

Make It Bright International Case Championship

Cybernetics reload

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What's our insight?



- ▶ *«Providing JTI with oxygen masks»*
- ▶ The modern world is suffering from a pandemic, and people are increasingly afraid for their health.
- ▶ We offer JTI companies to buy oxygen masks for employees of the company.
- ▶ Thus, if an employee falls ill with COVID - the company will be able to take care of the employee's health and provide him with an oxygen mask.
- ▶ So every employee of the company will be safe.

What's our innovation?

- ▶ We all know what COVID is and we protect yourself and our family from this disease. COVID is an innovation of the modern world. And consequently, companies must be confirmed by the realities of the present and manifest the greatest concern about their employees.
- ▶ Therefore, the presence of oxygen masks in the company JTI will be innovation and at the same time love for their employees.

What's the impact?



- ▶ The presence of oxygen masks in the company will help the company's employees to be as productive as possible at work.
- ▶ Why? And now we will give an example. If a person has COVID's mother, or anyone else in the family, the employee will spend all his or her time thinking about where to get money to give the mother an oxygen mask or other injections for a fatal illness. Will worry about the life of their family member.
- ▶ If the company provides the employee with a mask, the employee will work without problems during the day, will bring benefits and great ideas for the company. Employees will be very grateful to the company for this and will also try to help the company become the best of the best.

The company is not just a finished product. A company is a family that cares about its employees, who loves them, gives them the best, and employees, in turn, give the company their amazing ideas and make them a reality.



Don't just be a finished product, be a caring family! Make the employee happy, provide an oxygen mask from COVID.