



ENTREPRENEURSHIP & MARKETING 11/12

Mr. McLatchie

BALLENAS BUSINESS.COM



CAPSTONE PROJECT

Objectives

Clarify the project's overall objectives and goals.

Objective 01

Understand the emerging technological advances in AI

Objective 02

Create a business that utilizes AI. Can be traditional or new business concept

Objective 03

Create Branding(AI) and website for your business.

Objective 04

Use AI to create your business/marketing plan



AI IN BUSINESS AND MARKETING



CAPSTONE

BUSINESS DEVELOPMENT USING AI

COMPANY/SERVICES



NAME, LOGO, SLOGAN,
MISSION STATEMENT. WHO
ARE YOUR CUSTOMERS?
WHAT SERVICES CAN YOU
PROVIDE?

BRANDING AND WEBSITE



CREATE BRANDING AND A
WEBSITE FOR YOUR
BUSINESS.
LIST YOUR SERVICES AND
PRICING AND HAVE A
PROFESSIONAL IMAGE.

BUSINESS/MARKETING PLANS



DONE USING AI, WITH
MULTIPLE PROMPTS TO
ELICIT MORE DETAIL -
PRINTED OR PRESENTATION
STYLE



Timeline FOR CAPSTONE PROJECT

300 MARKS



PART 1-APRIL 25
MARKS DUE
CAPSTONE
BRANDING



PART 2 - MAY 24
BUSINESS/MARKETING
PLAN



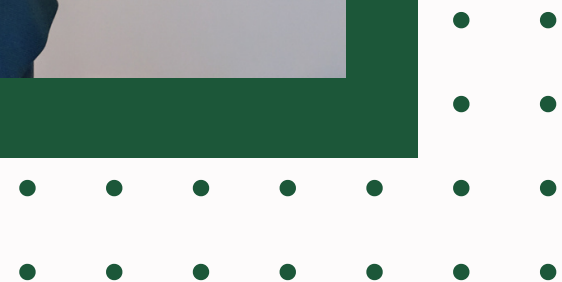
PART 3 - JUNE 19
WEBSITE
COMPLETED



JUNE 23 FINAL
ALL WORK NEEDS TO
BE IN

BALLENAS BUSINESS.COM

- 01 NAME AND LOGO
- 02 SERVICES
- 03 PRICING
- 04 3 ADS FOR SOCIAL MEDIA
- 05 BILLBOARD
- 06 VEHICLE BRANDING
- 07 CLOTHING
- 08 WEBSITE TEMPLATE
- 09 HOMEPAGE
- 10 SERVICES PAGE
- 11 OTHER PAGES
- 12 BUSINESS/MARKETING PLAN



QUOTES

01



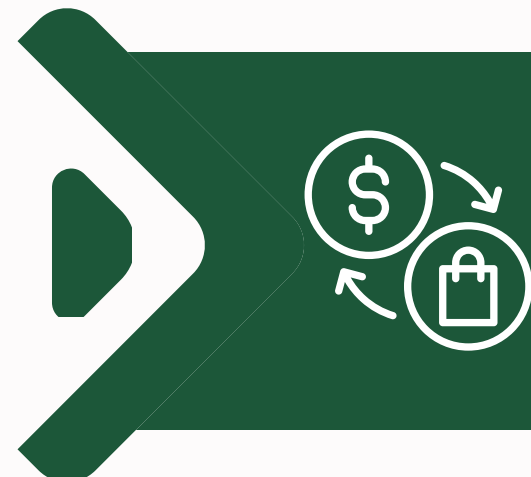
“Success is not final; failure is not fatal: it is the courage to continue that counts.” – Winston Churchill

“Every problem is a gift—without problems we would not grow.” – Anthony Robbins



02

03



There’s no shortage of remarkable ideas, what’s missing is the will to execute them.” – Seth Godin

“Far and away the best prize that life offers is the chance to work hard at work worth doing.” – Theodore Roosevelt



04

Profitability

The primary goal of entrepreneurship and marketing is to generate profits. Profitability ensures the sustainability of the business by covering expenses, reinvesting in growth, and providing returns to stakeholders.

Entrepreneurs focus on creating value through innovative products or services that meet customer needs, while marketers aim to maximize sales revenue through effective promotion and distribution strategies.

Both disciplines emphasize the importance of achieving a positive return on investment (ROI) to drive long-term business success.

Market Expansion

Entrepreneurs and marketers seek to expand their market reach and capture a larger share of the target audience.

This goal involves identifying new customer segments, entering untapped geographical markets, or diversifying product offerings to attract a broader customer base.

Entrepreneurship involves innovation and adaptation to evolving market trends, while marketing strategies such as market research, branding, and advertising play a crucial role in raising awareness and attracting customers.

By expanding the market, businesses can increase sales and revenue streams, driving growth and profitability.

Customer Satisfaction

Both entrepreneurship and marketing prioritize customer satisfaction as a fundamental goal.

Satisfied customers are more likely to make repeat purchases, recommend the brand to others, and contribute to positive word-of-mouth marketing.

Entrepreneurs focus on delivering high-quality products or services that address customer pain points and provide value, while marketers strive to build strong relationships with customers through personalized communication, excellent customer service, and responsive feedback mechanisms.

By prioritizing customer satisfaction, businesses can foster loyalty and retention, leading to long-term success and profitability.

Brand Building and Differentiation

Entrepreneurship and marketing aim to build strong brands and differentiate themselves from competitors in the market.

A strong brand identity helps businesses stand out, build credibility, and establish an emotional connection with customers.

Entrepreneurs invest in brand development by defining their unique value proposition, crafting compelling brand narratives, and delivering consistent brand experiences across all touchpoints.

Marketers leverage branding strategies such as advertising, public relations, and social media to communicate the brand's story and differentiate it from competitors.

By building a strong brand and highlighting its unique attributes, businesses can attract customers, command premium prices, and sustain a competitive advantage in the market.

AMAZON.CA

Leader in online sales

Amazon has leveraged AI and technology to gain numerous advantages in the highly competitive e-commerce and tech industries.

Here are the top 10 advantages of Amazon due to AI and technology:

Personalized Recommendations: Amazon's AI algorithms analyze customer data to provide highly personalized product recommendations, increasing sales and customer satisfaction.

Efficient Supply Chain Management: AI-driven logistics and inventory management systems enable Amazon to optimize its supply chain, reduce costs, and ensure timely deliveries.

Predictive Analytics: Amazon uses AI to forecast customer demand, anticipate trends, and optimize inventory levels, minimizing stockouts and overstocking.

Dynamic Pricing: AI-powered pricing algorithms enable Amazon to adjust prices dynamically based on factors like demand, competition, and customer behavior, maximizing revenue and profit margins.

Enhanced Customer Service: AI chatbots and virtual assistants like Alexa provide 24/7 customer support, answer queries, and facilitate seamless shopping experiences, improving customer retention and loyalty.

Fraud Detection and Prevention: AI algorithms analyze transaction data to detect and prevent fraudulent activities, safeguarding Amazon and its customers against online fraud.

Product Search and Discovery: AI-powered search algorithms improve product search accuracy and relevance, helping customers find what they're looking for quickly and easily.

Voice Commerce: Amazon's integration with voice assistants like Alexa enables voice-based shopping experiences, allowing customers to make purchases using natural language commands.

Recommendation Systems: AI algorithms power recommendation systems across various Amazon platforms, including Amazon.com, Prime Video, and Kindle, driving cross-selling and upselling opportunities.

Innovative Products and Services: Amazon invests heavily in AI and technology research to develop innovative products and services like Amazon Go (cashier-less stores), Amazon Web Services (cloud computing), and Amazon Prime Air (drone delivery), staying ahead of the competition and diversifying its revenue streams.

These advantages have solidified Amazon's position as a global leader in e-commerce, cloud computing, and technology innovation, contributing to its continued growth and dominance in the marketplace.