

The logo for CADO communication. The letters 'CA' are in white on a black background, and 'DO' are in black on a white background. The word 'communication' is written in a typewriter font at the bottom.

communication

CADOCCommunication

We tell stories.  
Let us share yours.

*Final E-Business and Marketing*  
Berenice Neri



## *About the Business*

Vancouver based but with international clients  
CADO Communication aims to expand/ grow  
smaller businesses

Represent brands that value quality and  
research

To build brands and get results

### ***What type of business have you started?***

CadoCommunication is a marketing and pr  
agency specifically for beauty and fashion  
startups

### ***What is the purpose of your store? Are you a retailer? A service provider?***

Our purpose is to help build smaller or  
struggling businesses, as a service  
provider.

### *The Consumer*

Young Entrepreneurs, Gen Z or millennials

Small/struggling Business owners

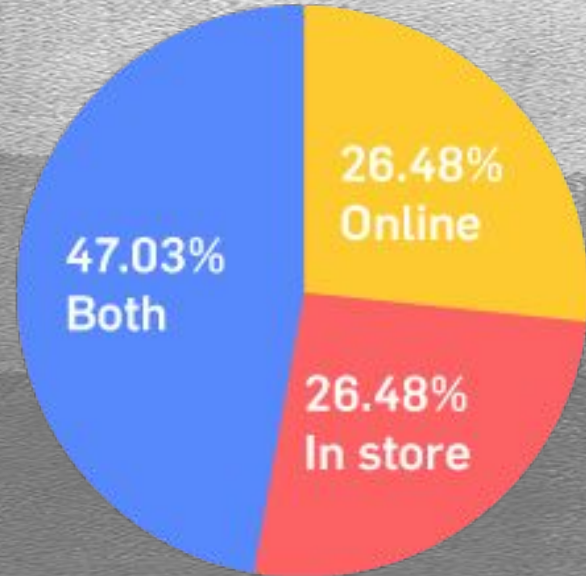
Fashion or Beauty based

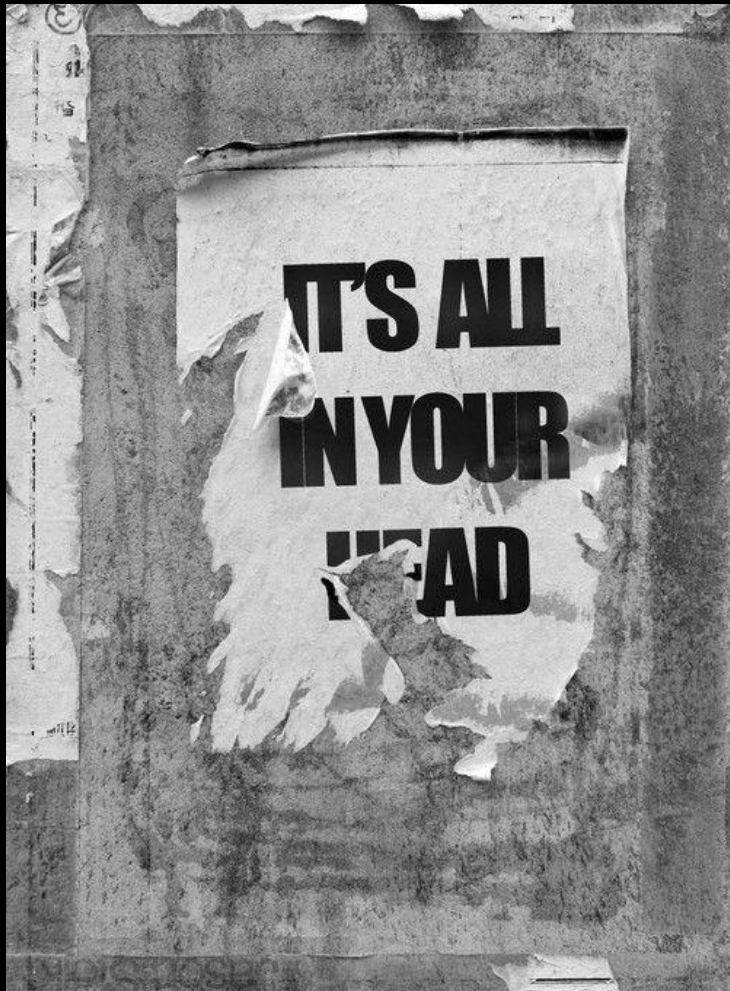
Men or Women

Brands that need direction

This consumer shops online because they are very technologically experienced so they prefer online shopping. They live a busy life so they don't have much time to waste.

***Do you prefer shopping online  
or in a store?***





## *Store introduction*

### ***What will you sell?***

CadoCommunication only sells marketing and pr services. Services include brand remedies, digital events, case studies or marketing strategies

### ***What brands/labels will you carry?***

In the future, I would create a service for my clients, and advertise the brands I represent.

### ***What is the price range of the products you will be selling?***

Prices will vary depending on the services the brands need.

## *Store Operations*

I will be the only staff and operate the website myself

### ***How often will the website be updated?***

The website will be updated every month in either the creative or cases tabs, since I would like to update the brands and designers.

### ***Explain how you intend to operate this Business.***

Most work will be done online (laptop or phone.) Meetings with clients will be done online if international





## *Summary*

Ultimately my goal is to help businesses flourish and understand their target market needs.

The brand will become a community for creative, innovative individuals

### ***Why will your online store succeed?***

I think my online store will succeed because apart from being a business we offer content that my clients will enjoy. The costumer service and satisfaction relies on my services, and I would treat all my clients with the best service.

### ***How will you be "better" than your Competitors?***

Since I will be the only employee I will work to get my clients the best results and ensure I get the best results.