

## **Wiz Intl.**

### Regional Strategy to Help Retailers

Wiz Intl. conglomerate required a revamped regional strategy to undo a trend of bland performance. Uptown INC implemented a market-by-market analysis to analyze what sets well among their clients. The results targeted actions for each market prompted a 40% increase in market capitalization.

### Overview

3.1X market capitalization

62% increase in market capitalization

### Project Details

#### Problem

Wiz Intl. required a new strategy that would guide them to achieve better heights in their niche. Their performance had been lacking in the past few years and they wanted to fix their dented repute.

#### Research

In order to address the core issue, Wiz Intl. needed to devise an e-commerce website and perform extensive internet marketing. We accessed their market to see what sets well there and develop a strategic position for them among the international and local market.

#### Consultation

Based on the search results, Uptown INC created a contemporary e-commerce site and performed extensive internet marketing including all social media platforms and google advertisement to attract maximum number of clients from round the globe to their website.

#### Outcome

Wiz Intl. implemented a new strategy based on our suggestion to create a website and perform marketing on all their products and services, resulting in overall improvement in performance.