

Examples of USP:s

The web-shop for women who expects a baby

- *What we do combined with where we do it: No one else is specialized in products for women who expect a baby specifically for the decided targeted area we have.*
- *How we do it: We have first class and fast distribution in the area.*
- *How we do it: We will work together with some organizations related to the targeted group of buyers.*
- *How we do it: We will have a good website combining useful information for the targeted group as well as a nice web-shop.*
- *Extras: We will have a weekly very good Newsletter.*

The Fishing Equipment physical shop

- *What we do: A unique combination of fishing equipment, tours and food packages for the fishing hobby tourists. We also sell fishing permissions, maps, suitable garments for fishing, etc.*
- *Where we do it: We are targeting the whole "Fish-district" from the main point of arrival.*
- *How we do it: We are open from early morning to late evening during the summer season, 5 AM to 10 PM, seven days a week. And same opening times during main holidays. And 7 AM to 6 PM Thursdays to Mondays the rest of the year.*
- *How we do it: We also give advice on fishing as well as recommend hotels and cabins for rent.*
- *Extras: Membership club that gives discount and E-mails with offers before the main season and main holidays.*

The importers software/app company

- *What we do: A unique software/App. No one else have this App at the moment.*
- *How we do it: We rent it out and give full support 24/7.*
- *How we do it: Free sub-Apps for the exporters who then can fill in the status for the orders they handle.*
- *Extras: Information on exporters.*

The Cafeteria

- *How we do it: No one else is open 24 hours a day 7 days a week. Always open.*
- *How we do it: Apart from typical Cafeteria products etc, we have "full breakfast around the clock".*
- *Extras: Membership. Every 5th visit gives free coffee or tea. And every 10th visit gives free sandwich or pastry. And every 25th visit gives free breakfast.*