

## AIM

Help Zemmz, event management and marketing SaaS, gain a deeper understanding of the respective business environment. Gain profound knowledge of the industry, target market, as well as their differentiation from competitors.



## METHOD

- We conducted secondary market research with our proven SaaS methodology.
- In 6 days, we conducted a thorough industry analysis per continent and per segment. We did an insightful target market segmentation and created a comprehensive event management competition landscape.

## RESULTS

- Delivered a concise 20 pages long report to our client.
- Identified the top 3 industries that they should target.
- Created a USP (Unique Selling Point).

IDENTIFIED TOP 3  
IDEAL INDUSTRIES



CREATED A  
UNIQUE SELLING POINT

**zemmz**  
your event made easy

*Zemmz is the culmination of years of experience in the field of event and conference management. It is a simplified online system to sufficiently manage your events from initiation to the final "Thank you!" email.*

Got questions? Shoot us an e-mail and let's get *beezy!*

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