

MARKETING CONCEPT PROJECT



Project title:	Acquisition concept for new customers in the business unit Healthcare & Medical
Company:	PAYER Medical GmbH
Industry:	Healthcare & Medical
Contact person:	Michelle Hemmer, BA MA
Division:	Marketing & Communication
Website:	www.payergroup.com
Project coach:	Stephan Heckmann, BSc, MSc
Project group:	Nayara Custodio, Melanie Preuss, Dajana Savic, Enikö Vivien Vaszil
Course year:	Master's Degree Programme in International Marketing (extra-occupational), WS 2020/2021

Project goals:
<ul style="list-style-type: none">Establish an acquisition concept for new customers in Healthcare & Medical business unitRecommend communication channels to reach new potential customers