PROPOSED DIGITAL MARKETING STRATEGY FOR START-UP COMPANY: CASE OF BUY FOR OTHERS

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ABSTRACT

Buy for others is a start-up company that sells sharing packages online. Sharing packages are sold via online platforms such as website www.buyforothers.com. Sharing packages are goods that are needed by people who are not able to buy because of financial reasons and cannot buy goods because of the unavailability of goods in location.

In the early stages of launch to the public, Buy For Others used online strategies using social media channels such as Instagram, Face book Pages, Twitter, and Line@. The researcher is analyzing marketing strategies to take traffic source data from Google Analytics website. The data captured is the data from last six months. Researchers conducted a study in order to determine the performance of marketing strategies and provides recommendations to Buy For Others in choosing a digital marketing strategies that are suitable and effective.

In conducting the research, demographics is an important aspect in order to know a person's shopping behavior. Demographics aspect were used is age. Researchers want to know which marketing channels preferred by every age segment.

According to my research that has been conducted, it shows that the segmentation of 18-34 years old more visits the website Buy For Others through direct search and organic search. As for the segment aged 35 years more visit website Buy For Others through references from other people. Therefore, it is important for Buy For Others to create strategies to increase visitor intention to return to the website and also the acquisition of new visitors.

Implementation of my proposed digital marketing strategy is using the great days to create sharing packages campaign, collaborating with social influencer, making regular content for target market by utilizing digital marketing tools like social media. From these strategies, there was a 266% increase in sales, 346% increase in number of transactions, 95% increase in Face book follower, 13.6% increase in Instagram follower, and 17.2% increase in Line@ follower.

Keywords:. Digital marketing, traffic source, start up, web analytics, buy for others

INTRODUCTION

Buy For Others founded by two persons, Sukmayanti and Ridho Qurbany, since February 8th, 2016 in Bandung, West Java. Buy For Others is a website platform that helping kind people to share something with people in needs. Buy For Others is company that focus on social commerce. In the same year, Buy For Others launch their website www.buyforothers.com at September 1st, 2016. On that website, Buy For Others is selling sharing packages that helpful for victims of natural disaster and poor people. The sharing packages that sold already distribute to people in needs in Pidie Jaya Aceh, Purwakarta, Bandung, Garut, etc. Now, Buy For Others has 5 employees and already running their website 6 months, from September 2016 to February 2017. For 6 months, there are some business issues that arise. Here's the explanation:

Decrease in Sales

Sales decrease at September to October and December to January. This sales decrease of almost 50% from the previous month. In December, there was the highest sales. Once reviewed, this is caused by there are some customers who buy huge amounts of in order to donate its year-end book closing. If there is no customer like that, then sales in the month of December is approximately equal to the months before and after that about 2-4 million rupiah.

Figure 1.1 Buy For Other's Sales Data

Stagnant in Total Transaction

If we see the total customer order per month, Buy For Others get stagnant transaction from month to month. Only in September when launching the extremely high number of transactions, the following month has no meaningful growth.
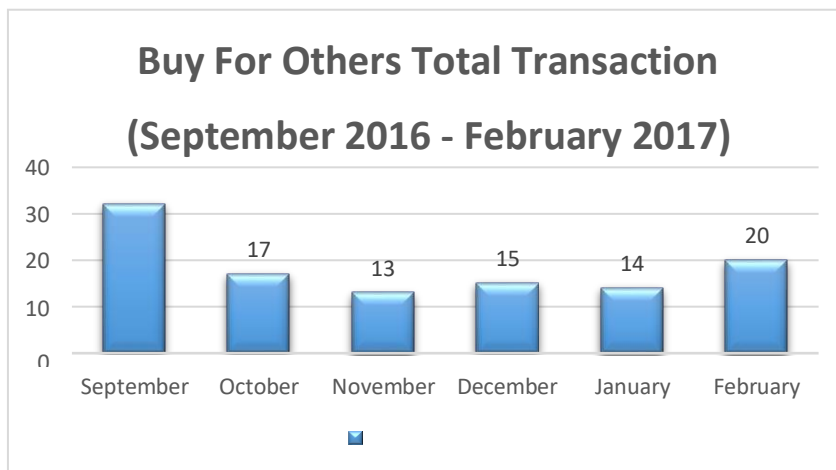
Buy For Others Total Transaction (September 2016 - February 2017)

September: 32 (approx), October: 17, November: 13, December: 15, January: 14, February: 20

Figure 1.2 Buy For Others's Total Transaction

Other business issues are ineffective use of social media and low level of Brand Awareness. Based on the condition of Buy For Others, researcher sees the need to conduct a research about how to increasing sales by analyzing existing business today.

2. Business Issue Exploration

The conceptual framework shows that the research starts with the business issue of Buy For Others. This is used as the basis of analysis and research to get the right conclusion so that researchers can provide the best strategy proposal to address the business issues that occur. Conceptual frameworks which will be studied, can be illustrated in Figure 2.1

The profile of Buy For Others will become the basic information to do this analysis. These external and internal analysis are important to understand Buy For Others current situation and enable researcher to capture the idea on how Buy For Others chooses its marketing strategy to survive and compete in the industry.
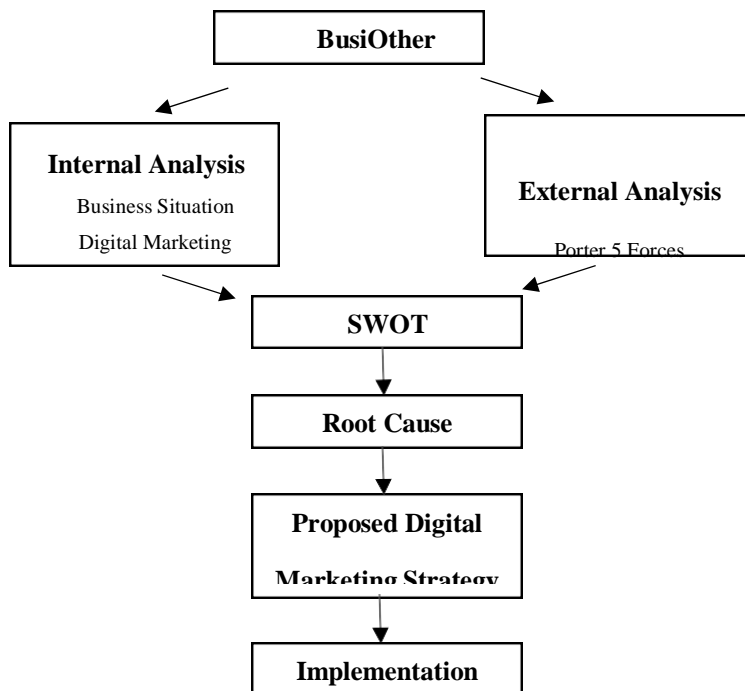
Figure 2.1 Research Conceptual Framework

Digital Marketing

Digital marketing is one method of marketing that is currently growing very rapidly. Digital marketing itself refers to a method of marketing by utilizing electronic equipment such as computers and also smart phones, to be able to interact with customers (SAS, 2016). Application of digital marketing itself more generally refers to a variety of technology which utilizes the internet such as SEO (Search Engine Optimisation), SEM (Search Engine Marketing), SMM (Social Media Marketing), email marketing, marketing content, and web analytics.

So far, Buy For Others have never used email marketing strategy because not yet installed the login feature on the website. Buy For Others also never used paid advertising tools like Google Adwords, Facebook Ads, Instagram Ads, Twitter Ads, etc.. For content, Buy For Others only sharing that content in social media like Facebook, Instagram, Line@, and Twitter for free. To analyze the digital marketing efffectivity, researcher use Google Analytics.

Google Analytics free service from Google that provide a website visitor statistics (Google Analytics, 2016). Some traffic source that used in Google Analytics are; Direct Search is visits from people who typed the website address (www.buyforothers.com) in the browser directly.

Organic Search is a total of visitors that viewed from the Google search engine result without any paid advertising. Refferal is a visit from visitors who click on the link on another website. Social Free is a visit from social media like Facebook, Instagram, Twitter, etc.

Some metrics that used in Google Analytics are New Visitor: the number of each person who access the website within a specified period, its called unique visit. Unique visits are primarily focused to expanding and reach the market. Returning Visitor: the number of Unique Visitors who come back more than once to visit the website within a specified period. Return visits is an indicator to measure engagement. Session: the total number of sessions in a specified period. A session is the period of time users actively engaged with the website. Revenue: e-commerce report in sales activity through the website. We can see the average sales, the most salable items, and other information. Transaction: this metric is one of the most important in Google Analytics to measure the performance of sales and customer acquisition.
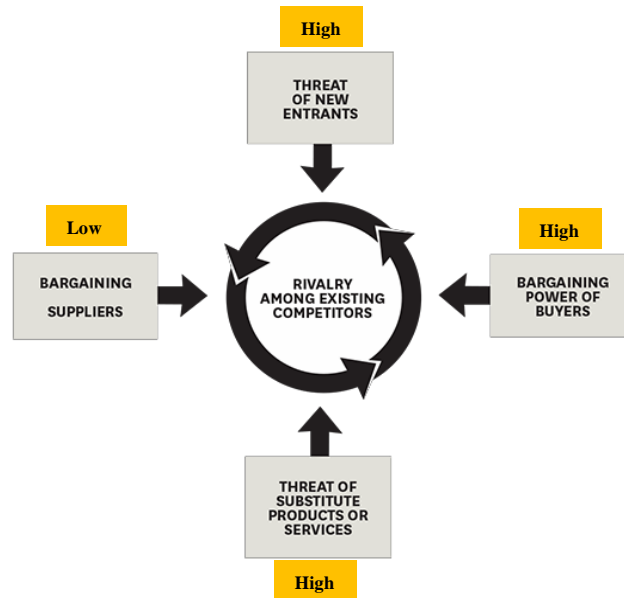
Porter's 5 Forces Analysis

Figure 2.2 Porter's Five Forces Analysis of Buy For Others

Source : Buy For Other's Analysis

Bargaining Power of Suppliers

In this industry, goods can exist anywhere. Buy For Others is not attached to one exclusive suppliers because there are many suppliers that could supply Buy For Others's sharing packages. This policy is done to get the cheapest price and avoid scarcity. So, bargaining power of suppliers to Buy For Others is low, because Buy For Others having many choice in determining supplier and can be actively seek suppliers who gives the cheapest price.

Bargaining Power of Buyers

If seen from the condition, Indonesia has many organizations that can facilitate kind people to sharing with other people in needs. It makes a lot of choice for customer to sharing depends on their wants and interest. If seen from segmentation, customer is come from the middle-upper class that is currently large enough also sensitive to the price issue and having an high expectations of satisfaction to the products and can cause customers leave if they felt exceedingly not in accordance with their expectations and visit other organization. That is why bargaining power of buyers to Buy For Others is high.

Threat of New Entrants

Threat of new entrants for the sharing industry is quite high because sharing is a simple activity, did not need much capital. People can sharing with other people in need to public space like mosque, church, etc.

Threat of Substitution

Threat of substitution for Buy For Others is high. Substitution can happened when the substitution products offered with cheaper price and the value is more or less similar to what customer wants. Customer can easily get the substitution of products and service offered by Buy For Others in other humanity organization.

Rivalry among Existing Competitors

Rivalry among existing competitor is quite high. Many organizations working in the social field. But most of these organizations only accept donations in the form of money and some are still unclear reports the money.

Methodology

The data used in this research is secondary data obtained from Google Analytics. Data taken that the data from September 1st, 2016 until February 28th, 2017. The data taken are:

1.The number of sessions on the website buyforothers.com

2.The number of transactions on the website buyforothers.com

3.The number of revenue generated on the website buyforothers.com

The data is taken from Google Analytics taken from 7 channels that is maintained by the Buy For Others, which is the Direct Search, Organic Search, Referral, Facebook, Instagram, Twitter, and Other. Google Analytics also provides information on age segmentation which has been automatically divided into 6 groups:

1. Age between 18 to 24 years old

2. Age between 25 to 34 years old

3. Age between 35 to 44 years old

 4. Age between 45 to 54 years old

5. Age between 55 to 64 years old

6.Age above 65 years old

 Furthermore, the researcher conducts the calculation metrics and deeper analysis using the data already available:

1. Ratio sessions per transaction are the average session that happened for one transaction by new visitor and returning visitor, per age segmentation in every traffic source. The calculation formula is as follows:

Ratio Sessions per Transaction = Number of Sessions /Number of Transactions

 2. Average value per transaction is the value of each transaction generated by new visitors and returning visitors, per age segmentation in every traffic source. The calculation formula is as follows:

Average Value per Transactions =Total Revenue Generated /Number of Transactions

 SWOT Analysis

SWOT analysis is a coverage result of internal and external analysis of the company to get

company's strengths, weaknesses, opportunities, and threats.

Strengths	Weaknesses
• The report distribution through email personally improve consumer trust with Buy For Others. • Do not have much inventory. Because customer do transaction and then Buy For Others buy the goods to the supplier. • 24/7 availability selling on internet allows taking orders around the clock on everyday of the week.	• Not many people know about Buy For Others. • Social media has not been used well continuously, so customers do not pay attention. • Most of the buyers who've bought sharing packages in the website still inner circle of the team members.
Opportunities	**Threats**
• Indonesia ranked 7 countries with the largest number of people in terms of donations and volunterism. • There are lots of social community in indonesia that can help Buy For Others in the distribution of sharing packages.	• The low barriers allow easy entry into the market. This increases the competition level can cause a reduction in prices and profit margins. • The cost of the goods sold by the supplier in each region is different.
• Everyday the number of internet users is increasing in a rapid way. As per December 31, 2011 there were 2.3 billion people online which is 32.7% of all population. • Now, financial transactions via electronic payment systems are fast and easy.	• In some cases, a shipping cost to the natural disaster area is much higher than a cost of the goods.

Figure 2.3 Buy For Others's SWOT

Root Cause Analysis

The main problem of Buy For Others is Low Sales Performance. There are three things that affect the low sales performance; marketing activities is not well organized, Human Resource (HR) activities is not well implemented, and lack of product differences. Based on the three issues above, researcher decided to focus on the "marketing activities is not well organized", because the marketing activity is an activity that directly related to the sale of share packages and directly contact with the customer, so that it can generate revenue.

3.Business Solution

Before researcher proposed the digital marketing strategy, researcher will explain about data analysis from Google Analytics that useful to make digital marketing strategy. Results of data calculation will be presented in tables and charts below:

Table 3.1 Overview of Buy For Others Web Metrics

Age	Sessions		Transactions		Revenue			
	New	Returning	New	Returning	New		Returning	
18-24	549	369	26	26	IDR	3.591.153,00	IDR	2.671.273,00
25-34	828	611	20	35	IDR	6.920.649,00	IDR	7.656.738,00
35-44	58	32	2	0	IDR	115.090,00	IDR	-
45-54	43	28	0	2	IDR	-	IDR	340.015,00
55-64	13	11	0	0	IDR	-	IDR	-
65+	6	3	0	0	IDR	-	IDR	-
Total	1497	1054	48	63	IDR	10.626.892,00	IDR	10.668.026,00
Total	**2551**		**111**		**IDR 21.294.918**			

Table above showed the sessions metric's performance of buyforothers.com by the age segmenting. According to the table, from September 1st 2016 until February 28th 2017, Buy For Others website has been visited 2,551 times. Within 6 months, there were also 111 transactions occurred with total value worth IDR 21,294,918. The data shown above are the accumulation of New and Returning Visitors. We also can see in that table, the most high sessions, high transaction, and high revenue generated from age segment 25-34, followed by 18-24.

We can sum up that the preferred promotion channel for transaction based on their performance from each age segments are:

Table 3.2 Preffered Promotion Channel for the Acquired Transaction in New Sessions

Age Segment	Preferred Promotion Channel	
	New Visitors	Returning Visitors
18-24	Direct, Organic, Referral, Facebook	Direct, Organic, Facebook, Instagram
25-34	Direct, Organic, Referral, Facebook	Direct, Organic, Referral, Facebook, Instagram
35-44	Organic, Facebook	-
45-54	-	Organic, Facebook
55-64	-	-
65+	-	-

Proposed Digital Marketing Strategy

Since launched in September 2016, Buy For Others have never done paid advertising. Therefore, the researcher advise to use paid advertising such as Google Ad words, Facebook Ads, and Instagram Ads. Some strategies will impact in new traffic source. Hence, in this section will describing the digital marketing strategy. The strategies are:

Table 3.3 Action and Impact from Digital Marketing Strategy

Digital Marketing Strategy	Action	Impact in Traffic Source
Content Marketing	Blog walking, social media, signature forum, posting blog	Direct, Organic, Refferal, Social Free
SEO	Look for the appropriate keywords and give tag to Buy For Other's website	Organic
SMM	Posting content marketing in social media like Facebook and Instagram	Social Free, Refferal
SEM	Make some settings to Google Adwords, Facebook Ads, Instagram Ads and Keywords	Refferal, Remarketing, Display
Email Marketing	Sending content to subscriber	Email

Content Marketing

Researcher suggest Buy For Others to make a schedule and theme of content each week (regular content). The contents will be post on all the social media accounts with insert website address (www.buyforothers.com), so expect people who viewed the content will visit the Buy For Others website and do transactions. Researcher proposed content theme based on buyer persona, is as follows:

•Sharing a story (kindness stories, stories from inspiration figure, true stories of life experience)

•Product knowledge (sharing packages that sell in website, new feature in website, key opinion from buzzer/figure)

•Sharing a knowledge (simple tips and tricks for life hacks)

•Sharing an inspiration (quotes and biography that inspires)

•Sharing a happiness (simple humor and trivia)

Eventual Package Campaign

Launch event packages in the months with the lowest sales. For example, in May, the transactions that occur are very low. In May there is the National Education Day. Buy For Others should make campaign for National Education Day packages in the form of stationery that will be distributed to students who located in remote areas in Indonesia, right on the day (May 2nd, 2017). Each campaign must have teaser before launching. Figure below is example of teaser and poster for National Education Day campaign.
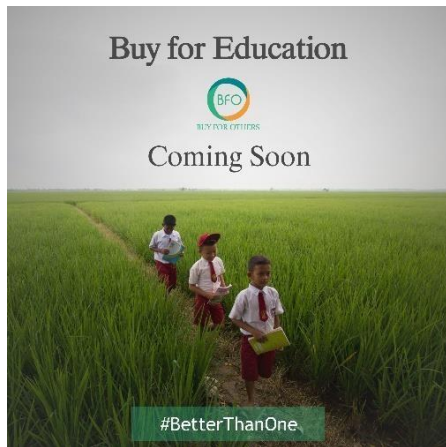
Figure 3.1 Example of Teaser Campaign

Source : www.buyforothers.com, 2017   **Figure 3.2 Example of Campaign Poster**

For the next month, researcher suggest some campaign:

Table 3.4 Proposed Campaign

No	Event Campaign	Time
1	National Education Day	May 2017
2	Ramadhan	May- June 2017
3	Independence Day	August 2017
4	World Food Day	October 2017
5	Christmas and Happy New Year	December 2017
6	Valentine Day	Februari 2018

Collaborating with Social Influencer

Researcher suggested that the Buy For Others to choose influencer that have positive personal branding because Buy For Others has value of TRUST which is very important for this business. Here is one example of social influencers for National Education Day. If people buy sharing package "2500 Paket Alat Sekolah", and they use coupon before checkout, they will get discount for 50% from original price.

Figure 3.3 Example of Social Influencer

Source : www.buyforothers.com,

Seacrh Engine Marketing (SEM)

In using SEM, the important thing besides content marketing is keywords. Keywords should be targeted and the keywords are must the words most searched on search engines filter. Researcher get some Keywords that associated with Buy For Others. The data is taken from Google Adwors Keyword Planner. Table above is some mandatory keyword list:

Table 3.5 Mandatory Keywords List

No	Keywords	Popularity	Clicks	Impressions
1	Charity	201.000	2	1.000
2	Belanja online	40.500	11	169
3	Berbagi	49.500	2	84
4	Sedekah	14.800	1	13
5	Donasi	1.600	1	4
Total		**307.400**	**17**	**1.270**

After we know the suitable keywords, researcher suggest the settings for Google Adwords that combine with data from Google Analytics. The data from Google Analytics that used is area (Indonesia) and also Keywords that related. Table 3.14 is settings for Google Adwords:

Table 3.6 Google Adwords Settings

No	Attributes	Parameters
1	Final URL	www.buyforothers.com
2	Budget per day	IDR 10.000
3	Bid per click	IDR 100
4	Location	Indonesia
5	Networks	Search Network, Display Network
6	Headline 1	Buy For Others
7	Headline 2	Berbagi semudah belanja online
8	Description	Beli paket berbagi untuk Kaum Dhuafa, Korban Bencana & mereka yang membutuhkan!
9	Keywords	Buy For Others, belanja online, situs berbagi, paket berbagi, komunitas sosial, sharing is caring, donasi, sedekah, berbagi kebaikan, gerakan sosial, charity, berbagi, korban bencana, kaum dhuafa, bantu orang lain, filantropi, fundraising, program sosial, kebaikan, anak putus sekolah, jumat berkah, ramadhan, cara bersyukur

Social Media Advertisement

Based on the results of Google Analytics, we can see any channel that many people use as well as the age demographic of people who are interested to visit Buy For Others website. For that, the researcher suggested that Buy For Others advertising using social media such as Facebook Ads and Instagram Ads. Target audience is people aged 18-24 years old and 25-34 years old.

Facebook Ads

Facebook is the biggest social network on the web, with more than 55 billion active users (Business News Daily 2016). Table below is Facebook Settings for campaign:

Table 3.7 Facebook Ads Settings

No	Attributes	Parameters
1	Goals	Get more website visitors
2	URL	www.buyforothers.com
3	Text	Yuk jadi bagian gerakan anak muda peduli pendidikan. Kamu dan temanmu bisa membuat perubahan yang berarti untuk pendidikan Indonesia. Kunjungi www.buyforothers.com dan beli paket berbagi alat tulis untuk anak-anak yang membutuhkan di pelosok Indonesia! #BetterThanOne #BuyforEducation #BuyforOthers
4	Headline	Beli Paket Berbagi Yuk
5	Call to action	Shop Now
6	Gender	Men and Women
7	Age	18-34
8	Locations	Indonesia
9	Daily Budget	IDR 10.000
10	Duration	7 / 14 / 21 Days

Instagram Ads

To maximize the potential of instagram platform, the strategies proposed are:

a.To attract customer, Buy For Others needs to spread information about the latest natural disaster happened, story about kind people.

b.To increase trust from customer, Buy For Others should upload story about sharing packages distribution.

Table 3.8 Instagram Ads Settings

No	Attributes	Parameters
1	Goals	Get more website visitors
2	URL	www.buyforothers.com
3	Text	Yuk jadi bagian gerakan anak muda peduli pendidikan. Kamu dan temanmu bisa membuat perubahan yang berarti untuk pendidikan Indonesia. Kunjungi www.buyforothers.com dan beli paket berbagi alat tulis untuk anak-anak yang membutuhkan di pelosok Indonesia! #BetterThanOne #BuyforEducation #BuyforOthers
4	Headline	Beli Paket Berbagi Yuk
5	Call to action	Shop Now
6	Gender	Men and Women
7	Age	18-34
8	Locations	Indonesia
9	Daily Budget	IDR 10.000
10	Duration	7 / 14 / 21 Days

Line@

Begin with chatting platform, Line launched Line@ to serve business owner who want to separated business account with personal account. The strategy proposed for Line@ are:

a. Customer Service: to communicate directly to the customer.

b. Promotion: using coupon to give discount. Coupon can use in website (buyforothers.com). So customer will directly go to website yo buy sharing packages and use that coupon.

c. Broadcast: send a mass message to all followers. The researcher suggested that this feature only use for campaign events and also for greeting the great days.

Mail Marketing

Subscribe news letters, installing the subscriber features. This feature is a free subscription via email. If this feature is already installed, then any visitors who are already a subscriber of Buy For Others website will get the latest update from Buy For Others. The subscriber will be recorded automatically.

Table 3.9 Schedule and Content for Email Marketing

Schedule	Content
Weekly emails	Buy For Others can send story about people who can inspired customer and also can send email about event campaign. Buy For Others must send email in Thursday or Saturday.
Monthly emails	Buy For Others can give promotion like coupon each month. Buy For Others must send this email in earlier month.

Researcher is not advised to do daily emails because it was very disturbing for subscriber. The subscriber most likely will unsubscribe very high if the content not suitable with their interest.

4.Implementation Plan Action Plan

The purpose of this research is to proposed digital marketing strategy for Buy For Others. To fulfil the objective, reseracher suggest the action plan of the digital marketing strategy, for free and paid advertising. Below is strategy based on the channel, complete with its timeline:

Table 4.1 Paid Digital Marketing Strategy

Digital Marketing Strategy		2017								2018		
		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Google Adwords	Initiate Google Adwords	▓											
	Launch Campaign		▓			▓			▓			▓	
	Monitor Campaign			▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
	Evaluate Campaign				▓			▓			▓		
	Relaunch Campaign					▓			▓			▓	
Facebook Ads	Setup Campaign		▓			▓			▓				
	Launch Campaign		▓	▓		▓	▓		▓	▓			
	Monitor Campaign			▓	▓	▓	▓	▓	▓	▓	▓	▓	
	Evaluate Campaign			▓			▓			▓		▓	
Instagram	Setup Campaign		▓			▓			▓				
	Launch Campaign		▓			▓			▓				
	Monitor Campaign			▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
	Evaluate Campaign			▓			▓			▓		▓	

For content marketing strategy, researcher suggest regular content for Monday to Sunday. The content should be uploaded at 7 and 17 o'clock, because from Facebook and Instagram Analytics, that time is the most higher traffic. Table 4.2 is schedule for regular marketing content:

Table 4.2 Schedule for Regular Marketing Content

Day		Mon		Tue		Wed		Thu		Fri		Sat		Sun	
Time (24 hours)		7	17	7	17	7	17	7	17	7	17	7	17	7	17
Content Marketing	Sharing a story				■			■						■	
	Product Knowledge			■					■	■					
	Sharing a knowledge		■								■				■
	Sharing an inspiration					■							■		
	Sharing a happiness	■					■					■			

Financial Required

Having proposed the timeline, the next step is to make a budgeting plan. All proposed digital marketing strategies require the budget for execution. Table below is a budgeting plan for the paid advertising program for Buy For Others

Table 4.3 Financial Required for One Year Paid Advertising Plan

Action	Content	Quantity	Duration	Budget	
Google Adwords	About Buy For Others	4 times	30 days	IDR	1.200.000
Facebook Ads	National Education Day	1 time	30 days	IDR	300.000
	Ramadhan	1 time	30 days	IDR	300.000
	Independence Day	1 time	30 days	IDR	300.000
	World Food Day	1 time	30 days	IDR	300.000
	Christmas and Happy New Year	1 time	30 days	IDR	300.000
	Valentine Day	1 time	30 days	IDR	300.000
Instagram Ads	National Education Day	1 time	30 days	IDR	300.000
	Ramadhan	1 time	30 days	IDR	300.000
	Independence Day	1 time	30 days	IDR	300.000
	World Food Day	1 time	30 days	IDR	300.000
	Christmas and Happy New Year	1 time	30 days	IDR	300.000
	Valentine Day	1 time	30 days	IDR	300.000
Total Budget in One Year Plan				IDR	4.800.000

For total budget required to implement this digital marketing strategy (campaign) for one year plan is IDR 4.800.000,00. Each campaign will be run for a month.

Conclusion

There are some impact of campaign that has already implemented, National Education Day campaign. The campaign starts from April 1st, 2017 until April 30rd, 2017. This campaign involves several social influencers as a connector between Buy For Others and customer. The campaign itself is a 50% discount for the purchase of school kit. If the buyer makes a transaction using the voucher code on the name of the social influencer, then the buyer will get a discount. After running the campaign for a month, below are some positive impact that occurred:
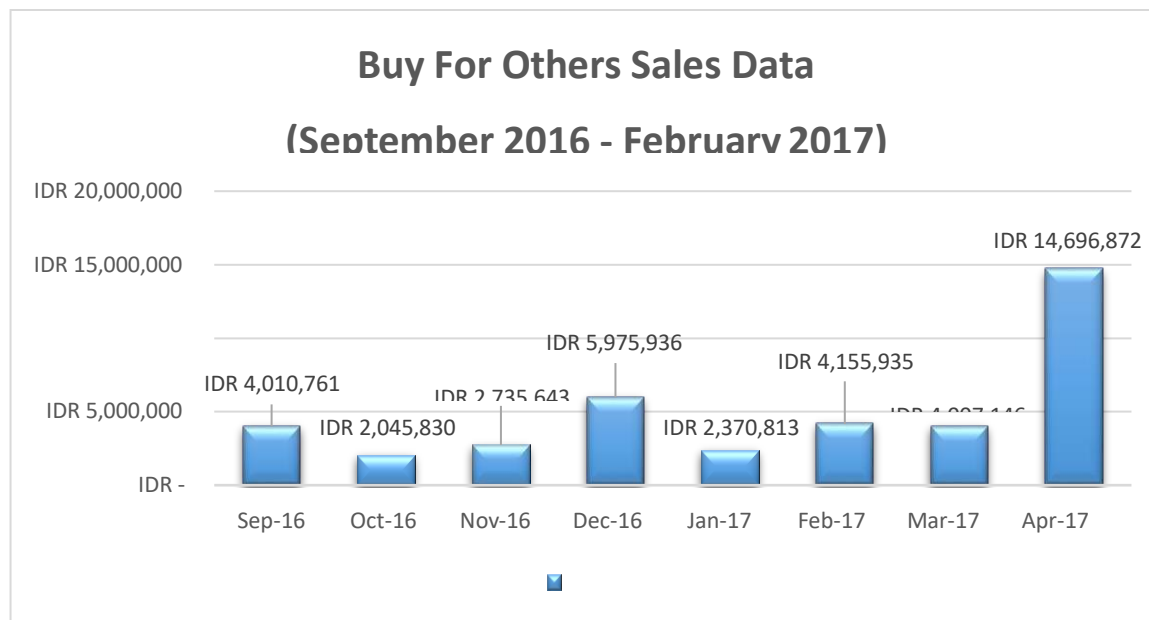

Buy For Others Sales Data

(September 2016 - February 2017)

Month	Value
Sep-16	IDR 4,010,761
Oct-16	IDR 2,045,830
Nov-16	IDR 2,735,643
Dec-16	IDR 5,975,936
Jan-17	IDR 2,370,813
Feb-17	IDR 4,155,935
Mar-17	IDR 4,097,146
Apr-17	IDR 14,696,872

Figure 4.2 Impact of Sales Data After Campaign

Source : Buy For Others's Data, 2017

Buy For Others Total Transaction
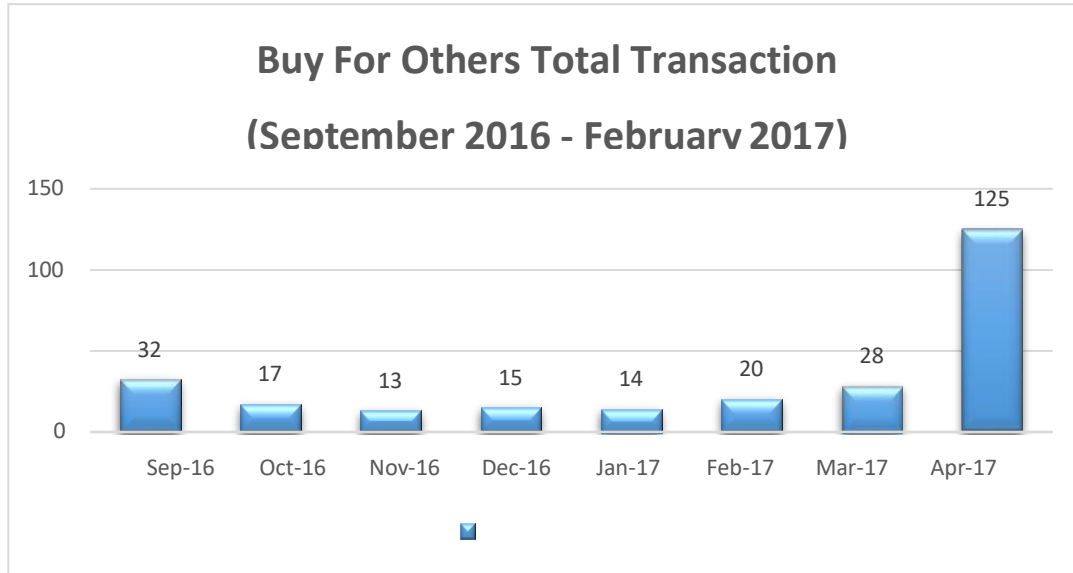
(September 2016 - February 2017)

Figure 4.1 Impact of Total Transaction After Campaign

Source : Buy For Others's Data, 2017

See in Figure 4.1, from March 2017 to April 2017, there is increasing sales about 266%. And in Figure 4.2, from March 2017 to April 2017, there is increasing sales about 346%. The researcher suggests Buy For Others to do campaign each month in order to acquiring customer.

Table 4.4 Impact of Social Media Follower After Campaign

Followers	Social Media		
	Facebook Pages	**Instagram**	**Line @**
Before	44	640	267
After	86	727	313
Increasing	**95.0%**	**13.6%**	**17.2%**

Source : Buy For Others's Social Media Data, 2017

ee in Table 4.4, there is increasing followers in each marketing channel because of National Education Day campaign. For Facebook is increasing about 95%, for Instagram is increase about 13.6%, and for Line@ is increase about 17.2%. The researcher suggests Buy For Others to do

campaign each month in order to acquiring followers. If followers increase, it will be impact in increasing number of customers.

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