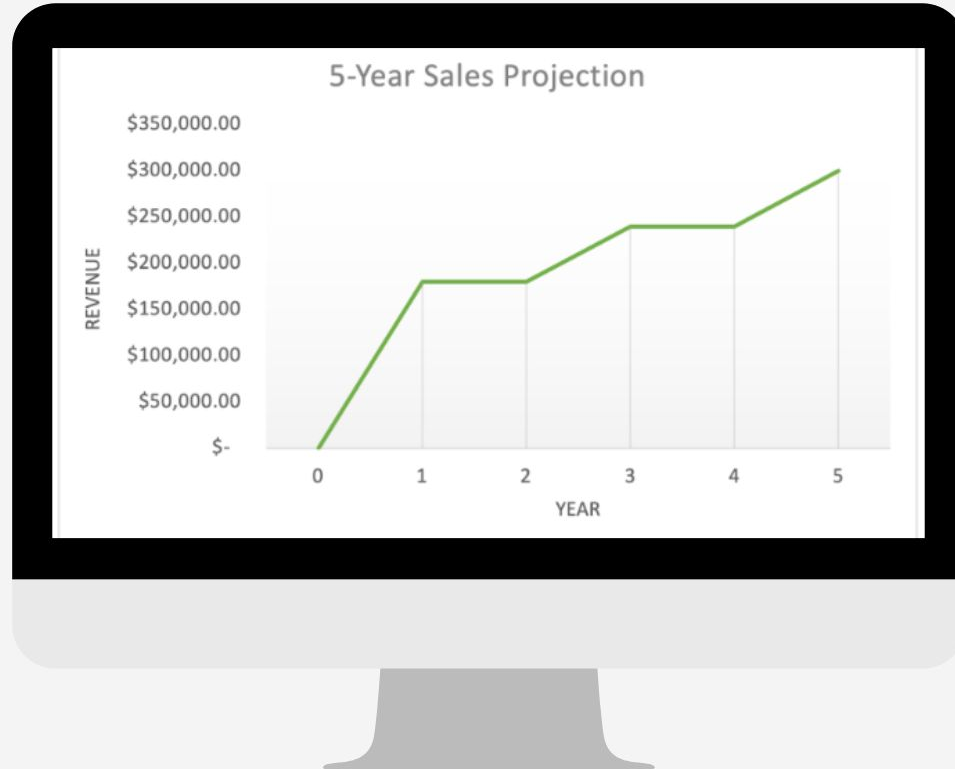
Year	No. of Sessions	Price per Session	Participants	Projected Revenue
0	0	0	0	\$ -
1	3	2000	30	\$180,000.00
2	3	2000	30	\$180,000.00
3	4	2000	30	\$240,000.00
4	4	2000	30	\$240,000.00
5	5	2000	30	\$300,000.00

# Pricing Strategy

**SALES PROJECTIONS**

CONTINUED

**Graph 1: Annualized Sales Projection (5-year Outlook)**



# *Ethical Challenges*



## **Religion**

To mitigate ethical challenges, we must ensure to respect the religious beliefs of the country, the most common being the Islamic faith as 98% of Tunisia's population is Muslim.



## **Technology & Privacy:**

We must ensure that our product is clearly explained so that students and potential consumers know that our product is for good and not to disrupt privacy.



## **Affordability**

Offering a scholarship allows the program to be affordable to all students.



## **Access to Program**

Having a discount of computers allows for students to have the necessary materials to participate.

# *QUESTIONS?*

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**GOMY  
CLIMATE®**

A green recycling symbol, consisting of three chasing arrows forming a triangle, is positioned over the word "CLIMATE" in the logo. The symbol is centered between the letters "M" and "T".