

GOMY CLIMATE[®]

A green recycling symbol, consisting of three chasing arrows forming a triangle, is positioned over the letter 'M' in the word 'CLIMATE'.

Team Tunisia

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

Dr. Chelminski

MKT 426-001

18 May 2021

Table of Contents

Executive Summary.....	2
Environmental Analysis.....	3
Geography.....	3
Socio-cultural Environment.....	5
Political & Legal Environment.....	12
Economic Environment.....	18
Marketing Plan.....	26
Mission Statement.....	26
Product Component Framework.....	26
Factors of Diffusion.....	29
Marketing Strategy.....	31
Target Market.....	32
Objective for Promotional Strategy.....	32
Promotional Campaign.....	33
Distribution Strategy.....	37
Pricing Strategy.....	38
Ethical Challenges.....	41
Appendix.....	43
Bibliography.....	54
PowerPoint Presentation	59

Executive Summary

Tunisia is currently undergoing serious economic and political issues. Unemployment numbers are surging, living standards are declining, and over one third of small businesses in Tunisia are threatened with closure. While Tunisia's current situation paints it as one hopelessly overcome by poverty, unemployment, and hardships, the country is actually gleaming with potential. Over the past few years, Tunisia has established itself as the tech capital of Africa and the Middle East. In 2019, the country even made it to the prestigious list of Top 5 MENA in investment deals. Over the past four years, coding schools have also trained over 5,000 developers in the country, which is contributing to the growing technology industry. A Tunisia company was even ranked in the top 100 most promising AI startups in the world.

Due to the widespread economic troubles and Tunisia's booming tech industry, our group has embarked on a joint venture with GoMyCode to create accessible online coding/AI programs that integrate issues of climate change. With a young and educated demographic of over 39%, Tunisia is the perfect niche for training AI professionals. Through this program, our group hopes to increase the number of developers within the country, lessen the number of unemployed, fuel the booming tech industry, and eliminate the country's economic troubles. Over time, this program will help to reinvent Tunisia as a major tech capital of the world.

Our product, GoMyClimate offers 10 week courses that provide students with real-world AI case projects that work to mitigate issues of climate change. All of our programs are taught by trailblazers in the AI industry and are easily accessible on any Mac or PC computer. Each of our programs facilitate the mentorship of young professionals and industry leaders, and provides students with vital skills for future employment.

There are many factors that can aid in the diffusion of our product offering into Tunisian society and our target market. GoMyClimate has a relative advantage against other AI programs because, currently, a program like this does not exist in Tunisia that aligns with the growing technical industry while also providing help for their suffering economy and climate issues. Our program is also very compatible with the current trends and climate of Tunisia given the rise in interest in the AI industry and the large young and educated population. In addition to this, the success of our partner company GoMyCode and their established name and reputation will help with trialability and communicability through the resources and help they could offer us to make this a smooth process. Though, factors such as COVID-19, unemployment, and the unstable economy may create challenges and complicate the diffusion of GoMyCode.

Through informational press releases, helpful cause related marketing and fair pricing, GoMyClimate will create good publicity that all focus on building trust with the community and potential students. In addition to this, through a series of promotional elements such as a TV commercial and social media advertisements, the target market will be able to get a better sense of our product offering. In order to facilitate growth of this joint venture and attract potential Tunisian students, GoMyClimate will offer free gear and swag that students can sport in their day-to-day life that will help increase awareness. Additionally, price deals in the form of corporate and government sponsors as well as program tuition scholarships to display GoMyClimate as a realistic and beneficial opportunity for participants.

Although certain challenges are inevitable, being aware of them helps mitigate issues. Acknowledging and preparing for challenges such as religion, technology and privacy, affordability and accessibility allow GoMyClimate to mitigate the chance of any issues related to these challenges.

Environmental Analysis

Geography:

- I. Location:** Tunisia is located in northernmost part of the continent of Africa, in the northwest, part of the Maghreb region of Africa, positioned on the Mediterranean coast between the Atlantic Ocean and the Nile Delta
- II. Neighboring Countries:** To its west and southwest, Tunisia is bordered by Algeria, Libya to the southeast, and on its north and east, the country has the Mediterranean Sea as a neighbor.
- III. Capital City:** The capital city, and largest city, of Tunisia is Tunis which is located on its northeastern coast.
- IV. Larger Cities:** Based on population, the three largest cities in Tunisia are Tunis (population of 1,056,247), Sfax (population of 330,440), and Sousse (population of 271,428) -- all located in the northern half of the nation.
- V. Country Size:** Tunisia is a relatively small African nation, its population as of 2019 according to the World Bank is roughly 11.69 million people in an area of about 63,170 sq mi (163,610 sq km) -- much smaller than neighboring African nations.
- VI. Ethnicity:** The Tunisian population demographic is dominated by Arab-Berbers, who represent 98% of all Tunisians (over 60% of the population are of Berber ancestry), while European Tunisians are another 1%, and the last 1% is made up of Jews, Italians, and others.
- VII. Level of Urbanization:** The urban population embodies 69.3% of the total Tunisian population, with an estimated rate of urbanization at a 1.53% rate of annual change

between 2015-2020. This urbanization mainly began sometime after World War II, increased around 1956 following independence from France and has continued into the present day.

- VIII. Ocean Access:** Based on close proximity to the Mediterranean Sea, Tunisia has great accessibility to the ocean at its northeastern borders.
- IX. Topography:** The country's terrain is split into: a mountainous region in the north; hot, dry central plain; and a semiarid south that merges into the Sahara. The country's highest point is Jebel ech Chambi at 5,066 feet (1,544 meters) in the northern part of country near Kasserine; and the lowest point is Shatt al Gharsah at -56 feet (-17 meters) located in the central part of country near Algeria border.
- X. Climate:** Tunisian climate varies depending on regional location in the country. The north is mainly temperate and it has mild, rainy winters and hot, dry summers; on the other hand, in the south, the climate is hot, arid desert which is one of the reasons there are very few large cities there. Tunis, the capital, is located along the Mediterranean coast and it has an average January low temperature of 43°F (6°C) and an average August high temperature of 91°F (33°C). Lastly, the major natural hazards faced in Tunisia are mainly flooding, earthquakes, and droughts.
- XI. Major Natural Resources:** The country has petroleum, phosphates, iron ore, lead, zinc, salt throughout its land.

Socio-cultural Environment:

- I. Language:** The official language of Tunisia is Arabic with 98% of the population speaking the language. The Tunisian Arabic dialect is Darija which is used in everyday communications (Country Profile Tunisia). In-regards to business Arabic and French are the most common languages used. German and Italian are also popular but English is not common.
- II. Religion:** 98% of the population is Muslim, 1% is Christian and another 1% is Jewish (Country Profile Tunisia).
- III. Education:** Since the recent independence of Tunisia, education has become a priority. Trimesters run from October through June. First there are six years of primary schooling followed by three years of preparatory. This is followed by a secondary education which is four years of either an academic or technical track. During these four years the first two years are a generalized education, while the second two are more specific (Education System in Tunisia). To more specifically understand the age of students at each education level see the following chart:

Education Level	Student Age	American Equivalent
Pre-primary	3 to 5 years old	Preschool
Primary	6 to 11 years old	Elementary & Middle School
Secondary	12 to 18 years old	Middle & High School
Tertiary	19 to 23 years old	College

Through the years there has been an improvement in education which has decreased the number of illiterate citizens (Tunisia).

IV. Social Organization: In Tunisian life, the family, both nuclear and extended, is considered the most significant unit, as it plays an important role in social relations (Resources). Tunisian "...men are responsible for producing income, while women are responsible for managing the household" (Tunisia). Again, since Tunisia gained independence there has been a push to improve the status of women, specifically through education and employment. "This has reduced rather than eliminated the gap between the status of women and men" (Tunisia). Unfortunately for Tunisian women, although this new ideal is beneficial to them, many men are not accepting of it.

V. Aesthetics:

- **Dress:** Tunisian attire is quite modest, especially for women. This is reasonable as the top religion is Muslim which requires modest clothing (Sylvester).
- **Homes:** Tunisia is known for its white-washed building with blue doors and shutters sling with bougainvillea, a bright pink floral vine. The exteriors of building are kept plain while the interiors can be quite ornate which indicates the wealth of the home owner. Common patterns are they eye, the fir tree and the star shape, as well as religious symbols. Doors also tend to have different knockers for different genders (Collins).
- **Music:** Music is an important part of Tunisian life. In Tunisia you can find amateurs playing to friends and family, and professionals performing in restaurants, nightclubs and festivals (Tunisia). Tunisia is the pioneering country for electric music in the Middle East & Northern Africa, with Tunis, Tunisia's

capital, being “...the heart of Tunisia’s eclectic music scene...” (When Minimal Takes Over: Spotlight on DJ Sha and His Contribution to Tunisia's Evolving Electronic Scene).

VI. Methods of Greeting: Handshakes are the common form of greeting for individuals of the same gender. Greetings for opposite genders differ. A women should be the first one to put her hand out for a handshake and if she does not the man should bow his head. Greetings are not rushed, but rather time is taken to converse about families, friends, etc. Tunisians greet and say good-bye to each individual person (Commisceo Global Consulting Ltd).

VII. Distance: Tunisians tend to keep a close distance when communicating. When sitting one can assume the position next to someone the equivalent distance as to sitting next to someone on a plane. A greater distance is acknowledged when communicating with someone of the opposite gender. It is only acceptable to touch another individual if they are a family member or if you know them. Additionally, “it is also taboo for a religious man to touch a women and vice-versa” (Cultural Crossing).

VIII. Business Situations:

- **Relationships:** Tunisians value the importance of the relationship when it comes to business interactions. They want to trust and respect the party they will/are working with. Business tends to be done in cafes or restaurants; however this informal location opposes the degree of formality and courtesy that is expected. Appearance is important, so international business parties should dress well, meaning formal and conservation, as one will judged based on their attire. In addition to appearance, credentials are important so incorporate completion of

advanced degrees and special recognition into the conversation (Commisceo Global Consulting Ltd).

- **Negotiations:** As said before, creating a relationship within business is important to Tunisians, therefore expect meetings to start with small talk before discussing business. In addition, it is important to create a personal relationship in order to create long-term success. Decisions are not made instantly but rather after time and deliberation, putting to pressure to hurry the process will be taken as an insult. Tunisians also tend to be non-confrontational, so they may not indicate how they truly feel in a meeting. Expect to make several trips before a task is accomplished (Commisceo Global Consulting Ltd).
- **Attitudes Towards Time:** Tunisia is a polychronic culture, therefore time is seen as indefinite. “Expect things to take longer than you are used to when doing business, things tend to run on their own time in and that may not always coincide with your time frame” (Cultural Crossing).
- **Gifts:** Although gifts are not expected, they should be taken into consideration. When giving a gift make to hand it off with both hands and ensure to give the gift to the individual of the highest rank. Acceptable gifts include “nuts, fruits, cake, candy, flowers and photos of the city” (Tunisia). Given that majority of Tunisian citizens the rules of the religion must be followed, therefore do not give gifts of “perfumes with alcohol, cigars, alcohol, anything made with pig and art work of females” (Tunisia).

- **Cards:** Business cards are exchanged informally. Cards should be written in both Arabic and French. When sharing cards with fellow Tunisians, one should always give the first card to the person of the highest rank (Commisceo Global Consulting Ltd).

IX. Entertainment: “Music plays a major role in everyday life in Tunisia (Tunisia). Many Tunisians play to their families, friends and neighbors. Both experimental theater and classical plays are common sources of entertainment. Additionally, Tunisia’s filmmaking scene has established a good reputation, with many films focusing on “...psychological dramas and re-creations of the national narrative” (Tunisia).

X. Superstitions: In Tunisia there are some common superstitions that to a foreigner may seem strange but are important to acknowledge. Tunisians believe that playing with scissors can lead one’s parents to fight. Another superstitions is that breaking a mirror would lead to someone’s death. A moth coming into an individual’s home is a sign that they are going to receive a guest. There are also some darker superstitions believed. For example, if an individual whistles at night they will summon the djins, which is a type of demon. Additionally, based on a legend of a young girl getting trapped in a hammam, a type of building, no girls are allowed to stay in a hammam alone with the fear she would get trapped (redaction).

XI. Hofstede Characteristics:

Dimension	Score
Power Distance	70
Individualism	40
Masculinity	40
Uncertainty Avoidance	75
Long Term Orientation	*26 (Algeria) & 23 (Libya)
Indulgence	*32 (Algeria) & 34 (Libya)

- Power Distance:** The score of 70 indicates that Tunisian society has a hierarchical order in that everyone has a place. Symbols which indicates status and power are important in identifying an individual's social position which allows one to acknowledge the respect that individual must receive (Country Comparison).
- Individualism:** The score of 40 indicates a collectivist culture. This means that Tunisians create strong relationships and groups where everyone has a role to fulfill, which "protects fellow group members." Within the collectivist society, loyalty is the most important value, so important it tend to be put above societal rules (Country Comparison).
- Masculinity:** The score of 40 means that Tunisia is a moderately feminine society in that it is "driven by a certain amount of modesty and fairness." Additionally, in their work, Tunisians value equality, solidarity and quality. Conflict is seen as a threat as it can "endanger the well-being of everyone." Conflict is mitigated through compromise and negotiation (Country Comparison).

- **Uncertainty Avoidance:** The score of 75 means Tunisians tend to avoid uncertainty. There is a lack of acceptance of change amongst Tunisians. "...Strict rules, laws, policies and regulations mitigate levels of uncertainty (Country Comparison).
- **Long Term Orientation:** Tunisia did not score for long term orientation, therefore the score of Algeria and Libya were used instead. Algeria scored a 26 and Libya a 23. These scores indicate a normative culture. Like Algeria and Libya, it can be assumed that Tunisians are concerned with the truth and respect traditions. Additionally, it can also be assumed Tunisians have a "...small propensity to have for the future" (Country Comparison).
- **Indulgence:** Again, Tunisia did not score for long term orientation, therefore the score of Algeria and Libya were used instead. Algeria scored a 32 and Libya a 34. These scores indicate a resistance culture. Like Algeria and Libya, it can be assumed Tunisians tend to pessimistic. It can also be assumed that Tunisians have a "...lack of emphasis on leisure time and control the gratification of their desires..." Additionally, social norms tend to restrain actions while indulgence is seen as wrong (Country Comparison).

Political & Legal Environment:

I. Type of Government:

Tunisia's government is currently a parliamentary republic (CIA). This concrete type of government has been in place since 2014 when a new constitution was passed. A parliamentary system involves a three branch system of government where the legislative branch has the most control.

- **Legislative Branch:** The legislative branch is ruled by a unicameral Chamber, “the Assembly of the People’s Representatives” (Touchent). These representatives are elected every five years through a free and transparent ballot system. There are 217 seats within parliament where 199 members are directly elected by multi-seat constituencies in Tunisia and 18 members are elected by multi-seat constituencies abroad (CIA).
- **Judicial Branch:** Tunisia’s new constitution ensures the protection of the independence of the Judicial branch. This branch of government includes the “Court of Cassation, appellate courts, and courts of first instance” (Touchent). The Court of Cassation is the highest court which includes the “President, chamber presidents, and magistrates and organized into 27 civil and 11 criminal chambers” (CIA). Judges within the Supreme Court are nominated by the Supreme Judicial Council.
- **Executive Branch:** The chief of state for Tunisia is President Kaos SAIED and the head of government is Prime Minister Hichem MECHICHI (CIA). The President is elected every 5 years and is eligible for 2 consecutive terms. The President is elected by majority vote and the Prime Minister is appointed by the President (CIA).

II. Political Parties & Trends:

Some of the biggest political parties include:

- **Ennahda:** The Ennahda Party, also known as the “Renaissance Movement Party” was founded in 1981. The Ennahda Party was founded with the purpose of advocating for more economic aid and in 2016 was labeled as the “Muslim Democrats” due to their efforts of separating religion from politics (Ben Yamed and Kerkes). The Ennahda Party currently has 68 seats in Tunisia’s current government. It is also the largest party in Parliament.
- **National Coalition/ Tahya Tounes:** The National Coalition/ Tahya Tounes is a fairly new party that surfaced in 2019. The name, “Tahya Tounes” means “Long live Tunisia” in Arabic. It was created with the intentions of aiding Tunisia’s economic troubles and compete with Islamist parties (Ali Jazeera). The Party has 44 seats in the current government and is the second largest party (Ben Yamed and Kerkes). Tahya Tounes is also very focused on countering the Ennahda party.
- **Nidaa Tounes:** The Nidaa Tounes was founded in 2012 and consists of primarily “diverse actors, including liberals, leftists, trade unionists, and former regime members” (Ben Yamed and Kerkes). The party was originally formed with the goal of going against Ennahda and Islamism. It won the most seats in 2014 and the current President belongs to this party, as well. Currently, the Nidaa Tounes Party has 41 seats in Tunisia’s government.
- **Machrou Tounes:** The Machrou Tounes Party was founded in 2016 and currently has 16 seats in Tunisia’s government. The party is focused on combating terrorism

and enacting reform policies to improve social and economic issues (Ben Yamed and Kerkes). This party is also very focused on women's rights and helping the youth.

III. Historical Stability of Government: After gaining independence from France in 1956, a constitution was signed which gave the President complete control over the executive and legislative branches and extremely limited the powers of authority in the judicial and legislative branches (Britannica). Before 2014, Tunisia was under the control of President Habib Bourguiba who established a strict one party state for around 31 years (Nations Online). In 1987, he was asked to step down and a concrete parliamentary republic was not established until 2014. Since the year 2011, Tunisia has had a very inconsistent government, with about ten major government changes. This has drastically hurt the public trust in the government and its political parties (Ben Yamed and Kerkes). In January 2014, the new constitution for Tunisia was finished and passed. However just recently in 2020, Tunisia's government collapsed when the country's largest party only won a few seats in Parliament. After a few months, they resolved this issue. However, Prime Minister E.F. was demanded by Ennahda to resign after he was involved in an economic scandal (Yamed and Kerkes).

IV. Legal System: Tunisia's legal system is a mixed system of civil law based on both Islamic sharia and French civil code (CIA). Civil law is the most traditional and common legal system of the world, involving the collection of laws organized into systematic codes (CIA). Islamic sharia is law based on God's will for humankind mostly taken from the Qur'an and the Sunnah. Under this type of law, men and women are seen as equals under the eyes of God. However, this type of law involves very strict and harsh punishments for crime (Perfect). French civil code originates from the 19th century and

involves a strong separation between “public” and “private” laws. Public laws pertain to the governmental policies while private laws pertain to the citizens (CIA).

- V. Government Attitudes Towards Foreign Investment:** The Tunisian government has a very positive attitude toward foreign investments. This is because the government recognizes the high levels of unemployment and economic troubles within their country, thus, they encourage foreign investments. Currently, about 3,350 foreign companies operate in Tunisia with 26% of foreign investments going to Tunisian electronic companies. While the Government of Tunisia is in favor of foreign investments, a lot of Tunisian companies are not. This is definitely affecting their economic standing since these large companies play a large role in Tunisia’s economy. In 2017, the Tunisian government passed an Investment Law that promotes ethical and responsible foreign investments (U.S. Department of State).
- VI. Level of Corruption:** Tunisia has a CPI score of 44/100. This is quite a low score which infers that the country is more highly corrupt (Transparency).
- VII. Government Attitudes Towards Free Trade:** The Tunisian Government has very favorable attitudes toward free trade. The government has signed many agreements in order to promote investments and trade in their goods (International Trade Administration).
- VIII. Membership in Global & Regional Trade Agreements:** Tunisia’s most prominent free-trade agreement is the Association Agreement with the European Union on industrial goods. This free trade agreement was initiated in 1996 and the Union and Tunisia have been negotiating since 2011 to pursue a “deep and comprehensive free trade agreement” (International Free Trade Administration). Tunisia also has a free trade agreement, “The

Agadir Agreement” with Egypt, Jordan, and Morocco. The country also has another free trade agreement with Algeria and Libya. In terms of Unions, Tunisia is a member of the Arab Maghreb Union. This Union consists of Mauritania, Morocco, Algeria, Tunisia, and Libya (International Free Trade Administration).

IX. Membership in International Organizations:

- ABEDA: Arab Bank for Economic Development in Africa
- AfDB: African Development Bank
- AFESD: Arab Fund for Economic and Social Development
- AMF: Arab Monetary Fund
- AMU: Arab Maghreb Union
- AU: African Union
- BSEC: Black Sea Economic Cooperation Zone
- CD: Community of Democracies
- EBRD: European Bank for Reconstruction and Development
- G-11
- ICC: International Chamber of Commerce
- ICRM: International Red Cross and Red Crescent Movement
- IDB: Islamic Development Bank
- IFRCS: International Federation of Red Cross and Red Crescent Societies
- IHO: International Hydrographic Organization
- IMSO: International Mobile Satellite Organization
- Interpol: International Criminal Police Organization
- IOC: International Olympic Committee
- IOM: International Organization for Migration
- IPU: Inter-Parliamentary Union
- ISO: International Organization for Standardization
- ITSO: International Telecommunications Satellite Organization
- ITUC: International Trade Union Confederation
- LAS/AL: League of Arab States, aka Arab League
- OAPEC: Organization of Arab Petroleum Exporting Countries
- OAS: Organization of American States
- OIC: Organization of Islamic Cooperation
- OIF: Organisation internationale de la Francophonie
- OSCE: Organization for Security and Cooperation in Europe
- WCO: World Customs Organization
- WFTU: World Federation of Trade Unions
- UN Specialized Agencies & Organizations:
- CD: Conference on Disarmament
- CTBTO: Commission for the Comprehensive Nuclear-Test-Ban Treaty Organization
- FAO: Food and Agriculture Organization of the UN
- IAEA: International Atomic Energy Agency
- IBRD: International Bank for Reconstruction and Development
- ICAO: International Civil Aviation Organization
- ICSID: International Centre for Settlement of Investment Disputes
- IDA: International Development Association
- IFAD: International Fund for Agricultural Development
- IFC: International Finance Corporation
- ILO: International Labor Organization
- IMF: International Monetary Fund
- IMO: International Maritime Organization
- ITU: International Telecommunications Union
- MIGA: Multilateral Investment Guarantee Agency

- OPCW: Organisation for the Prohibition of Chemical Weapons
- UNESCO: United Nations Educational, Scientific and Cultural Organization
- UNIDO: United Nations Industrial Development Organization
- UNWTO: United Nations World Tourism Organization
- UPU: Universal Postal Union
- WBG: World Bank Group
- WHO: World Health Organization
- WIPO: World Intellectual Property Organization
- WMO: World Meteorological Organization
- WTO: World Trade Organization

Information Courtesy of IMUNIA

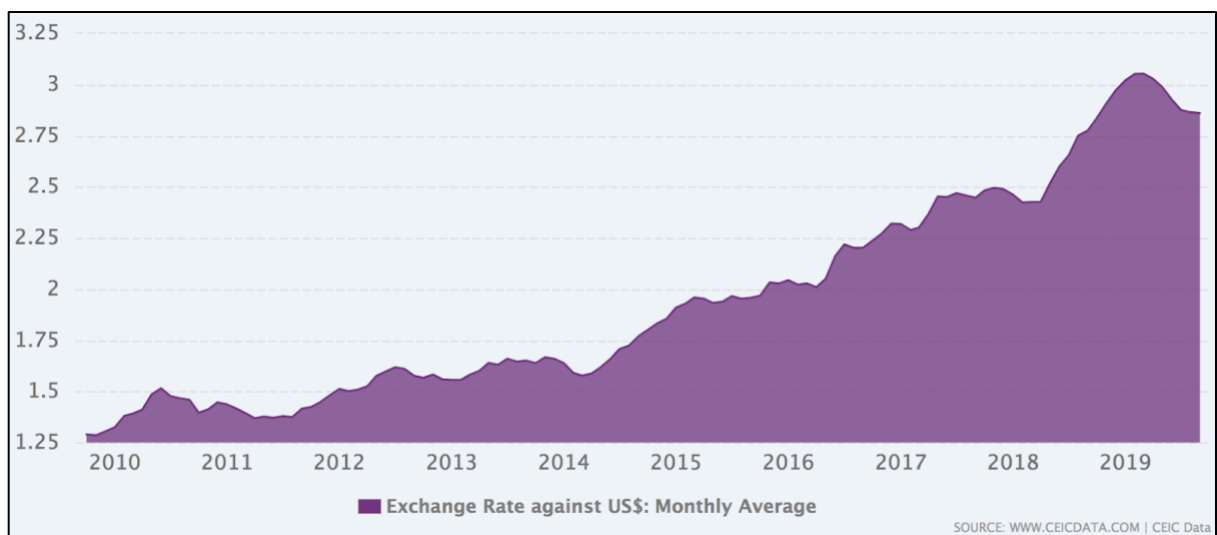
X. Political Conflicts: Tunisia has had a lot of political conflicts throughout the years.

Beginning in 2011, Tunisian government experienced a rapid increase in political parties. This is ultimately due to the seamless and easy process for registering and forming new parties. While the creation of new parties deemed necessary after the political suppression Tunisians faced for so long, the high number of parties is a threat to Tunisian democracy (Ottaway). With the creation of so many new parties, the number of members and supporters are too small and represent bits and pieces of other bigger parties. Thus, a lot of these parties are very short-lived and quickly changing. Due to the inconsistent nature of the political system in Tunisia, there have been countless riots and distrust in the government. According to Marina Ottaway, in 2013, parties lost their influence in elections. Some other issues the Tunisian government is currently facing are high numbers of unemployment, a stagnated economy, autocratic rule, and the decline of living standards (Ben Yamed and Kerkes). Overall, Tunisia has and continues to endure a lot of political conflicts.

Economic Environment:

I. Currency: The Tunisian Dinar (TND) is the official currency of Tunisia. Currently, the direct exchange rate is 1 USD to 2.73 TND. The indirect exchange rate is TND 0.37/USD. The dinar became the new currency in Tunisia in 1958, though it did not start to be used until 1960. Prior to this, the official currency of Tunisia had been the franc. The equivalent to the new currency was 1,000 francs to 1 dinar. Below is a graph which depicts data of the exchange rates of the TND against the USD in terms of a monthly average (The Tunisian dinar & Tunisian Exchange Rate against USD).

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

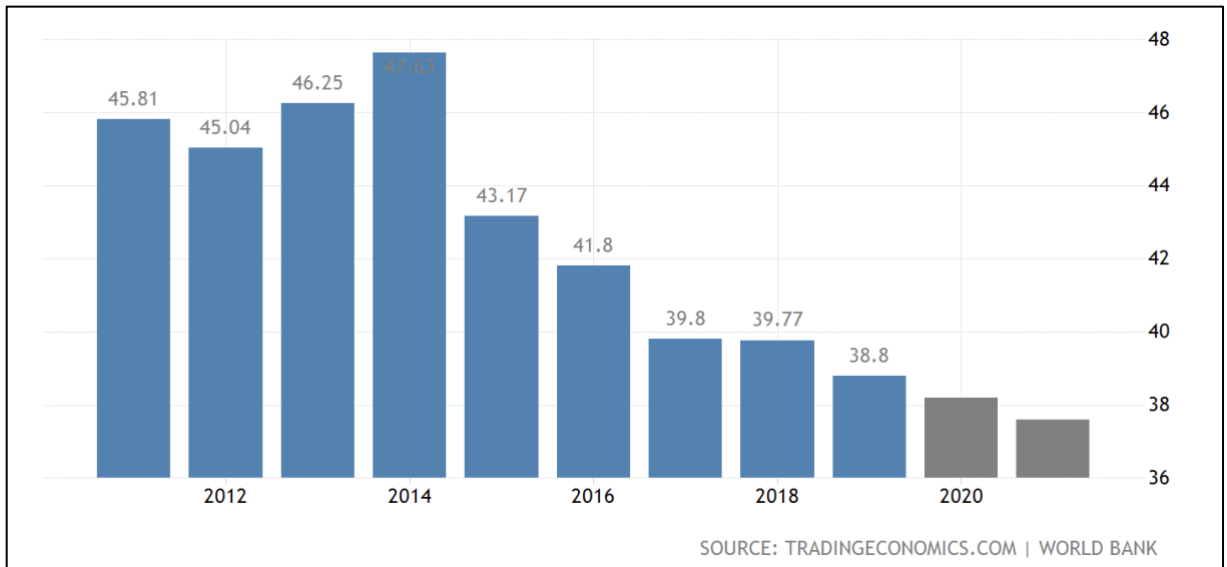


II. GDP: The latest data that exists for Tunisia's GDP is from the year 2019. In 2019, the country's GDP was estimated at 38.8 billion US dollars according to official data from the World Bank and projections from Trading Economics. This is a decrease from the year prior, 2018, which was valued at \$39.77 billion US dollars. The GDP per capita was last recorded in 2019 and was estimated at \$4,405 US dollars. Tunisia's GDP represents 0.03% of the world's economy, and the GDP per capita is equivalent to 35% of the

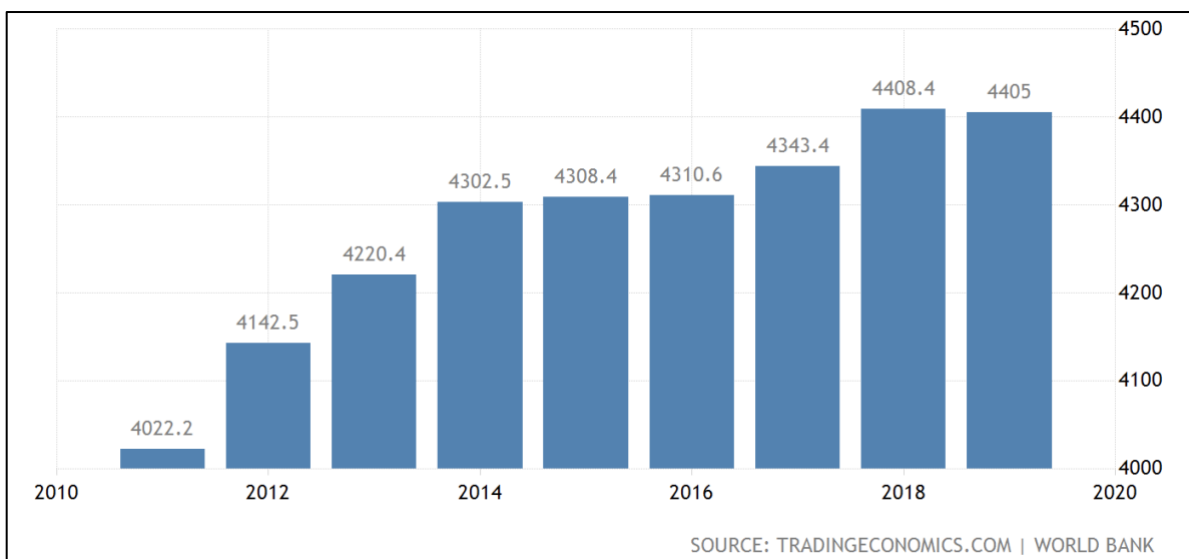
world's average. The two graphs below show the fluctuations of the aggregate GDP and the GDP per capita over the last ten years (Tunisia GDP1961-2019 Data: 2020-2021

Forecast: Historical: Chart: News & Tunisia GDP per capita1965-2019 Data: 2020-2021 Forecast: Historical: Chart).

- Aggregate GDP (in billions) (data courtesy of World Bank):

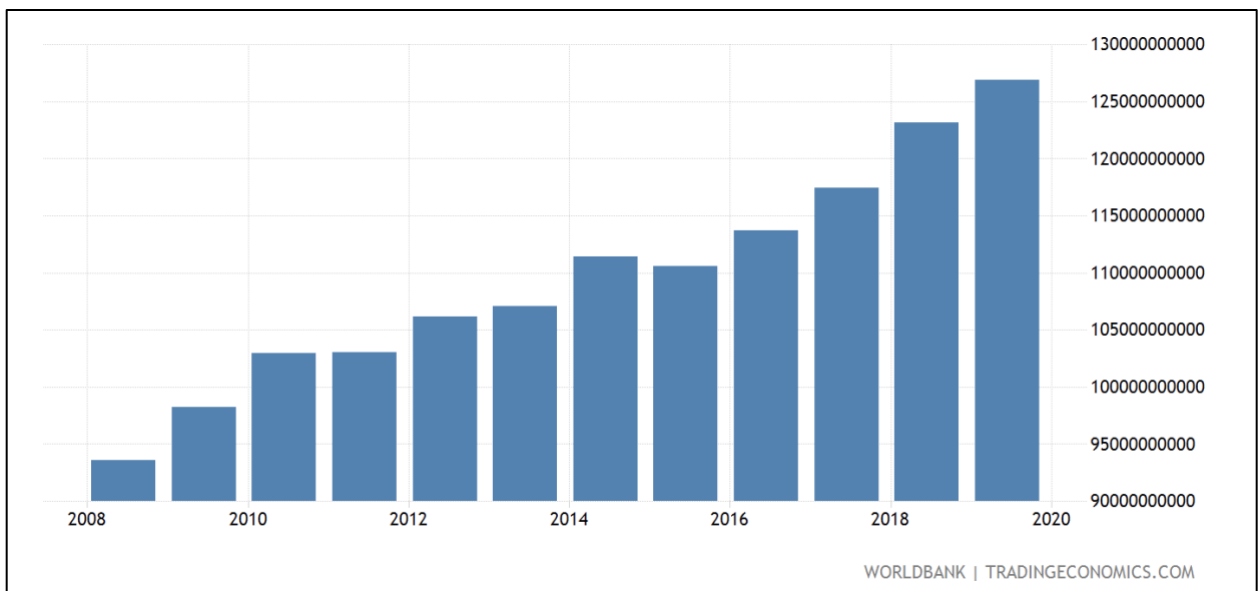


- GDP Per Capita (in thousands) (data courtesy of World Bank):



III. GNP: The latest data that exists for Tunisia’s GNP is from the year 2019. In 2019, the country’s GNP was estimated at 126.9 billion PPP dollars according to official data from the World Bank and projections from Trading Economics. This is an increase for the year prior, 2018, which was valued at 123.1 billion PPP dollars. The GNP per capita in Tunisia was reported at 10850 PPP dollars in 2019. The two graphs below show the fluctuations of the aggregate GNP and the GNP per capita over the last ten years (Tunisia - GNI, PPP (current International \$) & Tunisia - GNI Per Capita, PPP (current International \$)).

- Aggregate GNP (PPP) (data courtesy of World Bank):



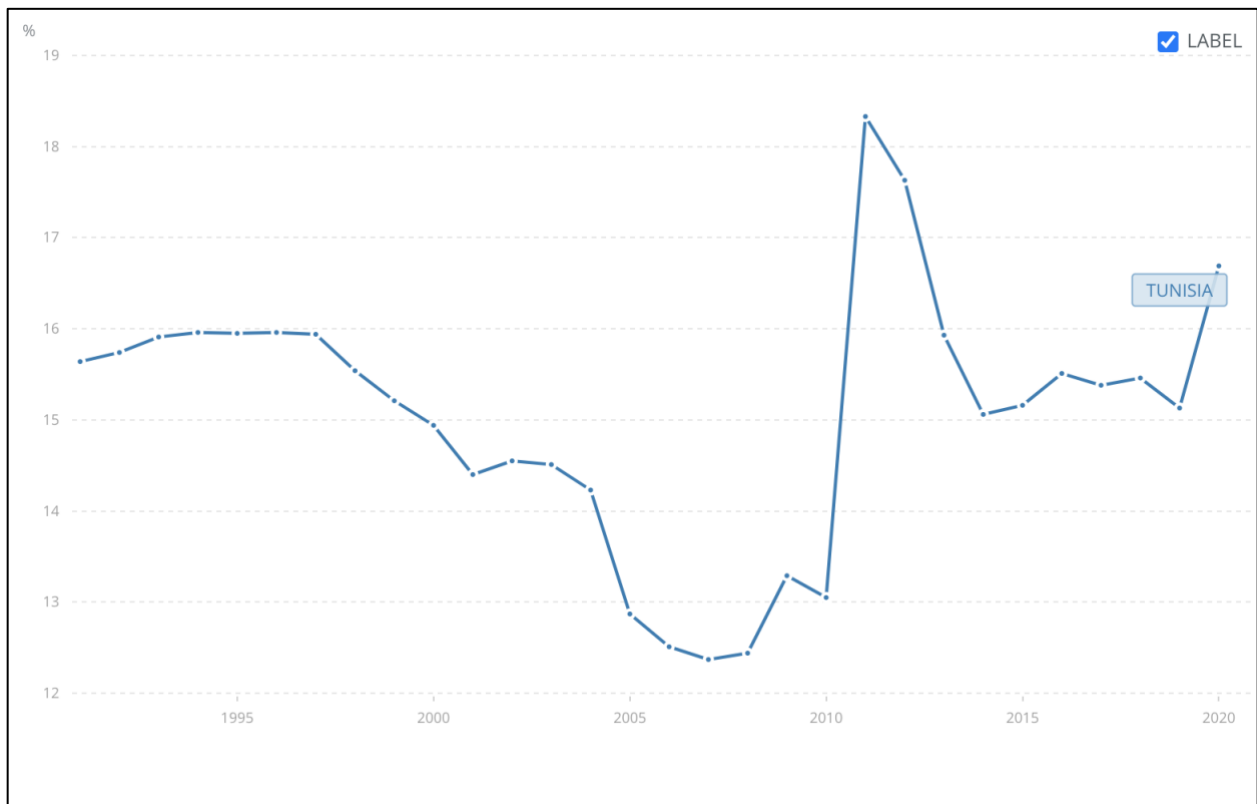
- Per Capita GNP (PPP) (data courtesy of World Bank):



IV. Average Income: The average salary in Tunisia is estimated at 60,811 TND which is equivalent to \$22,419 USD. The most typical salary earned is 32,550 TND which is equivalent to \$12,000 USD. Salaries of men and women are different in Tunisia, with men typically earning 65,474 TND yearly and women only receiving an average salary of 41,490 TND. The most paid careers in Tunisia are Health Care & Medical with an average income of 177,031 TND, and Management & Business with an average income of 92,754 TND (Tunisia Average Salary Survey 2021).

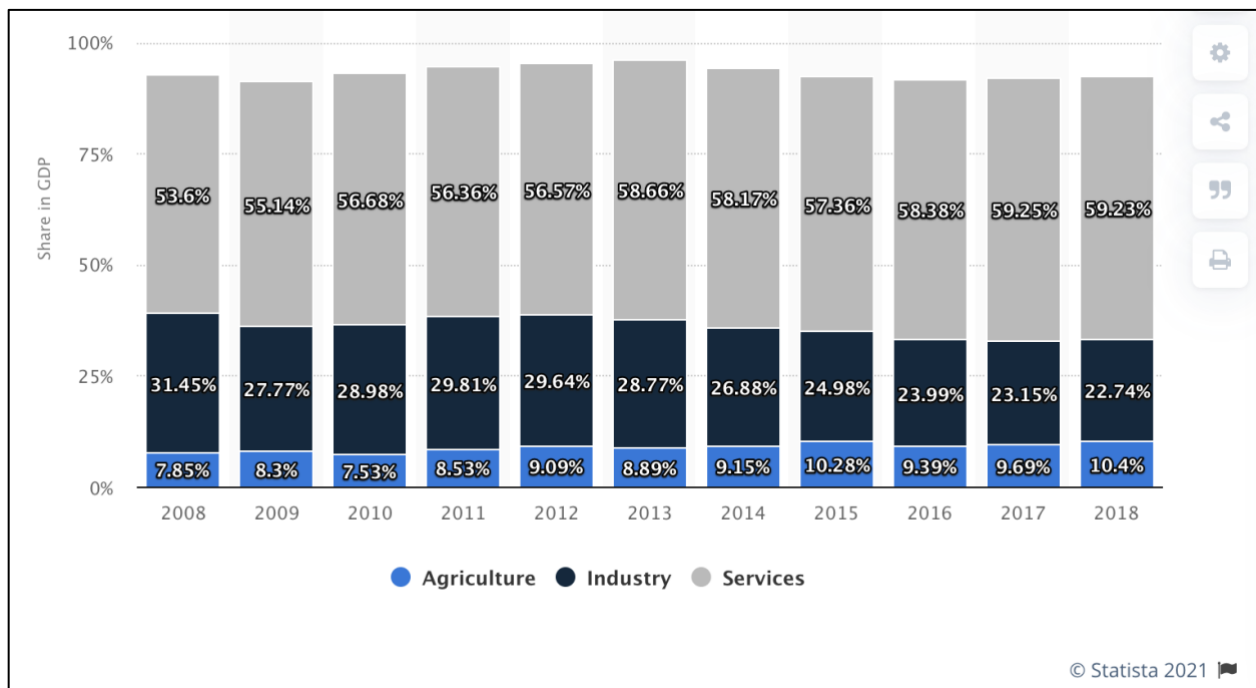
V. Level of Unemployment: In 2020, the unemployment rate in Tunisia was at 16.69% which is an increase from the year prior, 2018, which was 15.13%. The lowest unemployment rate in Tunisia over the last 20 years was in 2007 at 12.37%, and the highest level was in 2011 where it spiked to 18.33%. The graph below shows the fluctuation of the unemployment levels in Tunisia over the past 20 years (Unemployment, total (% of total labor force) (modeled ILO estimate)).

- Unemployment levels in Tunisia (data courtesy of World Bank):



VI. Sources of Income: Some of Tunisia’s main sources of income are clothing, semi-finished goods and textiles, agricultural products, mechanical goods, phosphates and chemicals, hydrocarbons, and electrical equipment. The services sector of the economy consistently brings in the highest source of income, ranging between 53-60% yearly over the last ten years. The industry sector is the second highest, ranging between 22-32% yearly over the last ten years. The agricultural sector is the least out of these three, bringing in a range of about 7-10% of the income yearly over the last ten years. The graph below shows this breakdown of the percentage of income that comes from each of these sectors over a ten year span from 2008 to 2018 (Analytics & O’Neill).

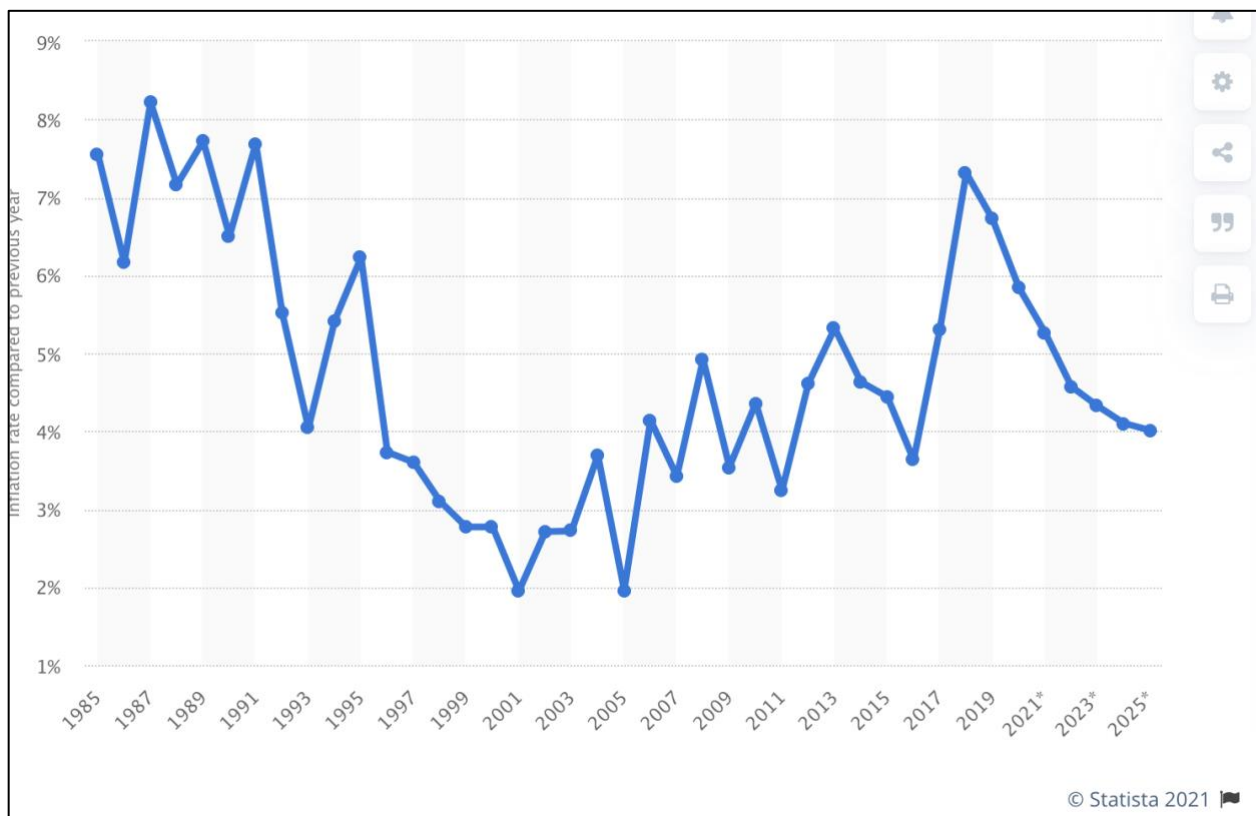
- Share of Economic Sectors (data courtesy of Statista):



VII. Level of Inflation: In 2019, the inflation rate in Tunisia was estimated at 6.72%. This is a decrease from the year prior, 2018, when the inflation rate was estimated at 7.31%.

Over the last 20 years, the lowest inflation rate was in 2001 when it was estimated at 1.95%, and the highest was in 1991 when it was at about 7.69%. The graph below shows the fluctuations of the level of inflation in Tunisia from the years 1985 through 2025 (O'Neill).

- Inflation Rate in Tunisia (data courtesy of Statista):

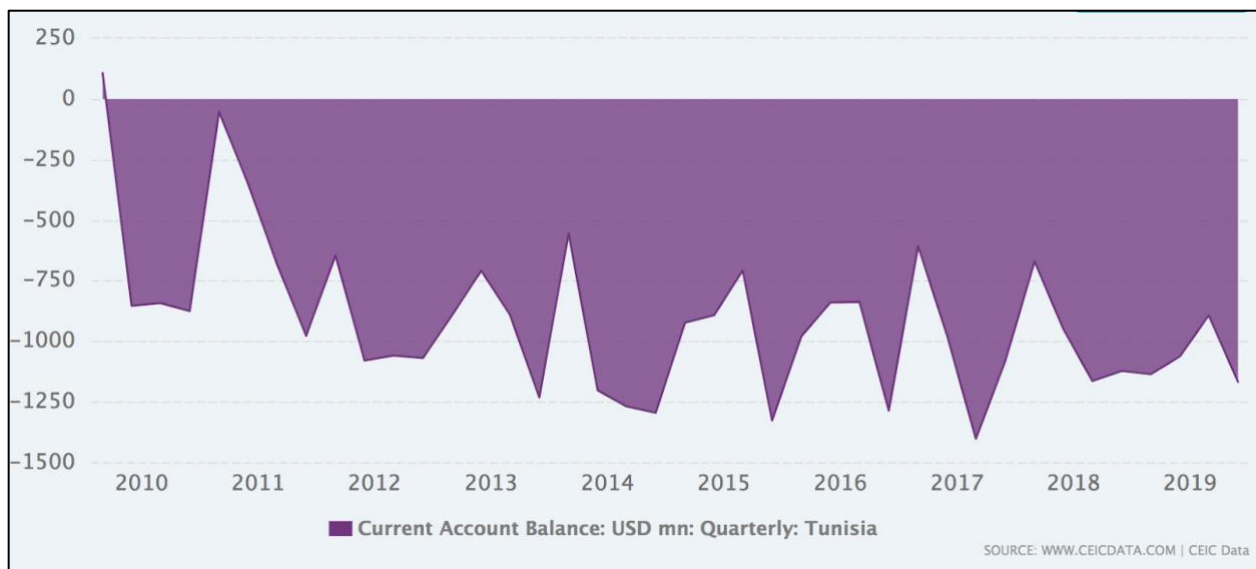


VIII. Major Industries: The main industries of Tunisia's economy are petroleum, mining (mainly phosphate, iron, and ore), tourism, textiles, footwear, agribusiness, beverages, food processing, and electrical and mechanical manufactures (Pike)

IX. International Trade: Tunisia's foreign trade represents 110.5% of its GDP, according to the World Bank in 2019. Wire and cable manufacturing continues to be Tunisia's main

exporting industry at about 13.2% of all exports, followed by textile, petroleum by-products, electrical apparatus, olive oil, travel and transportation. Tunisia's main imported goods are oil and mineral fuels, electrical machinery, industrial machinery, plastics, and motor vehicles and parts. Some of their export partners include France (30.1%), Italy (19.3%), Germany (10.7%), Spain (5.2%), and Libya (4.3%). Some of their import partners coincide with their export partners as well as a few others which can be identified as France (18%), Italy (14.8%), China (8%), Germany (7.3%), Spain (4.3%), and Algeria (4.1%). Lastly, the Tunisia Current Account recorded a deficit of 587.2 USD mn in Dec 2020, compared with a deficit of 563.7 USD mn in the previous quarter. The graph below shows the fluctuations of Tunisia's quarterly account balance over the past ten years (Tunisia Trade Profile; Tunisia: Trade Statistics; Analytics & Tunisia Current Account Balance, 2003 – 2021: CEIC Data).

- Tunisia's Quarterly Account Balance (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 Framework:

- I. **Core Product:** The core benefits of our product include education, accessibility, innovation, stability, and experience. Beginning with education, our product is designed to fulfill our target market's need for gaining new skills and knowledge. Through our programs, consumers are able to advance their coding and artificial intelligence proficiencies, while also integrating new topics of climate change. Since our product is quickly accessed online, at any time, it effectively caters to consumers' needs for accessibility and convenience. Our product also encompasses innovation as it provides consumers with real-world and revolutionary case projects that seek to mitigate issues regarding climate change. Thus, our product fulfills one's need to make impactful solutions that have not yet been resolved. Consumers are also buying into helping the environment through GoMyCode. This is due to the fact that students are devising real AI technology that will overturn major climate issues affecting Tunisia. Regarding stability, our product promotes economic security by providing networking and working experience to facilitate job opportunities for the future. Since Tunisia is undergoing serious economic issues post pandemic, our product paves a path toward economic stability through the features of our program. Finally, our product fulfills a need for both

work and networking experience through our hands on case projects and networking opportunities. Consumers who buy our product are essentially buying into the experiential aspect that will facilitate future job opportunities.

II. Actual Product: Our actual product is composed of several different features. Beginning with the basic model of the program, our product is an educational online platform that can be accessed through the GoMyCode website. While consumers have to buy the program through GoMyCode, they can easily download the software to a personal device. Depending on the make of the computer, our company offers different software options to accommodate a Mac computer versus a PC. The actual 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 (Exhibit A). These programs will differentiate according to the topic. For example, one specific course will focus on utilizing AI to help monitor pollution and toxic waste in water sources, while another will focus on monitoring the land to prevent overgrazing. Each 10 week course will require students to meet online as a class four times a week. Students can access the course through a downloadable software acquired through the website and each meeting will be held via Zoom. The curriculum of these courses involve the education of new coding skills that are applied to the research and development of revolutionary AI technology. Not only will students be provided with new coding and AI skills, but also on the climate problems Tunisia is currently facing, as well. Students will collaborate with the professors and other students to research and develop a new AI device that will aid in mitigating a specific climate issue in Tunisia. Depending on the course he or she is taking, the climate change issue will differ. For example, one course will centralize around developing an AI

device that will filter out toxic waste within Tunisia's water sources. While it might seem daunting to tackle such a difficult task, 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. Over time, new programs will emerge with new hands-on AI cases to mitigate other issues of climate change. These courses are led by trailblazers in the industry who are currently employed at prominent AI companies. Some of these mentors come from AI companies such as Element AI, JJAIBOT, 50 Reefs, and Climate Change AI. These professors not only provide students with the opportunity to grow their skillset and make impactful solutions mitigating issues of climate change, but also offer mentorship and networking experience that facilitate future job experiences with said companies. Students are encouraged to attend office hours once a week, or even arrange separate time out of class to meet with their mentors or other students. Thus, our actual product provides valuable mentorship and innovative learning opportunities that not only help the consumer, but the environment, as well.

III. Augmented Product: Our augmented product includes various benefits. Since many people in Tunisia might not be able to afford the cost of the program, our company has teamed up to offer financial aid to anyone who needs it. Therefore, cost will not be an obstacle for anyone looking to advance their AI abilities. Another factor of our augmented product involves one-on-one meetings with our students and mentors. Students are encouraged to arrange personal meeting times out of class with their mentors to go over difficult concepts, new ideas, or even talk about future career opportunities. Since the professors of these courses are working professionals in the AI industry, students are provided with valuable resources as a result of GoMyClimate. Another

component of our augmented product includes exclusive online events with industry experts. Each month, GoMyClimate will hold online events with trailblazers in the AI industry. These events will be accessible to anyone enrolled in a GoMyClimate course online. Not only will these events provide our students with a valuable learning experience, but will also allow them to ask questions and network with a potential employer. The final aspect of our augmented product involves the environmental benefits. Since students are working to devise real devices to help Tunisia's climate crisis, people in Tunisia will benefit from factors such as clear air and water. Thus, students in Tunisia are working to better their own communities and have access to safer and healthier living conditions.

Factors of Diffusion:

- I. **Relative Advantage:** There are many facilitating factors that will aid in the diffusion of our product. Beginning with relative advantage, the current growth and rise in interest within the technology industry in Tunisia will help our product offering to be successful. Given that the country has established itself as the tech capital of Africa and the Middle East, and there has been notable growth in the coding industry over the past few years, this shows that there would not only be an interest in our product offering, but a need for it within the market as well. While the current economic instability in Tunisia as a result of the COVID-19 pandemic is an unfortunate circumstance, it is a facilitating factor for our product as we will be able to increase the number of developers within Tunisia, decrease the number of unemployed individuals, fuel the booming tech industry, and help to lessen the country's economic troubles through our online coding and AI program. This provides a relative advantage for our product offering because currently, a program

like this does not exist in Tunisia that both aligns with the growing technical industry while also providing help for their suffering economy and climate issues.

II. Compatibility: In terms of 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. Our product offering is very compatible with the current trends in Tunisia given the rise in interest of the AI industry which provides an appropriate environment for successful diffusion of GoMyClimate.

III. Trialability & Communicability: In addition to these factors, as for trialability and 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. This provides an advantage because since GoMyCode is already an established and well-known company, this will only make it easier to communicate our product offering to the target market as well as work through the initial trial and early stages of the program as they could have resources to assist us in this venture.

IV. Impeding Factors – Complexity: In contrast, there are a few impeding factors which could lead to challenges when diffusing our product within Tunisia. While the effects of the COVID-19 pandemic on the economy could be viewed as a facilitating factor, they are also an impeding factor for obvious reasons. While the country is successfully tackling the spread of coronavirus, Tunisia cannot seem to handle the virus's economic repercussions. Unemployment numbers are surging, living standards are declining, and over one third of small businesses in Tunisia are threatened with closure. This has

brought both economic and political tensions upon the country as extreme and violent protests are occurring as an attempt to get the government involved to take action.

Tunisia has a newly reestablished government as of 2014 which has resulted in political tensions and a lack of political unity across the country. Although the government is proposing different initiatives to mitigate Tunisia's economic and political issues, any relief or solutions to these issues have yet to be found. This goes against the facilitating factor of low complexity as these impeding factors create some challenges in regard to the diffusion of our product. These factors would make it difficult for the implementation of any new product within Tunisian society, though not impossible.

Marketing Strategy:

- I. Standardization:** Our marketing strategy will be to standardize our product throughout Tunisia. 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. In the future if we were to expand outside of Tunisia, we would need to adapt as we would want to focus on our product to help mitigate and solve the current issues of the country we expanded to.
- II. 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. The joint venture is beneficial in that it prevents and minimizes anti-multinational corporation feelings as we have partnered with a local company. Additionally, the joint venture is given credibility through the partnership with GoMyCode. A benefit of creating this joint venture is that it is more financially stable

and a faster way to access the Tunisian market (Stewart & Maughn). Another benefit is that GoMyCode has an understanding of local traditions and customs which ensures that our product can make a smooth transition into the market.

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. These individuals are ambitious, eager, and interested in pursuing a career in the tech industry and overall improving the betterment of their country. Our program is only going to be catered to Tunisian students around the country. Due to this size of our program and availability for professionals, we have decided to simply cater courses to Tunisian students.

Objectives for Promotional Strategy:

When developing our product there is a set list of objectives we have when creating our promotional strategy.

- **Percentage of Students:** We are striving to obtain 75% of GoMyCode Alumni and 10% of the targeted demographic of the young and educated individuals within the general population. We believe this goal percentage is a justifiable goal because it means our program can run smoothly and efficiently. Secondly, we hope through our promotional campaign we can influence more younger individuals and professionals to get involved with artificial intelligence. Tunisia is becoming a very developed industry in the technology sector so it is important to encourage the young population to get involved.

- **Conveying Value:** Another one of our objectives for our promotional strategy is to convey the value of mentorships, networking, and the overall experience of our program. It is important not only for the participants to gain the experience of our program but also to understand the importance and value of networking with real world professionals in AI. This can develop their skills in the technology industry and help their future careers.
- **Highlight Tunisia's Potential:** Through our promotional strategy, our last objective is to highlight Tunisia's potential into becoming one of the tech capitals of the world, specifically in Africa. Throughout the past few years, the tech industry has increased throughout Tunisia and many individuals have benefitted from this. It is important that throughout our promotional campaign we emphasize the effect this has had on professionals throughout the country.

Promotional Campaign:

These stations will include Tuniscope.com, Al Chourouk and WMC.

I. Advertising:

Our advertising plans for GoMyClimate will include digital advertisements through television and social media outlets.

- **Television:** Our main television video ad will be reflective of the actual experience that the student would obtain from the GoMyClimate program as it would depict young Tunisian children growing up throughout their lives, and overtime showing interest in the AI industry and wanting to help better Tunisian society, working to pursue that career path, and using GoMyClimate to accomplish this goal. We want the commercial to tell a story of how GoMyClimate can fit into young people's lives

and help them achieve their goals by aiding in the progression of their skill set while they are also helping to create a more prosperous future for Tunisia both economically and environmentally. The advertisement will air on Al Chourouk and WMC. (Exhibit B).

- **Social Media-Images & Videos:** The ads that we intend to put on social media will be a mix of images and videos as well as some more informative posts. We plan to post images and videos of GoMyClimate students interacting with one another and their mentors which will include information about GoMyClimate as well as our logo. The advertisements will be shared via Instagram, Facebook, Twitter and TikTok (Exhibit C, D & E).
- **Social Media-Infographics:** Another ad we plan to distribute on social media will be more of an infographic style as it will be a simple image with our logo that will include facts and details about the program, how to get started, and clickable links for viewers to visit. Again, the advertisements will be shared via Instagram, Facebook, Twitter and TikTok (Exhibit F).

II. Sales Promotion:

Together, these two tactics will help GoMyClimate effectively capture the interest of Tunisians in the areas which an AI development and career preparation program like this can best serve them.

- **Swag:** The GoMyClimate sales promotion strategy will include a number of GoMyClimate “swag” items -- including, but not limited to, adhesive phone wallet, laptop decal stickers, hats, eco-friendly water bottles, and other logo-branded apparel that participants will receive for taking part in the program. The goal of the swag is to

not only provide students with free gear, but also push the brand throughout the community and make it more visible to people (Exhibit G, H & I).

- **Price Deals:** We intend to offer price deals for our summer sessions. This may draw more prospective participants to the summer session in particular, but also increase awareness of the GoMyClimate program as a whole.

III. Direct Marketing: For direct marketing, GoMyCode seeks to utilize a few initiatives to drive our sales. Beginning with email marketing, we seek to market our program to those already within the GoMyCode email list as well as students enrolled at Tunisian Universities. This will allow us to directly target our desired demographic and provide them with a call to action to register for our GoMyClimate courses. We also plan to give GoMyCode alumni a coupon code to enroll in a GoMyClimate at a discounted rate. GoMyClimate also seeks to acquire new sales through visits to Tunisian colleges. Our company plans to set up a kiosk at each university to directly educate students on the value and benefits of our product.

IV. Personal Selling: For our personal selling efforts, we would have GoMyClimate ambassadors attend college fairs as well as set up kiosks, as discussed in the direct marketing efforts, to encourage students to sign up for our program. Having ambassadors on campuses allows potential GoMyClimate students to ask questions, share their excitement and learn about the program via a one on one experience. This interaction may make students more inclined to join the program because there is a face to the actual brand.

V. Public Relations:

- **Press Release:** We will create a press release to be sent to the local news stations.

These stations will include Tuniscope.com, Al Chourouk and WMC. The release, which can be found in the appendix, will discuss what GoMyClimate is, what the course provides to students and how they can sign up for it. The press release creates good publicity because it will keep the community up to date on what is happening with GoMyCode. Additionally, we are able to control what is written in the press release, therefore, controlling the image we create for ourselves. This is essential so the public truly understands the brand and makes a positive association with GoMyCode (Exhibit J).

- **Cause-Related Marketing:** We plan to use cause-related marketing to make a difference in the local community. GoMyClimate will hold a community cleanup where students would be required to partake in cleaning up trash in the communities surrounding GoMyCode Hackerspaces. During this clean up, students would wear hats or shirts that had the GoMyClimate logo so onlookers can make an association with the brand as well as spread the word about the program. This effort supports the GoMyClimate mission of making positive change towards the climate crisis, while also giving back to the local community. This effort also creates favorable publicity as it shows that GoMyClimate is not only focused on aiding students but the greater community as well. Creating trust with the community is essential, and the cleanup shows the community GoMyClimate is working towards not only bettering the lives of its students but those directly impacted by the efforts of the students (Exhibit K).

- **Pricing:** Ensuring that pricing of the program was fairly essential when developing the plan for GoMyClimate. The price is based on the price of GoMyClimate's current programs as well as other AI programs offered at different universities. We felt the price of \$2000 (see Pricing Strategy) was fair as it fell in between the highest and lowest prices of other programs. Additionally, we feel that with the help of scholarships the program will be affordable to many students. Fair pricing is essential to create good publicity because potential students will see that the price is based on the program and has been set to ensure as many students as possible can participate.

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 at the top languages spoken in Tunisia. Due to the COVID-19 pandemic an online program is the safest way to complete the course. Additionally, an online platform gives more students access to the program if they normally would have been unable to attend a course in person. Two to three years into the program we will consider having an in person aspect to give students a more rounded education. In person interaction would include an orientation at a GoMyCode Hackerspace prior to the start of the course. It would also include the final presentation and a graduation ceremony to celebrate the conclusion of the course. It is important to note that since the course will be taught by international professionals, they would attend these events remotely to avoid the need to travel and to save from an additional expense.

Pricing Strategy:

- I. 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. Since we know that we won't need to factor in major manufacturer costs or tariff worries of typical international business, we don't see the need to charge a premium price -- especially taking into account the economic position of the majority of the Tunisian demographic. The average monthly income for Tunisian households in 2020 was 201-500 Tunisian dinar (roughly \$74-184 USD); with that said, the \$2000 price tag is expected to be alleviated and meet the financial needs of the program's Tunisian prospects in certain circumstances by a couple of methods.
- II. Sponsors & Scholarships:** 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. This payment plan will be worked with the participant according to a schedule they agree to manage. 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 along with materials for participants who demonstrate need of this assistance.

Lastly, 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.

III. Price: \$2,000 USD (5487 Tunisian dinar) for the Artificial Intelligence Training & Mentorship Program

IV. Annual Sales Projection for next 5 years:

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

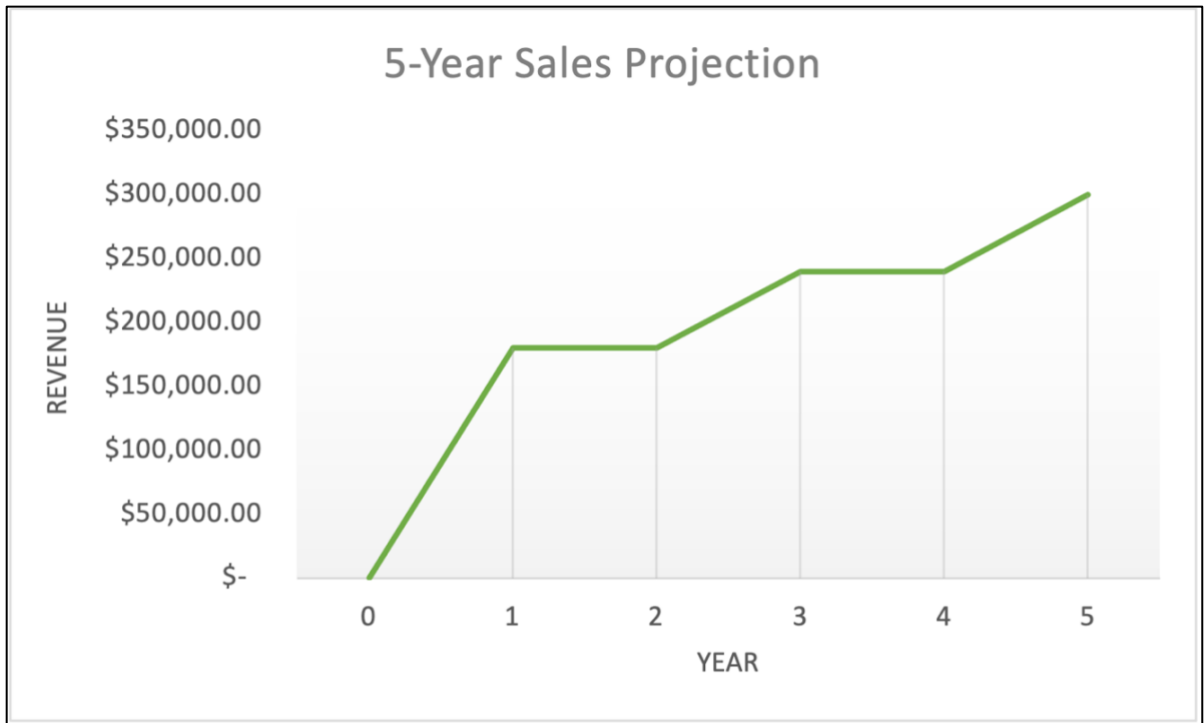
* Note: We expect to increase the number of sessions offered per year by one every other year until there are 5 sessions offered by GoMyClimate in a calendar year.

* Chart and graph on next page

- 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

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



Ethical Challenges:


- I. 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 (Country Profile Tunisia).

- II. Technology & Privacy:** Another ethical consideration is the growing concern of technology and privacy. Although the technology sector is continuously growing in Tunisia, there is still the concern in-regards to the content posted and the consequences of such. For example, in the spring of 2020 citizens were arrested for posting false information about the COVID-19 pandemic (Tunisia: Freedom on the Net 2020 Country Report). 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. Our artificial intelligence course is to better the environment of the country, not invade citizens’ privacy nor spread false information about the crisis. Adhering to Tunisia’s AI policies will ensure that the product is used for the helpful purposes it is intended for. The president of Future of Life Institute, Max Tegmark, makes an important claim stating “Everything we love about civilization is a product of intelligence, so amplifying our human intelligence with artificial intelligence has the potential of helping civilization flourish like never before – as long as we manage to keep the technology beneficial” (Rohde, Vukovic, Zeldich, Ramesh, Hershkowitz, & Farkas). Sharing a similar goal to the Future of Life Institute, ensuring our students gain skills that are used in a beneficial way, will eliminate ethical concerns. However, if there is a perception that our course is not used for right reasons, then this can cause an ethical challenge.

- III. Affordability:** We have eliminated any ethical concerns with students affording the program by offering a scholarship. This allows students who may struggle to afford GoMyClimate the opportunity to partake in the program and change the future of Tunisia. See Sponsors & Scholarships under Pricing Strategy for more details on the scholarship.
- IV. Access to Program:** We have eliminated any ethical concerns with access to the program by offering a discounted rate on laptops. This discount allows students who are interested in the program but may be unable to afford the necessary materials the opportunity to participate. We want all students to have an equal opportunity to partake in the program and providing material at a discounted price allows for that. See Direct Marketing for more details on the discount.

Appendix

Exhibit A—Calendar:



**GOMY
CLIMATE**

10 WEEK PROGRAM CALENDAR 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
6	7 START DATE Orientation Week	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1 <i>July</i>	2	3
4	5 MID-PROGRAM REGROUP	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1 <i>August</i>	2	3	4	5	6	7
8	9 GROUP PRESENTATIONS	10	11	12	13 FINAL PROGRAM DATE	14

*Online Courses Begin June 7th

*Week of June 7th includes Orientation/Training Sessions

*Week of August 9th students will present final program project

*Program Officially Ends August 13th

Exhibit B—Television Advertisement:



https://drive.google.com/file/d/1IxO0M_yj0uauD0C0-3TEBXMghlo1iHFE/view?usp=sharing

Exhibit C—Social Media Advertisement (Photo):

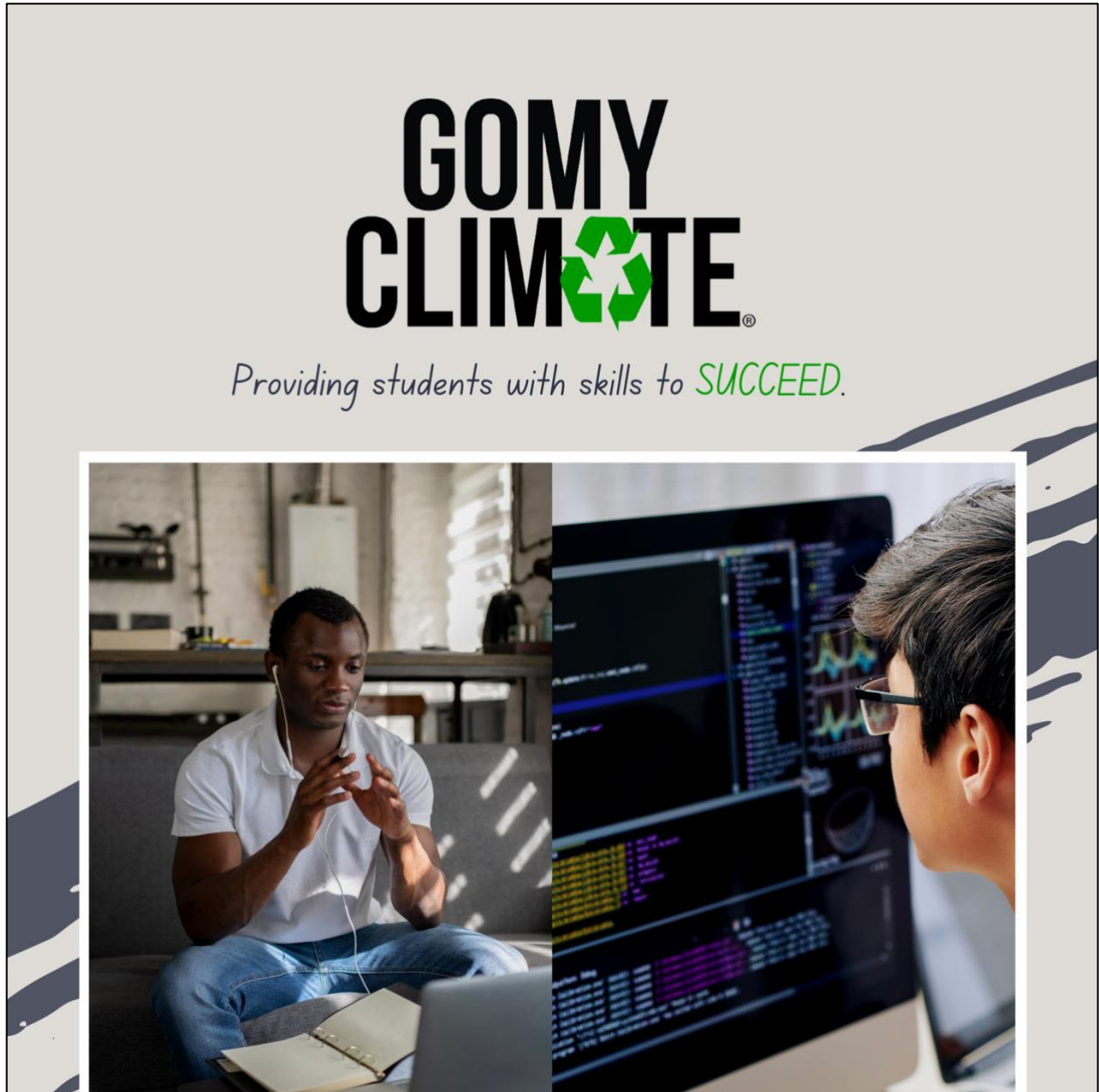


Exhibit D—Social Media Advertisement (Photo):

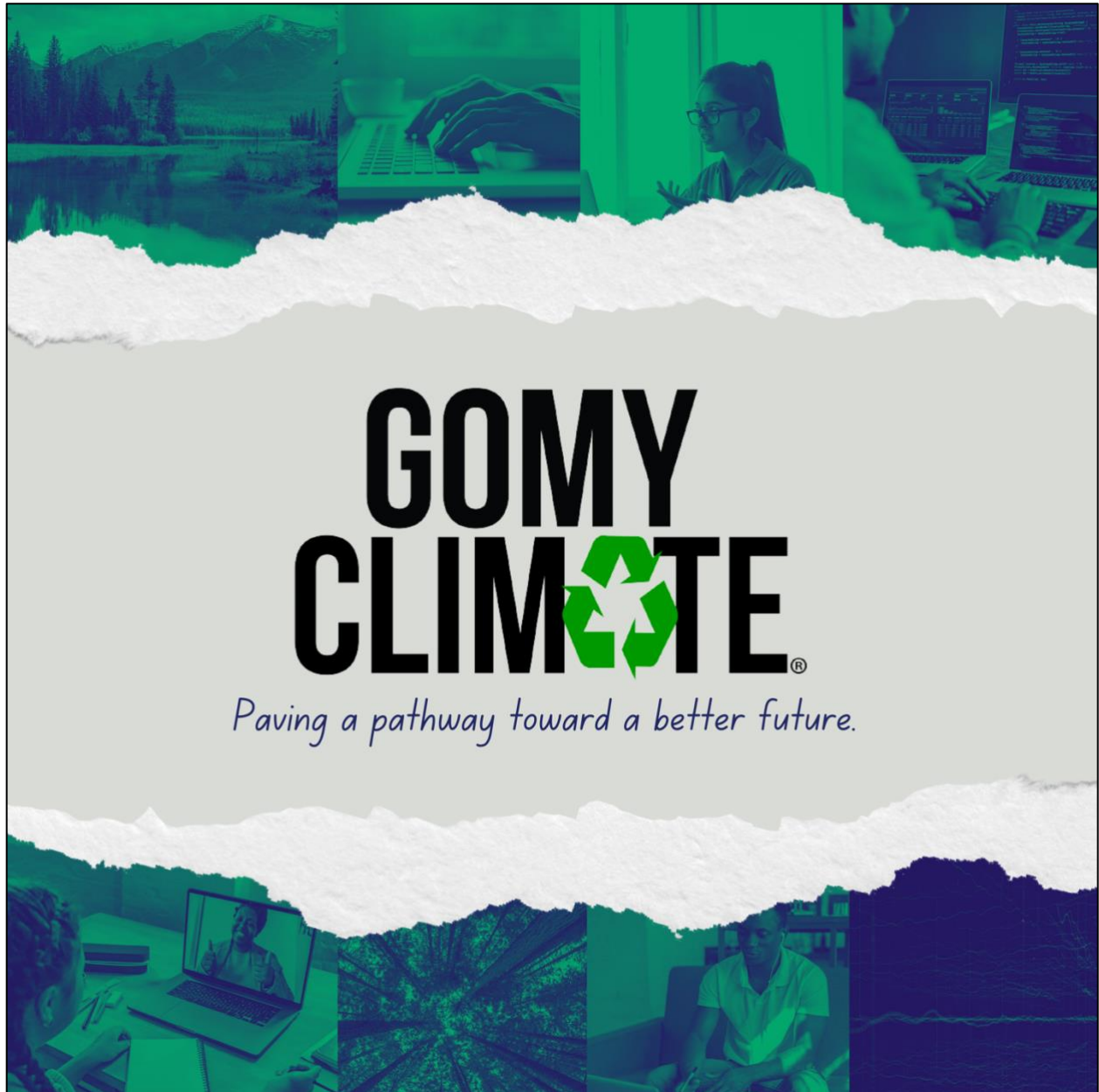


Exhibit E—Social Media Advertisement (Photo):



https://drive.google.com/file/d/1qeH6D4FkZD_Lvvi6TWG7ZKSzdc6ScWQj/view?usp=sharing

Exhibit F—Social Media Advertisement (Photo):



**GOMY
CLIMATE**

We offer 10-week courses that provide students with real-world AI case projects that work to mitigate issues of climate change

ALL OF OUR PROGRAMS:

- **Are taught by trailblazers in the AI industry**
- **Are easily accessible on any Mac or PC computer**
- **Facilitate the mentorship of young professionals and industry leaders**
- **Provide our students with vital skills for future employment**

Exhibit G—Swag (Hat):



Exhibit H—Swag (Phone Back):



Exhibit I—Swag (Water Bottle):



Exhibit J—Public Relations (Press Release):

Tunisia, Africa

GoMyClimate

**Tunisia's newest joint venture focused on combatting the climate crisis through education and artificial intelligence.**

Hackerspace, Downtown Tunisia, June 1, 2021: GoMyClimate is the newest joint venture to enter Tunisia's technology sector, established by GoMyCode and American climate activists with a goal to help mitigate the climate crisis in Tunisia through the education of artificial intelligence. 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.

GoMyClimate is an educational online platform that can be accessed through the GoMyCode website, which will teach students how to help mitigate the climate crisis through artificial intelligence. It is a 10-week course that will be completely online, allowing anyone to participate and making the program COVID-19 friendly. Each session will allow 30 students to learn and develop the necessary skills to use artificial intelligence to aid the ever-growing issues in Tunisia's environment. The course provides students with real world AI case projects in which students will work to mitigate issues of climate change. Additionally, the courses are run by American professionals in the industry who specialize in AI focusing on the climate crisis. The course will be taught in English but Arabic and French translations will be available. In addition to expanding students' skills and teaching them important content, these professors will offer mentorship and networking that will be crucial to students' future endeavors.

Students will be able to sign up and purchase the course through the GoMyCode website. After admitted they can download the necessary programs and software to complete the course on their personal computer. If a student is in need of the necessary tech equipment to complete the course, for an additional fee, they can purchase a computer through GoMyClimate.

Sign up soon, as spots are limited! If you do not make it into this session, sign up for the waitlist so you can be the first for the following session! If you have any questions, please contact GoMyClimate at hello@gomyclimate.com. Expect a response with 48 hours.

For Release 10 a.m. EST, May 18, 2021

Exhibit K— Public Relations (Cause-Related Marketing Flyer):



Bibliography

- Al Jazeera. (2019, January 28). Tunisia's secular OPPOSITION forms new party. Retrieved May 05, 2021, from <https://www.aljazeera.com/news/2019/1/28/tunisias-secular-opposition-forms-new-party>
- Ben Yahmed, Z., & Kerkes, S. (n.d.). Tunisia's political system: From stagnation to competition. Retrieved May 05, 2021, from <https://carnegieendowment.org/2019/03/28/tunisia-s-political-system-from-stagnation-to-competition-pub-78717>
- Briney, A. (n.d.). Learn the Geography of Tunisia, Africa's Northernmost Country. Retrieved from <https://www.thoughtco.com/geography-of-tunisia-1435665>
- Collins, V. (2017, June 1). Culture, Colours and Crafts in Tunisia. TravelBusy. <https://www.travelbusy.com/culture-colours-and-crafts-in-tunisia/>.
- O'Neill, A. (2021, April 01). Tunisia - share of economic sectors in gross domestic product 2008-2018. Retrieved May 10, 2021, from <https://www.statista.com/statistics/524575/share-of-economic-sectors-in-the-gdp-in-tunisia/#:~:text=This statistic shows the share,sector contributed about 59.23 percent.>
- O'Neill, A. (2021, April 01). Tunisia - inflation rate 1985-2025. Retrieved May 10, 2021, from <https://www.statista.com/statistics/524512/inflation-rate-in-tunisia/>
- Ottaway, M. (n.d.). *Tunisia: Political Parties and Democracy in Crisis*. Wilson Center. <https://www.wilsoncenter.org/article/tunisia-political-parties-and-democracy-crisis>.
- Perfect, S. (n.d.). *Sharia law: What it is, what it isn't, and why you should know*. Theos Think Tank. <https://www.theosthinktank.co.uk/in-the-news/2019/02/25/sharia-law-what-it-is-what-it-isnt-and-why-you-should-know>.

Pike, J. (n.d.). Military. Retrieved 2021, from

<https://www.globalsecurity.org/military/world/tunisia/economy.htm#:~:text=It primarily consists of petroleum,90% of production being exported.>

Rohde, K., Vukovic, R., Zeldich, M., Ramesh, S., Hershkowitz, J., & Farkas, G. (2021,

April 5). Benefits & Risks of Artificial Intelligence. Future of Life Institute.

<https://futureoflife.org/background/benefits-risks-of-artificial-intelligence/>.

Rédaction. (2016, March 2). Tunisian superstitions. FDT. Retrieved from

<https://femmesdetunisie.com/tunisian-superstitions/>.

Stewart, M. R., & Maughn, R. D. (2011). International Joint Ventures, A Practical

Approach. [https://www.dwt.com/-/media/files/publications/2012/05/international-joint-](https://www.dwt.com/-/media/files/publications/2012/05/international-joint-ventures-a-practical-approach/files/international-joint-ventures-)

[ventures-a-practical-approach/files/international-joint-ventures-](https://www.dwt.com/-/media/files/publications/2012/05/international-joint-ventures-a-practical-approach/files/international-joint-ventures-)

[article_stewart/fileattachment/international-joint-ventures-article_stewart.pdf](https://www.dwt.com/-/media/files/publications/2012/05/international-joint-ventures-a-practical-approach/files/international-joint-ventures-article_stewart/fileattachment/international-joint-ventures-article_stewart.pdf).

Sylvester, P. (2019, May 23). Respecting Local Laws, Culture, and Customs in Tunisia. World

Nomads. <https://www.worldnomads.com/explore/north-africa/tunisia/local-laws-and->

[customs-tunisia#pda](https://www.worldnomads.com/explore/north-africa/tunisia/local-laws-and-customs-tunisia#pda).

Touchent, D. (n.d.). UPDATE: A Guide to the Tunisian Legal System. Retrieved May 05, 2021,

from <https://www.nyulawglobal.org/globalex/Tunisia1.html>

Analytics, M. (n.d.). Tunisia - Economic Indicators. Retrieved May 10, 2021, from

<https://www.economy.com/tunisia/indicators>

CIA. (n.d.). Tunisia. Retrieved May 05, 2021, from <https://www.cia.gov/the-world->

[factbook/countries/tunisia/#government](https://www.cia.gov/the-world-factbook/countries/tunisia/#government)

Commisceo Global Consulting Ltd. (2020, January 1) Tunisia - Language, Culture, Customs and Etiquette. Retrieved from <https://commisceo-global.com/resources/country-guides/tunisia-guide>

Country Comparison. Hofstede Insights. (2020, August 12).
<https://www.hofstede-insights.com/country-comparison/algeria,libya,tunisia/>.

Country Profile Tunisia. Nordea. (n.d.).
https://www.nordeatrade.com/en/explore-new-market/tunisia/accounting?vider_sticky=oui.

CPI 2020: Global highlights - News. Transparency.org. (n.d.).
<https://www.transparency.org/en/news/cpi-2020-global-highlights>.

Culture Crossing. (n.d.).
http://guide.culturecrossing.net/basics_business_student_details.php?Id=9&CID=207.

Daily Life and Social Customs. (n.d.). Retrieved May 05, 2021, from
<https://www.britannica.com/place/Tunisia/Daily-life-and-social-customs>

Education System in Tunisia. Tunisia Education System. (n.d.). Retrieved from
<https://www.scholaro.com/pro/Countries/Tunisia/Education-System>.

Nationsonline.org, K. (n.d.). Tunisia. Retrieved May 05, 2021, from
<https://www.nationsonline.org/oneworld/tunisia.htm>

The Tunisian dinar . (n.d.). Retrieved May 10, 2021, from
<https://www.globalexchange.es/en/currencies-of-the-world/tunisian-dinar>

Tunisia. World Trade Center San Diego. (n.d.). Retrieved from
<https://mbjprotocol.com/wp-content/uploads/2012/03/CE-Tunisia.pdf>.

Tunisia. UNESCO UIS. (2017, April 12). Retrieved from <http://uis.unesco.org/en/country/tn>.

Tunisia: Average Salary Survey 2021. (n.d.). Retrieved May 10, 2021, from

<https://www.averagesalariesurvey.com/tunisia>

Tunisia: Countries and Their Cultures. (n.d.). Retrieved from

<https://www.everyculture.com/To-Z/Tunisia.html>.

Tunisia Country Profile. (2020, September 03). Retrieved from

<https://www.bbc.com/news/world-africa-14107241>

Tunisia Current Account Balance, 2003 – 2021: CEIC Data. (n.d.). Retrieved 2021, from

<https://www.ceicdata.com/en/indicator/tunisia/current-account-balance#:~:text=Tunisia Current Account recorded a,mn in the previous quarter.&text=Its Foreign Portfolio Investment increased,USD bn in Jun 2020>.

Tunisia Exchange Rate against USD, 1957 – 2021: CEIC Data. (n.d.). Retrieved May 10, 2021,

from <https://www.ceicdata.com/en/indicator/tunisia/exchange-rate-against-usd>

Tunisia: Freedom on the Net 2020 Country Report. Freedom House. (n.d.). Retrieved from

<https://freedomhouse.org/country/tunisia/freedom-net/2020>.

Tunisia GDP per capita1965-2019 Data: 2020-2021 Forecast: Historical: Chart. (n.d.). Retrieved

May 10, 2021, from <https://tradingeconomics.com/tunisia/gdp-per-capita>

Tunisia GDP1961-2019 Data: 2020-2021 Forecast: Historical: Chart: News. (n.d.). Retrieved

May 10, 2021, from <https://tradingeconomics.com/tunisia/gdp>

Tunisia - GNI Per Capita, PPP (current International \$). (n.d.). Retrieved May 10, 2021, from

<https://tradingeconomics.com/tunisia/gni-per-capita-ppp-us-dollar-wb-data.html>

Tunisia - GNI, PPP (current International \$). (n.d.). Retrieved May 10, 2021, from

<https://tradingeconomics.com/tunisia/gni-ppp-us-dollar-wb-data.html>

Tunisia Trade Profile. (n.d.). Retrieved May 10, 2021, from

<https://www.nordeatrade.com/en/explore-new-market/tunisia/trade-profile#:~:text=Tunisia's foreign trade represents 110.5,olive oil, travel and transportation.>

Tunisia: Trade Statistics. (n.d.). Retrieved May 10, 2021, from

<https://globaledge.msu.edu/countries/tunisia/tradestats>

Unemployment, total (% of total labor force) (modeled ILO estimate) - Tunisia. (n.d.). Retrieved May 10, 2021, from

<https://data.worldbank.org/indicator/SL.UEM.TOTL.ZS?locations=TN>

When Minimal Takes Over: Spotlight on DJ Sha and His Contribution to Tunisia's Evolving

Electronic Scene. (n.d.). Retrieved from <https://scenenoise.com/Features/when-minimal-takes-over-spotlight-on-tunisias-rising-scene>.

World Bank Climate Change Knowledge Portal. (n.d.). Retrieved from

<https://climateknowledgeportal.worldbank.org/country/tunisia>

2018 Investment Climate Statements: Tunisia. United States Department of State. (n.d.).


<https://www.state.gov/reports/2018-investment-climate-statements/tunisia/>.

75. (n.d.). *Tunisia - Trade Agreements*. International Trade Administration | Trade.gov.

<https://www.trade.gov/country-commercial-guides/tunisia-trade-agreements>.


PowerPoint Presentation

01



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

DR. CHELMINSKI
MKT 426-001
18 MAY 2021



GO MY CLIMATE

02

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

05

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

06

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

07

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



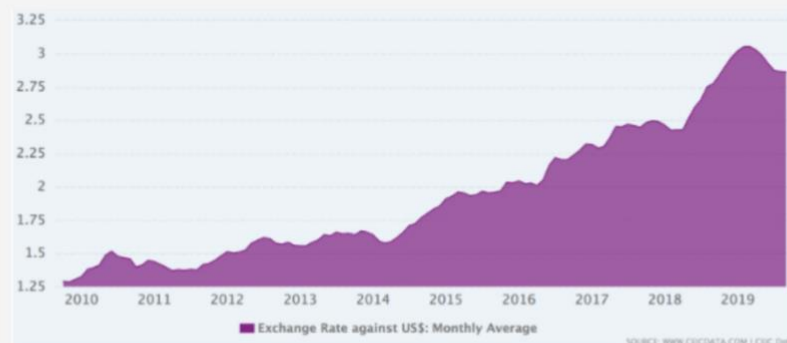
GOMY
CLIMATE

Environmental Analysis

08

ECONOMIC

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



GOMY
CLIMATE

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.



10 WEEK PROGRAM CALENDAR 2021

- *Online Courses Begin June 7th
- *Week of June 7th includes Orientation/Training Sessions
- *Week of August 9th students will present final program project
- *Program Officially Ends August 13th

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	7 START DATE Orientation Week	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1 July	2	3
4	5 MID-PROGRAM REGROUP	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1 August	2	3	4	5	6	7
8	9 GROUP PRESENTATIONS	10	11	12	13 FINAL PROGRAM DATE	14



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.

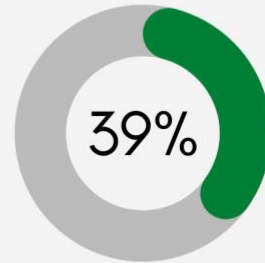
Joint Venture

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

17

ADVERTISING

TELEVISION



Promotional Campaign

18

ADVERTISING

SOCIAL MEDIA



Promotional Campaign

19

ADVERTISING

SOCIAL MEDIA



Promotional Campaign

20

SALES PROMOTION

SWAG



PRICE DEALS



Promotional Campaign

21

DIRECT MARKETING

EMAIL MARKETING



COUPON CODE



**GOMY
CLIMATE**

Promotional Campaign

22

PERSONAL SELLING



**GOMY
CLIMATE**

Promotional Campaign

23

PUBLIC RELATIONS

PRESS RELEASE



CAUSE-RELATED MARKETING



PRICING

\$2,000



24

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.



Pricing Strategy

25

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

26

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

27

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



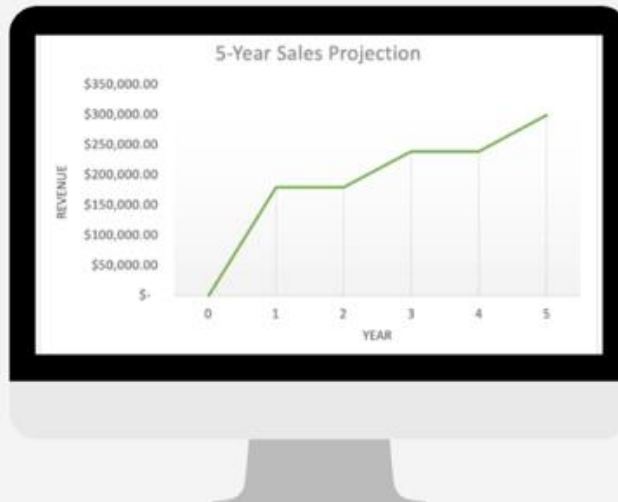
Pricing Strategy

28

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?

