

New Branding and E-Marketing? *Know how.*

With funding from the European Union under the EU4Business Initiative we supported NEW WAY LLC, an Armenian transportation company specialised in transfer services, to introduce new branding and corporate website.



European Bank
for Reconstruction and Development



EU4Business

Professional branding attributes and corporate website, Armenia

We supported New Way LLC to introduce new branding and develop new corporate website. As a result the company recorded increase in sales by 7 times and growth in website visitors up to 2,893 annually.

NEW WAY LLC is a transportation company which provides services mainly to large corporate clients. The Company started its business with only 12 cars in the garage and has doubled the number in only 4 years. 90% of the cars are used for transfer services ordered by corporate clients, and the rest 10% is used as taxis.

The strategic marketing goals of the company are: 1) to improve its market position, developing differentiation, as well as by attracting and retaining new customers; 2) Increase the visibility and company image through introduction of branding and marketing components into the business

The management realised the need for expanding the online presence and expanding customer base through various digital platforms. Thus the need for new branding and website emerged.



We provide our customers **Reliable and Comfortable** transportation.

NEW WAY LLC applied to us for assistance in order to design and develop a website. The selected professional consultant helped the company to:

- Develop Company branding and promotion, to establish a significant and differentiated presence in the local market that attracts and retains loyal customers;
- Develop corporate website inline with already established corporate identity The website served as a marketing tool to promote the company's services, present information on beneficiary's activities, main services, the beneficiary's experience, photo gallery as well as the beneficiary's customers and contacts.

As a result of the project The Company significantly increase the corporate and individual customer base and the number of sales. It has increased the number of cars to 44 and started collaboration with YANDEX Taxi using the opportunity to penetrate into online taxi market. (20 under YANDEX brand and 24 under Taxi Aqua brand).

The Company has also expanded geographically entering into the Georgian Market through different local partnerships.

www.ebrd.com/knowhow

Sales
+576%

Turnover
+11%

Number of website visitors
+2,893

Total project value
€8,857

Client contribution
€3,796