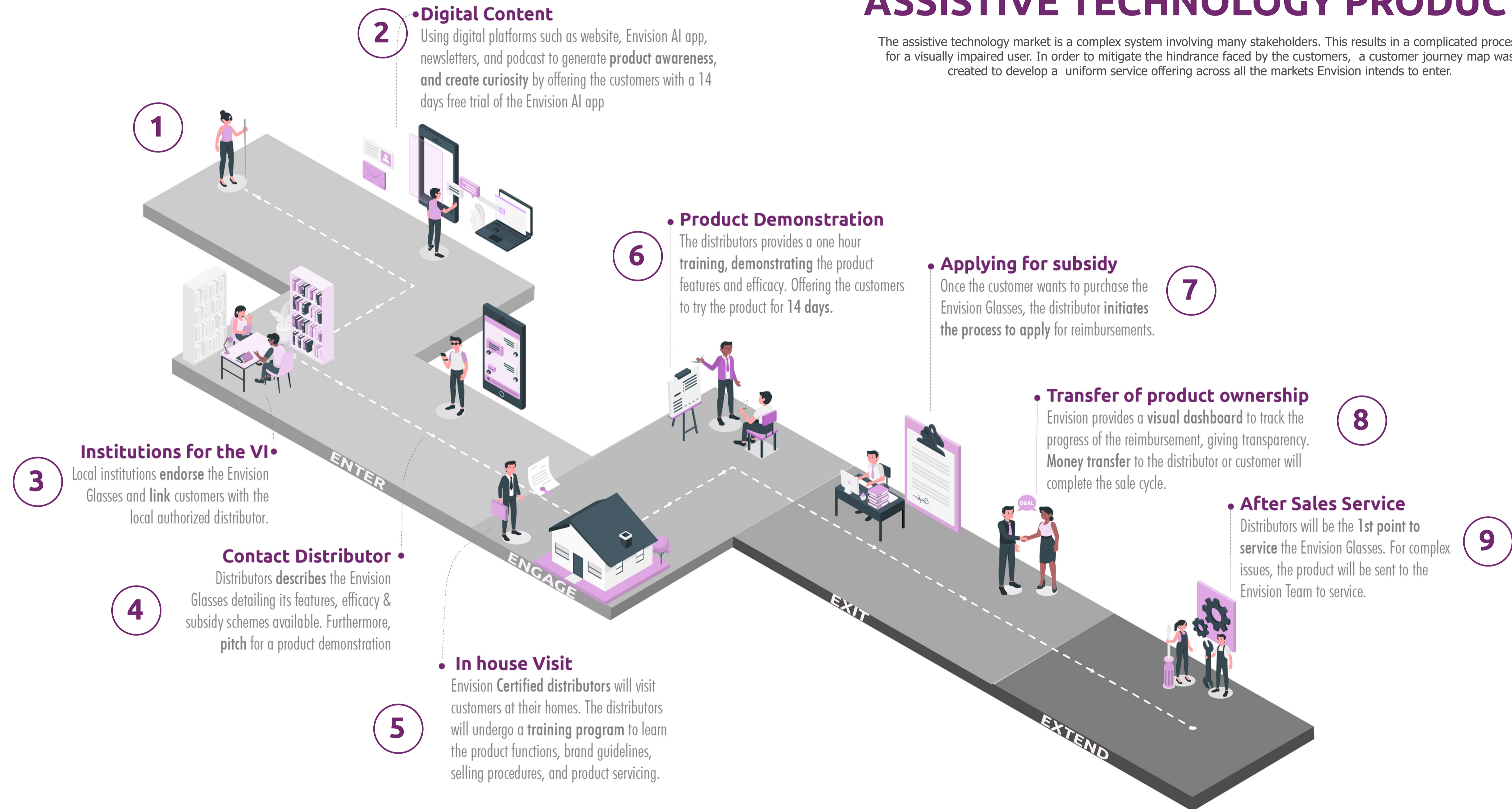


MARKET ENTRY STRATEGY FOR AN ASSISTIVE TECHNOLOGY PRODUCT

The assistive technology market is a complex system involving many stakeholders. This results in a complicated process for a visually impaired user. In order to mitigate the hindrance faced by the customers, a customer journey map was created to develop a uniform service offering across all the markets Envision intends to enter.



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Developing a go to market strategy for an assistive technology product
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