

Marketing Plan: Recommendations for Amino's computers

Abstract

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This project was on the development of a series of recommendations aimed to assist Amino, a startup blockchain company located in Hangzhou, China, in their creation of a marketing plan for selling computers. The team surveyed students aged 18-25 on their interest in joining Amino and their opinions on certain aspects of the business. In conjunction with our partner university, the team also interviewed working professionals familiar with blockchain technology on the same topics. Analysis showed that Amino should first target those familiar with blockchain, emphasize building trust with customers, and clearly advertise the value of the product.