

Miracle Invest

CI / BI Proposal

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Strategic Focus: CI

- ▶ **Sole Supporter:** Miracle Invest aims to drive the expansion and growth of the premiummultishop, securing and retaining over 100,000 loyal customers based on the trust it has built over 17 years.
- ▶ **Experience and Innovation:** Miracle Invest will guide the company into the future through digital innovation.
- ▶ **Exclusivity:** Miracle Invest provides unique opportunities to offer customers one-of-a-kind experiences.
- ▶ **Brand Strength:** The premiummultishop has established credibility both online and offline in the luxury goods market, and Miracle Invest will focus on expanding its online presence.
- ▶ **Data-Driven Growth:** We strengthen customer trust by leveraging past successes, future growth potential, and market trends.
- ▶ **Omnichannel Excellence:** Miracle Invest supports the transition from a physical luxury destination to a fully integrated omnichannel business.
- ▶ **Digital Innovation – Building an Online Platform:** We engage with consumers through e-commerce platforms and social media to enhance brand awareness and maximize accessibility.
- ▶ **Leveraging Data Analysis:** We analyze customer data to develop personalized marketing strategies, providing tailored experiences that increase repurchase rates.

Strategic Focus: BI

- ▶ **Brand Management:** Miracle Invest strengthens brand value by aligning with evolving market trends and addressing the emerging needs of the luxury industry.
- ▶ **Data-driven strategy:** Through comprehensive customer data analysis, we identify future opportunities, anticipate market shifts, and position the business to lead the luxury market.

Business Description:

Leveraging the experience and expertise of the premiummultishop, we drive its expansion and growth while leading digital innovation.

Mission statement:

We provide financial and strategic support to drive the expansion of the premiummultishop, enhance its online presence, and deliver unmatched luxury experiences. Leveraging 17 years of expertise and its industry know-how, we are committed to ensuring sustainable growth and maintaining market leadership.

Slogan

Fueling Legacy, Igniting Innovation

Logo

MIRACLEINVEST

FUELING LEGACY, IGNITING INNOVATION

Color:

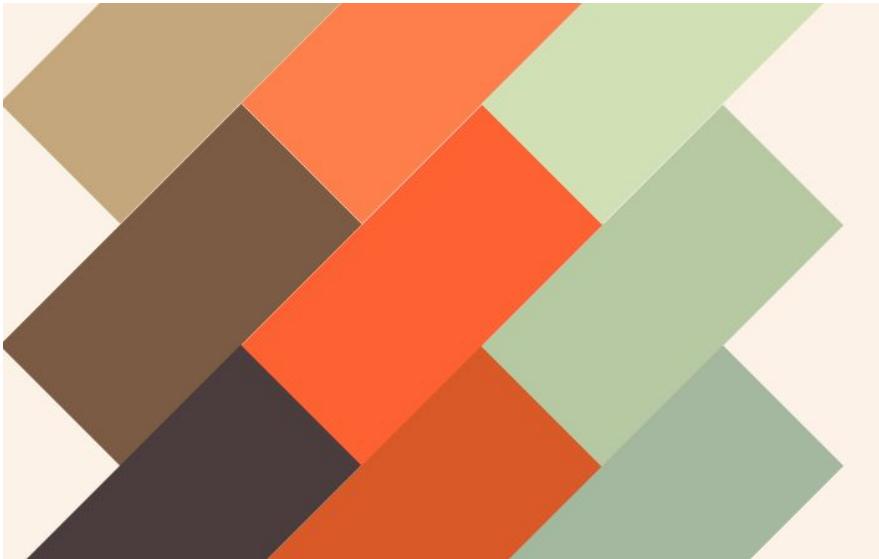
Background #FCF2E8

Text #FE6232

Fonts: Playfair Display,
Montserrat

Keywords: investment, luxury, simple,
futuristic, wisdom, innovative

Secondary Colors



Brown Shades:

1. **Dark Brown (#4B3D3D)**
2. **Medium Brown (#7B5B43)**
3. **Light Brown (#C4A77D)**

Soft Sage Green Shades:

1. **Darker Shade (#A3B89E)**
2. **Original (#B7C9A3)**
3. **Lighter Shade (#D2E0B5)**

Orange #FE6232 Shades:

- **Darker Shade (#D95A28)**
- **Lighter Shade (#FF7F4C)**

Thank you