

# BUSINESS UPSIDE

January, 2022 Issue

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Information with  
Analytical Insight

HOW TO START A  
FRANCHISE  
FOOD  
BUSINESS

25

TOP WORLD DESTINATIONS  
TO VISIT IN 2022

FAQ  
on  
OMICRON  
STAY SAFE!

**New Vaccine**  
for Omicron Expected  
to be Ready by  
early 2022

**Precious L. Williams**  
CEO OF **Perfect Pitches**  
Shares Her Success Story



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“BUSINESS TRENDS AT YOUR FINGERTIPS”





## BUY-THE-DIP INVESTORS CAN THINK OF **BUYING THESE 7 OVERSOLD TECH STOCKS**

Tech stocks are booming in 2021, and the northward movement of the S&P 500 bears testimony to it. As of November 23, more than a 20% increase in S&P 500 is primarily due to the muscle-flexing by the tech stocks that pushed the index higher. If you are looking to balance your portfolio, or you are a buy-the-dip investor on the lookout for overlooked technical stocks, here are some tech stocks to buy. Those who could not make it earlier can now make some investments in selected stocks that are now down by 10%.

But before you set your eyes on oversold stocks to buy, you should know what these stocks are all about. Before we proceed further, it is better to answer your question to see what you are targeting. It will give you a good idea about the oversold stocks to focus upon with more clarity. Those who want to know what does oversold stock mean would also get their answer. To earn a profit in the stock market, buying low and selling high is the universal rule. Oversold conditions in the stock market can last long when some stocks trade below par or lower price because the stock is oversold.

Now that you know the oversold stock meaning, you could pick from these 7 stocks that have been trading 10% lower over the past 6 months.



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## CITRIX SYSTEMS INC (CTXS) LEADS THE PACK OF TECH STOCKS

Going the share price, CTXS might look unimpressive because, over the past 6 months, its share prices have plunged by 25% and remain at that level. However, the company claims that the business health is sound as one can make it out from the underlying business trends. The poor performance in the share market is due to operational inefficiencies and poor forecasting. However, investor analyst Dan Romanoff is optimistic about the rewards that await those who buy the stock now.

## GLOBAL PAYMENTS INC (GPN)

Although the share price of GPN traded at \$125.05 on November 23 against the fair value of \$186, analysts believe that it is a matter of time before the shares rebound. The company is focusing on international expansion, business software integration, and omnichannel solutions that should help the company turn around from the hit it had to take due to a sharp decrease in payment transactions in 2020 due to the Covid19 pandemic.

## ZENDESK INC (ZEN)

Analyst Dan Romanoff believes that Zendesk Inc stocks lost 30% over the past 6 months primarily because of its buyout of Momentive. The stock that fell from its fair value of \$153 to \$91.74 on Nov23 is now on Romanoff's list of recommended stocks because he has high hopes that investors can expect rewards provided they have the patience to hold on to the stocks for some time.

## VMWARE INC (VM)

The company that provides virtualization services lost 28% of share value in 6 months. However, the price drop is because the company paid a special cash dividend of \$27.40 per share in November. The special dividend resulted from Dell Technologies Ltd (Dell) selling off its stake in VMWare. The sell shares by Dell have increased the potential of VMWare as a growth stock, and buying it around \$116 will be beneficial for investors.

## FIDELITY NATIONAL INFORMATION SERVICES (FIS)

Although the share price of FIS was \$108.71 on November 23 against an estimated fair value of \$142, which shows a decline of 25% over the past 6 months, bullish trends are visible. As payment volumes have increased steadily after the pandemic hit in 2020 and the company is working towards achieving Worldpay synergy targets, the stocks have enough merit for dip-in buyers.

## FIESERV INC (FISV)

The financial technology company has banks, merchants, and other clients that use its technology for their business operations. Although its share price has lost 15% over the past 6 months, buying FISV stock slightly below \$100 can be rewarding due to reducing debts.

## WESTERN DIGITAL CORPORATION (WDC)

WDC figures in the list of oversold tech stocks worth buying. Buying the stocks around \$60 against an estimated fair price value of \$70 is worth taking the risk as the company banks on the long-term demand for hard disks.



## RECORD FUND POURS INTO U.S. TREASURY ETF'S



### AS CORPORATE CREDIT FEELS THE HEAT

The cracks in equity markets and fixed income ETFs in the U.S. signal what may be next. \$2.5 billion was invested in the iShares 20+ Year Treasury Bond ETF last week till Thursday, a record signaling investors fear about the growing omicron variant.

Sentiments for corporate debt sours as traders pulled out money for the third week from the high yield corporate ETF(HYG) of iSharesiBoxx as the short-term interest rate is at an all-time high on \$ 38 billion invest Grade Corporate Bond ETF(LQD)

As per Bloomberg News, Fed Reserve chief Jerome Powell's hawkish tilt and the coronavirus concern have sent worrying cross-asset signals to pull down equity markets. The transitory term used by the central bank chief for inflation has been replaced by suggestions of faster buyback of the bonds. The prospect of the Fed Reserve turning off the stimulus tap earlier than expected has sent fears across richly valued stocks and corporate credits that have thrived on a low-interest rate regime.

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According to Sameer Samana, senior global market strategist with Wells Fargo Investment Institute, the caution on the part of investors towards credit is beginning to show considering the tight margins, omicron fears, and shift in central bank focus to inflation from the labor market.

The price of TLT jumped by 1.2% to \$154.35 as it looks set for more cash inflows. Equities slumped, and S&P 500 fell by 0.8% Friday to closer for the second straight week, with tech stocks dragging the index down.

Also, the Goldman Sachs Group Inc. portfolio of non-profitable tech firms was down by 14 % over the last week, the worst since March 2020 as Cboe Volatility Index was the highest since January.

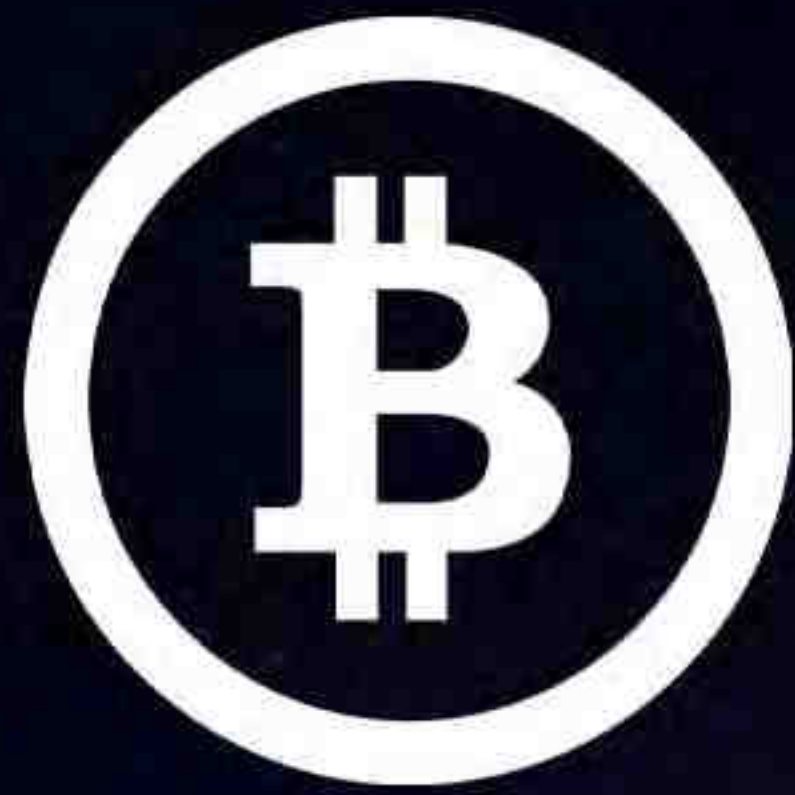
Investors pulled out around \$ 1 billion from U.S. investment-grade bonds for the week ending Dec 1, reflecting their shifting risk appetite. According to Refinitiv Lipper, this withdrawal is the biggest since April 2020 as junk bonds also bled by \$ 2.6 billion roughly. The blue chips spreads are broader now after narrowing to the lowest this summer since 2007.

Multi-asset strategy head at Mizuho International, Peter Chatwell feels irrespective of omicron being warranted or overblown; corporate credit will still be at crosshairs. The easing of coronavirus worries may lead to higher long-term Treasury yields, while in a worst-case scenario, further lockdowns would lead to worsening corporate revenues and also affecting corporate debt. “The strategy is to sell LQD and sit on cash for some time,” Chatwell said.

According to Samana, the equities will be the ultimate destination after the turbulence is overcome since the rates will continue to remain low.







## CRYPTO TOKENS DROP AS FRESH SIGNS OF GLOBAL MARKET NERVES

According to Bloomberg News, the digital currency bitcoin dropped alongside other cryptocurrencies Saturday, which is another indication that a tendency of risk aversion is prevailing in the financial markets.

The largest digital token drop recorded was as low as \$42,296. A decline of 10%, was found to be trading at \$48,300 as of 10:31 am in New York on Saturday. The token has manifested a decline of more than 20% from an all-time high as observed on November 10th of more than \$69,000.

The second-largest token Ether dropped by as much as 17.4% before it could trim the retreat at 4%. As far as the value of the entire crypto sector is concerned, it has shed as much as one-fifth of the value recording a slide of \$2.2 trillion, as per tracker CoinGecko, reports Bloomberg News.

For cryptocurrencies, which trade round the clock 24x7, it is not unheard of for them to oscillate at a wild pace during the weekends. This is due to the number of factors which includes thinner trading volumes and a market structure that comprises disconnected exchanges present hundreds in number. And they are "own islands of liquidity".

According to Antoni Trenchev, who is the co-founder of crypto lender Nexo stated, "As usual, since crypto traders deeply leverage it results in cascading sell orders and liquidations". Antoni also said that it is necessary to find support between \$40,000 and \$42,000 and then must rally for a year-end. If that does not take place, it is quite likely that the July lows between \$30,000 and \$35,000 can be revisited.

The oscillations in cryptocurrencies occur amidst a period when the financial markets are volatile. An increase in inflation is also causing tightening of monetary policies by the central banks, thereby leading to a threat in reducing liquidity tailwind lifting a broad spectrum of assets.

Another factor that has led to the tendency of risk aversion includes the omicron coronavirus variant and fear about the concerns about how things will shape for economic reopening, reports Bloomberg News. From a November record, global stocks were down 4% while Treasuries haven assets have rallied.

### Position of Leverage

As per Vijay Ayyar, who is the head of Asia Pacific, with Luno a crypto exchange in Singapore, some of the leveraged Bitcoin buyers faced a flush out in the crash that took place on Saturday.

Although there were declines recently, Bitcoin is still up by more than 60% in the current year, which is a return that has exceeded many other assets. According to the President of El Salvador Nayib Bukele, the country had added 150 coins by purchasing the dip. This year, Bitcoin was adopted as legal tender in the nation.



## 4 REASONS WHY

### Business Owners Should Focus on Employment Law

EMPLOYMENT  
LAW

Business owners have to go through a plethora of tasks on a daily basis. As the scope of a business gets wider, taking care of every possible thing, personally, is not possible. There are things that a lot of business owners may be unaware of, such as the employment laws established in their country. When there are a number of employees working in an organization, the chances of things going wrong are quite high.

The disputes and conflicts that arise from the constant interaction among the employees and between the employees have the capacity to aggravate at any time. A simple conflict of interest may lead to aggressive outcomes within no time. To avoid such issues and legal problems, you can always hire an employment lawyer. It is a good idea to have knowledge about the important employment laws and focus on maintaining them within the workplace.



#### Protection Against Lawsuits

With the legal awareness among the employees enhancing with time, the chances of them filing a case even upon a minor convenience can be quite high. Any legal issue that affects the relationship between an employer and the employee may involve harassment, termination of the contract, workplace violence, or discrimination. Any dispute regarding the employee benefits may also make a worker file a lawsuit against the firm. In such cases, an employment lawyer can help business owners draft a contract that will reduce the chances of misinterpretation to a minimum. With no confusion arising, there will be no chance of expectations being hurt. Hence, an employment lawyer can help the business owners play safe and prevent all the chances of a lawsuit in the future.



#### Growth and Expansion

If the business owner is expanding the organization, they need to bring some changes within the structure. This is done to incorporate all the growth requirements, including promotions and hiring. Lateral movements are also an integral part of business growth. Having knowledge and awareness of employment law helps in making the whole process of growth smoother.

An in-house lawyer or team of professionals can take care of all the legal aspects of new jobs and placements. The contracts are drafted or modified accordingly and employees are given benefits and pay as per the new structural changes.



#### Protect Employees

As a business owner, you want to make sure that the employees are protected and compensated fairly. By focusing on upholding the employment laws, you can avoid legal problems with the authorities and make sure that the workers are happy as well. These regulations also allow you to set a minimum pay according to positions, experience, and qualifications.

Since these also include benefits, you can get a clear idea of how to provide employees with incentives and retain them for a long period of time.



#### Compliance with the Government

When it comes to hiring employees, there are certain things that need to be kept in mind. These considerations are in relation to the laws passed by the government. There are certain requirements that the businesses need to abide by and cannot afford to dismiss even when they are progressing by leaps and bounds. An employment lawyer can help businesses comply with authorities and increase their workforce with time.



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## INSTAGRAM FOLLOWERS

### 5 TIPS TO GET MORE



Gone are the days of using quick fixes like using bots to increase the number of followers or buying followers. You must have also come across promotions and advertisements that say buy Instagram followers for \$1. But these tricks will help you for a short time but if your objective is to gain followers for the long run, these quick fixes fail miserably.

If you want to buy real active Instagram followers, you can adopt any of the following tips mentioned below. By doing so, you will not be required to hunt for the best apps to buy Instagram followers.

#### GET INSTAGRAM FOLLOWERS FREE BY EMPLOYING THE BEST STRATEGIES

Check out these tips so that you do not have to keep browsing for the best site to buy Instagram followers.

#### EMPLOY A THOUGHTFUL MARKETING STRATEGY

If you want to tap into the potentialities of social media, it is important to have a clear strategic plan. First, you must be clear about the objective. Whether you want to improve brand awareness, drive website traffic, or promote and boost sales of your products and services.

So, if you are focused on your vision and mission, and expectations from your business, you are in the right direction.

#### OPTIMIZE INSTAGRAM PROFILE AND YOUR BIO

It has been observed that approximately 2/3rd of the business visits are from the ones that are not following you. It is quite likely that they will become free Instagram followers in due course. But this is possible if you can optimize your profile and bio on Instagram well. The 150 characters that you get must be made the best use of to connect with your visitors to make them know what your business and you are all about.

#### USE THE KEYWORDS CAREFULLY

Aside from Instagram, you must be present on other social media platforms as well. You must be visible to your target audience. It must be consistent with your Instagram username. Use the keywords judiciously and never stuff keywords forcefully.

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## PIN THE BEST COMMENTS

Very few people are aware that on Instagram, you can pin the best comment that you receive. You can either pin comments from other users, use these pinned comments to enhance your caption that exceeds the 2200 characters.

## PROMOTE INSTAGRAM ON OTHER SOCIAL MEDIA PLATFORMS

When you have an account on Instagram, make sure you promote the same on the other platforms. In this way, you will be increasing and improving your chances of being noticed in the virtual world faster.

In a nutshell, following these 5 tips will let you enjoy an edge over your competitors that do not follow a strategic plan to get followers on Instagram.



“

*Quote Of The Month*

"Work harder on yourself than you do on your job."

-JIM ROHN



## How To Start A Franchise Food Business



**A franchise business can be a great idea if you are looking to start something new. To start, you need to have some basic knowledge about franchises. If you are looking at the possibility of creating a franchise food service business, there are two ways to do so.**

**You can buy an already established location or build one on your own. Of the two choices, the most lucrative of all is starting with an already existing site. You can also get in touch with franchising consultants to learn more in-depth about each method of establishing a franchise.**

**Here are some tips on what needs to be done before you decide to start a franchise business.**

## CREATING A BUSINESS IDEA AND EXECUTING IT

It's essential to have a business plan before you begin. A good franchise food service business is based on the idea of offering something different from what has already been done.

It shows potential customers that you are up to date on current trends and strategies and your commitment to success. Skipping this part will leave you with average profits and an average business.

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## DETERMINE YOUR TARGET MARKET

It is another essential aspect of starting a franchise food service business. Without knowing who your target audience is, you cannot expect to be successful in drawing them in for your products and services.

Make a list of all the different age groups and social classes, making sure not to leave anyone out. At this point, you must have a general idea of who it is you want to cater to.

## REALISTICALLY SETTING YOUR BUDGET

If you are serious about starting a business, you need to go in with money for research and development. Be sure to put aside enough funds to cover the cost of building the location or converting an existing spot into one that fits your franchise food business idea. You want this place to sell out quickly, so it needs to be unique and eye-catching.

Be sure to have some money set aside for advertising, too, so that you can get the word out about your efforts. Marketing is an essential part of starting a new business, so make sure you have enough budget for it. You can also learn from franchising consultants about how to budget for your franchise.

## SIGNING A LEASE FOR YOUR LOCATION

Once you have found the perfect location, be sure to sign a lease for a year or two. Give yourself enough time to think over and work out all the kinks of the operation before someone else comes in and takes your location. Though you can always renew if things go well, a one or two-year lease is suitable for a start-up business.

## ALLOCATING FUNDING FOR MARKETING

By this time, you should have a fair idea of how you should go about the process and how much it will cost. Now, in the actual beginning stages of your business, you need to spend money to make more.

Set aside funds for marketing; you need to spread the word about your grand opening. Use social media, flyers, word of mouth, and any other viable option you can think of.

## ESTABLISHING RELATIONSHIPS WITH KEY SUPPLIERS

It will be beneficial if you can build strong relationships with your key suppliers. You must meet all your suppliers ahead of time if you want to ensure timely delivery of their services. They must know who is buying from them and why.

Your supplier may also give you great discounts if they appreciate the business and what you stand for.

## WORK OUT A FRANCHISE AGREEMENT

Franchise agreements are all different, so it is essential to research before signing any papers. Be sure to include provisions in the deal that will work best for you and your potential business partners.

Franchising consultants can also help you determine what kind of agreements would be most suitable for you and your business partner.



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# THE SUCCESS STORY

BY PRECIOUS L. WILLIAMS

**"I AM DIFFERENT AND I LOVE IT"** – THE AMBITIOUS WOMAN WHO HAD REDEFINED THE WORLD OF BUSINESS PITCHING AND LEADERSHIP COMMUNICATION, PRECIOUS L. WILLIAMS SYMBOLIZES THE VIBRANT ENERGY OF CONFIDENCE, WHO CAN TURN ANY DREAM INTO REALITY.



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Precious Williams is a 13-time national elevator pitch champion, who has also been featured on “Shark Tank,” CNN, Forbes Magazine, the movie “LEAP”, WSJ, Essence Magazine, and Black Enterprise Magazine. Her present clients include Google, Microsoft, eBay, LinkedIn, and more!

Precious L. Williams is also the author of the Best Seller, *Bad Bitches and Power Pitches: For Women Entrepreneurs and Speakers Only*.

Precious L. Williams shares her views on success strategies and tips, and motivation with Business Upside in this interview.

## EDITED EXCERPTS FROM THE INTERVIEW:

### **BUSINESS UPSIDE [BU]: HOW DID YOU GET YOUR IDEA OR CONCEPT FOR THE BUSINESS?**

**Precious Williams [PW]:** 11 years ago, I met a man who changed my life. I was 327 pounds, depressed, and did not think I would find love again. However, from our first date to our last, he helped me see the beauty and talent I had within. I wanted to start a company that celebrated, embraced, and held curvy women on a high level. However, I had \$400 in my bank account, and no one, not my family, friends, or others believed that I had the talent, skillset, or ability to run a business. After all, I had no business training or drawing or design skills and I wanted to start a lingerie line for curvy women! What? So I went to the library to get information on starting a business and met a woman who raised \$50k in prize money from pitch competitions.

I decided that I would do so too. I went to a small business awards ceremony and pitched my business to MSNBC, a media sponsor and that pitch got me on national television and my second pitch got me a BIG investment! I was then told to enter business pitch competitions and out of 14 tries, I won 13 times!!!!

### **BUSINESS UPSIDE [BU]: HOW DID YOU COME UP WITH THE NAME FOR YOUR COMPANY?**

**Precious Williams [PW]:** As a 13-time national elevator pitch champion, people would always remark “now that’s a “perfect pitch!” They had never heard anything like my pitches that are electrifying, amazing, and #slayallcompetition!

### **BUSINESS UPSIDE [BU]: HAVE YOU EVER TURNED DOWN A CLIENT?**

**Precious Williams [PW]:** Yes, I have and still do. It’s never for financial reasons. My turning down clients are usually for lack of chemistry reasons, or if they are not coachable and/or do not have a great work ethic. I require homework and for them to take my craft seriously. I, in turn, do the same! hours per day on the internet, particularly through their mobile phones. Internet is a great source of information and it can also be used to present yourself and your business simply and efficiently.

### **BUSINESS UPSIDE [BU]: WHAT IS UNIQUE ABOUT YOUR BUSINESS?**

**Precious Williams [PW]:** What is unique about my business is not only am I a champion pitch master, I wrote two #1 bestselling books on pitching for women and as a world-class master communicator, I can create the most perfect pitches in ANY REALM. That means I am a master of elevator pitching, media pitching, investor pitching, speaker pitching, and interview pitching and have the clients and results to prove it too!





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## **BUSINESS UPSIDE [BU]: HOW DO YOU GENERATE NEW IDEAS?**

Precious Williams [PW]: I generate new ideas by observing life, reading trade journals, paying attention to business news, and keeping my finger on the pulse of what is happening inside and outside of my industry.

## **BUSINESS UPSIDE [BU]: IF YOU HAD ONE PIECE OF ADVICE TO SOMEONE JUST STARTING OUT, WHAT WOULD IT BE?**

Precious Williams [PW]: "Fortune favours the BOLD!" Whatever you do, do it BOLDLY!

## **BUSINESS UPSIDE [BU]: HOW DO YOU DEFINE SUCCESS?**

Precious Williams [PW]: I define success as living the life I always wanted, on my terms, and creating a legacy for others to embrace their difference, their authenticity, and who they are! I am different and I love it. It took me years to get here and I am not stopping! Success means using the gifts GOD gave me to make my dreams and the dreams of others come true. Financially abundant and blessed!

## **BUSINESS UPSIDE [BU]: DO YOU BELIEVE THERE IS SOME SORT OF FORMULA OR PATTERN TO BECOME A SUCCESSFUL BUSINESSWOMAN?**

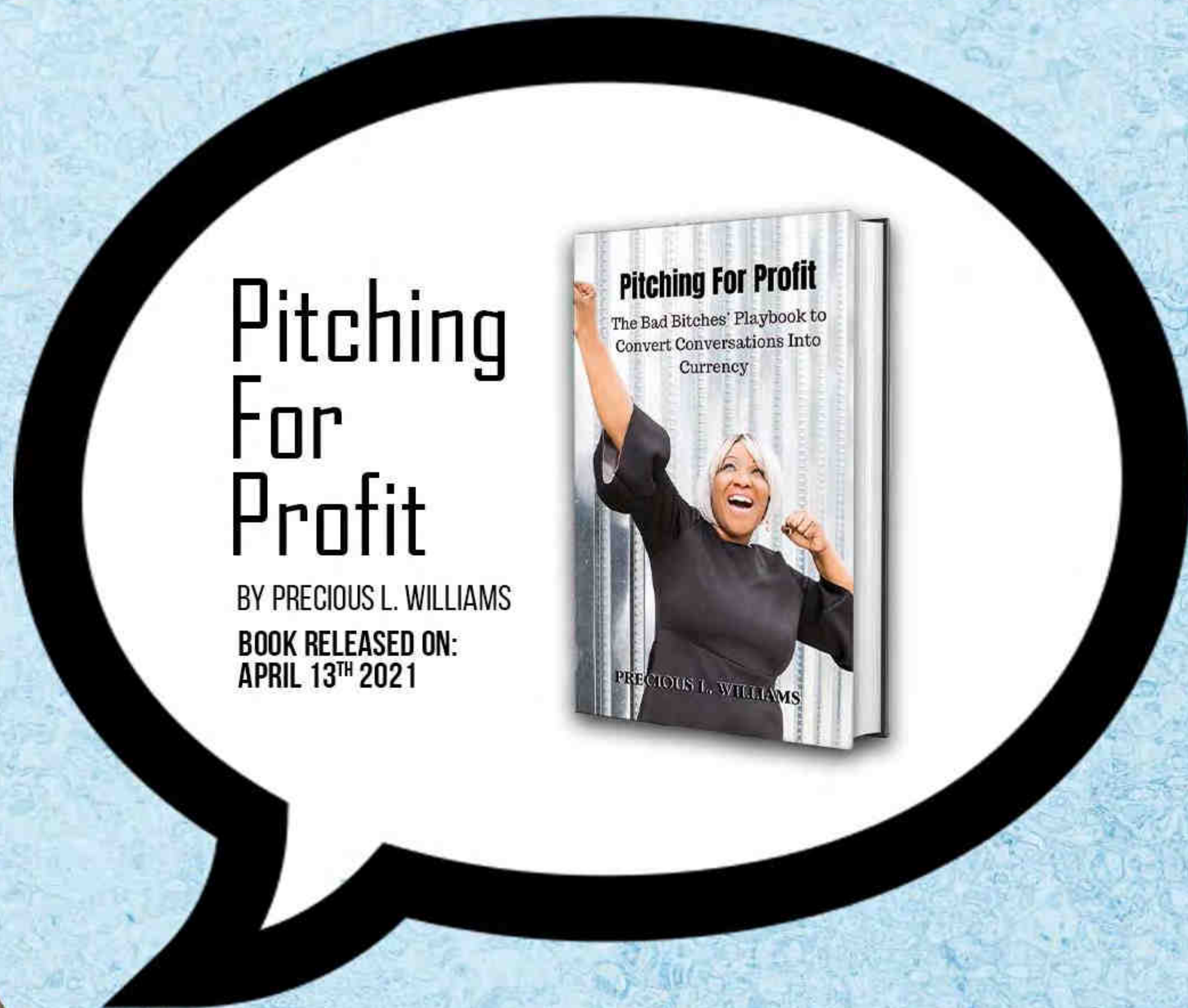
Precious Williams [PW]: I am sure there is but I had to follow my own path and see my dreams through. Most people will doubt what you are capable of. So find good mentors, real business people and learn from them. Take courses in entrepreneurship and see if it is truly what you want! Get that first paying client and go from there! Read business biographies and see what real entrepreneurship looks like. The good, the bad, and the ugly!

## **BUSINESS UPSIDE [BU]: HOW DO YOU MARKET YOUR BUSINESS, AND WHICH METHOD HAS BEEN MOST SUCCESSFUL?**

Precious Williams [PW]: I market my business primarily through social media; email marketing campaigns and most of all through my speaking engagements. Speaking has truly blessed me to become an international professional speaker, corporate trainer, and #KillerPitchMaster. And then...word of mouth and referrals!

## **BUSINESS UPSIDE [BU]: WHAT MOTIVATES YOU TO BECOME AN ENTREPRENEUR?**

Precious Williams [PW]: Love motivated me to become an entrepreneur. Today, watching my clients achieve their dreams and fly is what makes my heart flutter. I am a part of their journey! I love that!





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## STORY OF THE MONTH

### *Strange Holiday Silence*

This time, Johanna is going to spend the Christmas holidays all by herself as her parents are out of town. Standing in the middle of the baking aisle, she sighs with a frustrated look on her face, *"I saw Mom making so many Christmas desserts; why can't I remember any of them??...ughh."* She fishes through the baking products trying to find the right ingredients, but suddenly notices something strange.

Not a single soul can be seen in the whole supermarket.

*"Wow, where's everyone? I think I just saw a kid standing here...."*

Shrugging, Johanna walks towards the counter to pay but finds it empty; in fact, all the counters are empty. She frowns. *"Are you serious?? Is this a joke?"* She notices a folded piece of paper lying on the counter table. *"What's this?"* She opens it, and a shiver runs down her spine.

*"LONG TIME NO SEE, DEAR JOHANNA."*

A sudden finger-snapping sound breaks her trance, making her look over her shoulders in trepidation. But only a series of racks and empty counters. The eerie silence of the supermarket makes her leave the store hastily.

It's already been ten minutes; she reaches her house, running all the way from the store to her home. Trying to catch her breath, she fumbles for her keys, but from the corner of her eyes, Johanna sees someone standing behind the bushes.

She raised the cellphone flashlight to check if someone was standing there, but in vain. As soon as she enters her house, she quickly switches on the lights before rushing to close the door. Johanna sighs as she plops down on the couch, recollecting about what happened this evening.

A couple of hours later, Johanna is just about to clean up after dinner when the sudden sound of the doorbell startles her. At first, she hesitates to open the door but

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somehow gathers the courage to do it. Peeping through the door eye hole, Johanna sees no one, which seems quite odd to her yet, opens the door to see a pizza box lying on the porch. Being suspicious, she opens the pizza box, only to find dead rose petals and a long-lost crystal gifted by her grandmother.

*“Grandma...this stone...But I remember losing it many years ago....I looked for it everywhere but could not find it...how is this here...? Who left it here??”* Johanna feels scared and shocked but still feels grateful that she, at last, found the crystal. Slowly, she walks up to her window and peeks through the curtains to check if she can see anyone. But just as she peeks through, she sees a black figure standing behind the tree in her yard. Johanna hurriedly closes the curtains and walks away from the window, frightened and scared.

*“Wha- what was that??”*

Johanna rushes to her bedroom to get her phone and calls her best friend. After a few rings, an enthusiastic voice answers.

*“Hello!”*

*“Hey, Christie! Are you free tomorrow afternoon? Can we meet?”*

*“Yeah, I'm free, but it's Sunday, aren't you going to visit the orphanage tomorrow?”*

*“Yes, of course, I'll visit, but I was planning to meet you after that.”*

*“Yeah, sure, no problem. I'll see ya then. But is everything okay? You sound like you're super stressed or something....”*

*“No, actually that is the thing.... Extremely weird things have been happening throughout this evening, and honestly, it's scaring me.”*

*“Really? Are you okay, Jo??”*

*“Yeah, besides being scared, I'm fine.”*

*“Are you sure? Does it seem dangerous??”*

*“Yeah, I'm fine, just anxious because I don't know if it's dangerous, real, or just a fragment of my imagination.... So I'm just going to sleep through it because this stress is making me dizzy.”*

*“Listen, always keep your guards up and immediately call me if something or anything happens. Okay??”*

*“Okay.”*

*“Please be safe, Jo, and I'll be really worried. Okay?”*

*“Don't worry, I'll be fine. See you tomorrow.”*

Johanna finishes cleaning everything up and goes to bed exhausted. Everything that happened today replaying in her head. What is happening? No, it can't be my imagination... I remember pretty clearly what I saw. This is not a hallucination. Am I going crazy?

The following day Johanna wakes up with an awful headache. It's Sunday, and every Sunday, she visits the orphanage, a few kilometers away from her house, to help or sometimes to donate. So, just like every Sunday, she gets ready and leaves her house. While she is trying to lock the key, she catches her neighbor, an elderly lady, staring at her oddly with suspicion.

*“Good morning Mrs. Willson! Is everything okay?”*

*“Good morning! Yes, Johanna, everything's fine. Are you going somewhere?”*

*“Yeah, to the orphanage I always visit.”* Johanna smiles.

*“Stay safe, child. It's dangerous out there nowadays.”* It looks like Mrs. Willson wants to say something more, but she stays silent and goes inside her house, leaving Johanna there frowning with confusion.

Johanna enters the orphanage, and she meets one of the ladies who take care of the children.

*“Hi, Johanna! How are you doing, sweetie?”*

*“I'm doing fine, Nancy. What about you? Are you doing well?”*

*“I'm doing great, and that's just because of these children. They are my whole world, you know?”*

*“I know Nancy.”* Johanna smiles.

*“By the way, Jim wants to meet you. He says he misses you.”*

*“Aww. Where is he?”*

*“Upstairs.”*

Johanna goes upstairs, finds Jim sitting on his study table and drawing something. She knocks on his door two times which catches Jim's attention, and he looks at her.

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# BUSINESS UPSIDE

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*“Johanna!”* He excitedly runs towards her and hugs her.

*“Hello! Missed me?”*

*“Yes! Yes! Yes! See, I drew you.”* Jim shows her his drawing where he drew Johanna and him in front of the orphanage. But there is something unusual that caught Johanna’s attention. Jim drew a black figure that is peeking from the side. This startles her. He shows Johanna another drawing where both of them are sitting near a Christmas tree, but the black figure is also present there, peeking from the side of the tree.

*“Uhm...hey Jim, who is this?”*

*“Sshhh! You don’t know this person?”* Jim whispers.

*“No. Why who’s this?”*

*“I can always see it.”* He again goes back to his seat and starts drawing.

Johanna, in confusion, *“What? What does he mean by that? He can always see it?? What is it?”* She stares at the black figure Jim drew. After spending some time at the orphanage, Johanna leaves, scared and shocked, still thinking about the drawing. Later, she meets Christie at their usual café and tells her everything in detail.

*“So you’re telling me something or someone is stalking you?? And that little boy Jim saw it too?”*

*“I know I sound insane, but....”*

*“No, no! You don’t sound insane....its actually scary... even just listening to it is making me worried.”*

*“Yes, and honestly, I’m pretty scared...”*

*“What if this is some kind of prank?”*

*“I don’t think so... It’s been going on for days if Jim saw it too.”*

*“Why don’t you say this to your parents too? Maybe they can help?”*

*“Yeah, that is what I was thinking, too... I’ll call them today and let them know everything that has happened.”*

Johanna returns home after having coffee with Christie. Exhausted, she sits down on her couch to take some rest. Suddenly her phone begins to ring, the caller ID showing ‘unknown number.’ She answers it, but no voice, only silence on the other side. Not even a single sound. Just silent.

In the evening, when Johanna is sitting alone and watching a movie, suddenly she hears a glass-shattering sound downstairs. She sits there for a moment without a single movement, petrified because there’s no one in the house except her. She stands up gently and walks down the stairs, extremely terrified when Johanna notices a shattered glass lying on the floor. This frightens her even more as all the glasses were inside the kitchen cupboard, and now one is lying shattered on the living room floor. Johanna is so horrified that she feels dizzy; just then, she spots a note lying on the couch. Scared, she picks it up and reads it. This makes her skin turn pale with terror.

*“HI JOHANNA. EVER SAT IN SILENCE BEFORE? IT IS A BLISS. I LOVE SILENCE. DON’T YOU?”*

The next morning on Christmas Eve.

NEWS: Another victim, a young woman, goes missing at the same time on the same day as the last seven years. The police are looking into the matter, but no evidence is found, just like every year. The only evidence is the same kind of crystal that all the other victims had. This is the eighth victim of the same missing case. We will keep you updated. Thank you.



**AUTHOR:**  
**SHRAYA CHOWDHURY**



# BUSINESS UPSIDE

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## UPCOMING TOP BUSINESS EVENTS IN THE WORLD

DATE AND PLACE	
Dubai, United Arab Emirates, January 01-02, 2022	1200TH INTERNATIONAL CONFERENCE ON ECONOMICS AND FINANCE RESEARCH (ICEFR)
Dublin, Ireland, January 01-02, 2022	1057TH INTERNATIONAL CONFERENCE ON ECONOMICS FINANCE AND ACCOUNTING (ICEFA)
1/5/22 Las Vegas, NV	CES (CONSUMER ELECTRONICS SHOW)
1/9/22 Las Vegas, NV	PCMA CONVENING LEADERS 2022: THIS IS OUR TIME
1/31/22, Virtual	IMPACT 2022
Mon, 3/9/22 Seoul, South Korea	INTERNATIONAL CONFERENCE ON BUSINESS MANAGEMENT AND SOCIAL SCIENCE (ICBMSS)
Tue, 04-05/1/22 Singapore	GLOBAL BUSINESS SUMMIT (GBS)
January 28-29, 2022 in Sydney, Australia	ICESETRI 2022: 16. INTERNATIONAL CONFERENCE ON EDUCATION, SCIENCE, ENGINEERING, TECHNOLOGY, RESEARCH AND INNOVATION
January 07-08, 2022 in Singapore, Singapore	ICADME 2022: 16. INTERNATIONAL CONFERENCE ON ATMOSPHERIC DYNAMICS AND MARINE ENVIRONMENTS
January 14-15, 2022 in Rome, Italy	ICCCMC 2022: 16. INTERNATIONAL CONFERENCE ON CLIMATE CHANGE AND MARINE CONSERVATION






# BUSINESS UPSIDE

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## IEM AMERICA CORPORTION

A photograph of a business meeting. Two people are seated at a table. One person, wearing a dark suit and a blue patterned tie, is holding a tablet. The other person is writing on a notepad with a pen. On the table are several documents, including one with a line graph showing an upward trend. A smartphone is also on the table. The image is framed by a black border with blue geometric shapes at the corners and sides, containing white dots and arrows.

**IEM AMERICA  
CORPORATION**

Change Lives Through Education

## Advertise With Us!



# BUSINESS UPSIDE

JANUARY 2022

# A CASE STUDY ON *Gucci*



GUCCI WAS FOUNDED IN FLORENCE, ITALY IN 1921 AS A LEATHER GOODS MANUFACTURER BEFORE IT BECAME LIKE A LUXURY BRAND AND THE FASHION DESIGNER AND BUSINESS NAME GUCCIO GUCCI WAS THE CREATOR OF GUCCI, HE JUST USED HIS NAME AND IT BECAME A FAMILY BUSINESS. IN 1953,( THE YEAR HE DIED), THERE WAS A HUGE LOSS IN THE COMPANY BUT IT ALSO WAS A HUGE WIN BECAUSE THEY OPENED UP THEIR FIRST SHOP OVERSEAS IN NEY YORK CITY, AND THERE HIS SON TOOK OVER THE COMPANY. GUCCI HAS THE MOST RETAIL STORES THAN ANY LUXURY BRAND WITH 520 STORES WORLDWIDE AND IN OCTOBER 1995, GUCCI OFFICIALLY WENT PUBLIC FOR 22 DOLLARS A SHARE. AS OF TODAY IT HAS A HEADQUARTER IN MILAN, PARIS, LONDON, HONGKONG, AND NEY YORK CITY.

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# BUSINESS UPSIDE

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## SWOT ANALYSIS

### STRENGTHS

Gucci has been successful in creating a very robust value chain for its supplier and retailers. In the fashion industry sector, Gucci has also been successful in creating a strong and sustainable brand image and equity. Gucci is now operating more than 400 direct operated stores and it has expanded its family with more than 10,000 employees working worldwide. Under the CSR initiative, it has also partnered with UNICEF. It is at top of everyone's mind when it comes to luxury clothing because of its successful or robust marketing and advertising strategy. It has a very diverse product range varying from apparel, watches, wallets, clothing, etc.

### WEAKNESSES

The company is bound to invest in huge amount to retain and maintain its brand image. Due to cheap copycat or fake products, the company has to incur losses. They have also been criticized on their market strategy for using sexuality in their most of the advertisement.

### OPPORTUNITIES

They can continue to grow and open more stores because they're so reputable and they make so much money, they can continue to grow. The company should also think about tapping emerging economics like India, China, etc, that have good growth in luxury markets. It should also invest to capture the youth segment with its innovative and creative designs and products.

### THREATS

It's not like Gucci is only the option in the luxury brand sector, there are others too which means a competitive market that leads to a limited market share and growth for Gucci. As the company has a global presence, it is likely to get affected by fluctuation, pandemic, recession, etc.

## MARKETING OBJECTIVES

Gucci has dominated its market share in the luxury sector, as a result of the high quality of products provided by Gucci. Continuously introducing new products and designs will have a better chance of success. New products/designs are often introduced by luxury brands to increase short-term sales.

### Customer Segmentation

We can divide Gucci customer segmentation into three segments-

#### Demographic Segmentation

This segmentation means targeting customers on basis of age, gender, income, occupation, and family status. So both male and female products are being created by Gucci no matter they are children or adults and the brand focus on customers with higher social status.

#### Psychological Segmentation

Psychological segmentation is categorizing customers in terms of attitude and lifestyles. So, this segment is very important for Gucci as it mainly focuses on customer lifestyle. The target market of Gucci is mainly people with a classy lifestyle which will mainly include celebrities whose buying decisions are based on the class they belong to or the status they carry. The reputation and status that the product provides are mainly the reason for acquiring the product by the consumers.

#### Behavioral Segmentation

This is a segmentation that divides its consumer depending on their behavioral pattern like loyalty, brand image, and high-quality product, the brand has been able to create a very high position in the marketplace, and loyalty and trust alongside a great shopping experience are what drives the customer.

### Positioning

Gucci has established itself as a luxury fashion brand that produces clothes, footwear, and accessories. An image is already created in the customer's mind as a high-end fashion brand but then also the company focuses on bringing new styles and trends to its product. The brand claims its 'culture of creativity and innovation', that will be one of their fundamental characteristics.

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## GUCCI'S COMPETITORS

**Louis Vuitton** – Also known as LV, established in the year 1854, by Louis Vuitton. It is considered one of the top competitors of Gucci with a brand value of \$47.2B.

**Armani** – Armani was founded by Giorgio Armani in the year 1975. It has a great quality of products and brand image to compete with Gucci.

**Prada** – Prada was founded by Mario Prada in the year 1913. It produces various products under clothing, cosmetics, fashion, etc. its also one of the top competitors of Gucci.

**Versace** – Versace was founded by Gianni Versace in the year 1978. Leather and ready-wear products come under their main collection.

**Dolce & Gabbana** – Also known as DG, established in 1985 by Domenico Dolce and Stefano Gabbana. It also shares the same variety of products as Gucci and is also considered one of the top Gucci competitors.

**Balenciaga** – It was founded in 1919 by Cristobal Balenciaga. It is known for creating custom-made clothes. It is also famous for handbags and is also considered a great competitor for Gucci.

## CONCLUSION

To meet the industry's ever-increasing demands, the fashion industry is rolling at a breakneck pace only to accomplish its goals and objectives. These sector products are always in demand by all the age groups of people. Gucci incorporates innovative features and styles to keep up with the fashion industry's demands.

Gucci focuses on targeting people or customers who are wealthy or middle class, as the price range of their products can be extremely alarming for some. Gucci's marketing strategy might be changed by including promotion sales, which will help in gaining more customers for their product. One thing they can do is that it can start giving sales of at least 10% – 20%. As it will not take up many parts of the profit and will also help in gaining customers of middle and even some part of the lower class.





## The 4 Pillars of Sales Copywriting That Converts

COPYWRITING OR MARKETING WRITING IS THE ACT OF PRODUCING ENGAGING MATERIAL, CLEAR TEXT FOR THE SOLE PURPOSE OF ADVERTISING. THE JOB OF A COPYWRITER IS TO RESEARCH SEO KEYWORDS AND CREATE CONTENT THAT CAN APPEAR IN THE TOP SEARCHES WHEN IT COMES TO ADVERTISING OR SEARCHING CONTENT ON THE INTERNET. WHO SAYS STORYTELLING IS DEAD IN THIS AGE, WELL IT HAS CHANGED ITS FORM AND WAYS BUT IT IS NOT DEAD. EVERYTHING AROUND HAS GOT A DIFFERENT WAY OF TELLING A STORY AND FOR SALES TO ALWAYS END UP AS A POSITIVE SALE, THE ONE WHO IS WRITING THE COPY FOR THE PRODUCT NEEDS TO BE AN EXCELLENT STORYTELLER WHO KNOWS THEIR AUDIENCE AND WHAT THEY NEED.

YOU MIGHT BE STARTING YOUR OWN COMPANY OR BUSINESS AND DO NOT HAVE THE FUNDS YET TO HIRE A PROFESSIONAL COPYWRITER, WELL NOT TO WORRY, YOU CAN TELL THE STORY OF YOUR PRODUCT ON YOUR OWN AFTER ALL, IT IS YOUR PRODUCT AND NO ONE KNOWS IT BETTER THAN YOU. WHAT YOU DON'T KNOW IS HOW TO WRITE A COPY FOR THE PRODUCT AND WE CAN HELP YOU WITH IT. BELOW ARE THE CORNERSTONE TIPS ON HOW TO MASTER COPYWRITING:



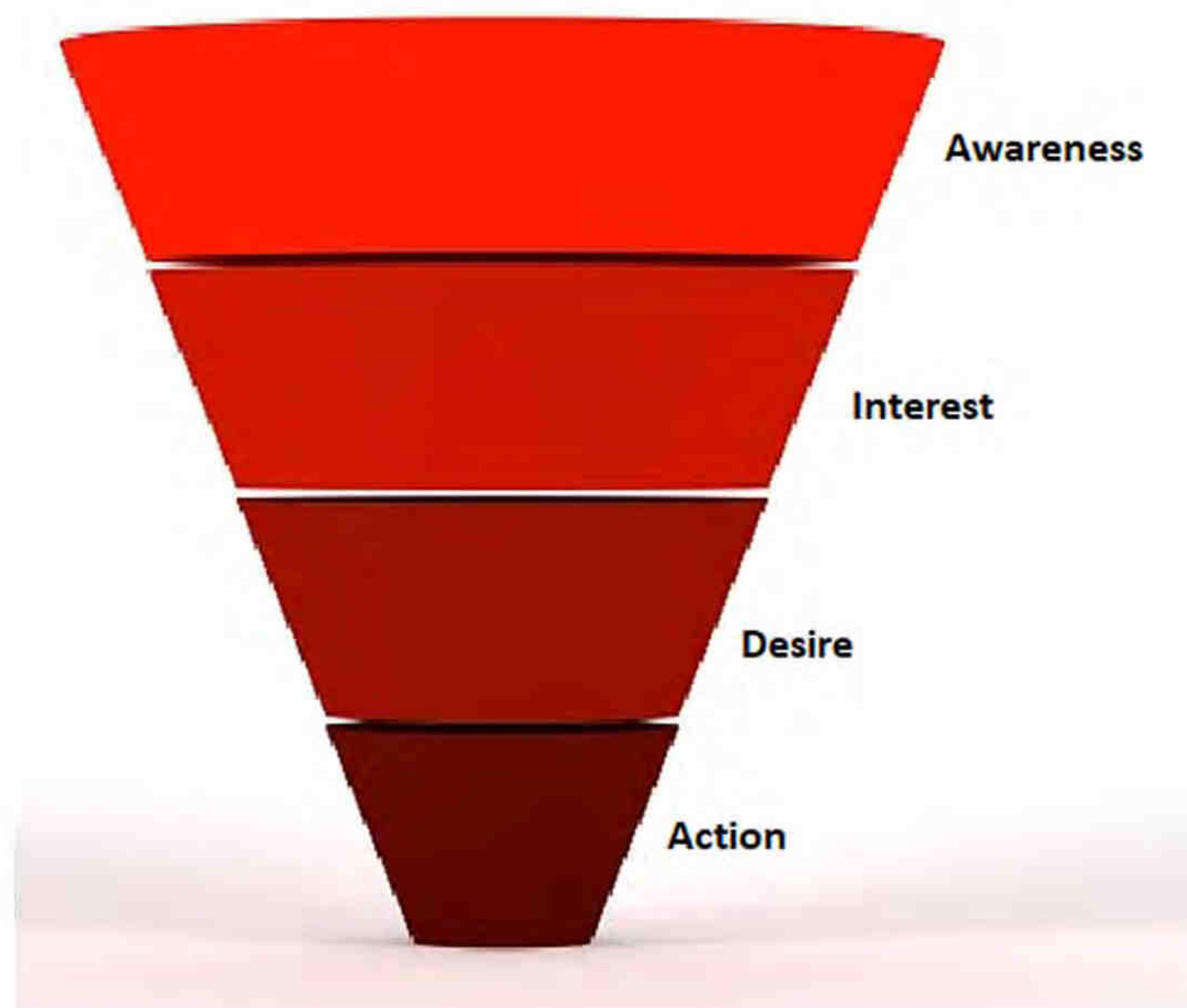


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The whole process of a positive sale can be represented in a funnel, why funnel because the funnel has a bigger starting coverage and then it narrows down as it moves to the end. Similar is the tariff online, there will be millions on the internet and after passing through the funnel you need to make sure one stays till the end.



## PILLARS OF SALES

### Headline (Awareness)

Yes, the headline is the most important aspect of creating content. You can write the best sub-heading or content but if the headline was not appealing enough to attract the attention of the public then your efforts might go to waste. In simple words, when creating content your headline must be an absolute clickbait. They are the single most determining factor of your content because that is what will determine if your targeted audience will click on your article/content. Let us say it this way, you have ten minutes to read the newspaper and you can only read one or two articles in it during this time, so you scroll through the newspaper. When doing so you will only look at the headlines and you will go for the one that has caught your attention the most. Choose your words wisely!

### The lead (Interest)

Once the headline has successfully caught the attention of the prospect, it is the lead that is going to help the prospect decide if the product it describes is for them or not. The lead must be very convincing and it surely should be loud enough for the prospect to be convinced the product is made for them. But if the lead is confusing, it does not matter what is in store ahead, because a confused head always points towards 'No'. Do not let your reader be confused, be confident and speak to them in the leads.

### Bullets (Desire)

Bullets are short and crisp information about the product that helps a buyer focus on the highlights of the product. Let us say you are writing a copy for a magic marker and the USP (Unique Selling Point) of the marker is that the writing done by this marker vanishes in 24 hours. Well, this needs to be informed in the bullet point. So the bullet points are nothing but the USPs of a product.

### Body Copy (Action)

The prospect has now passed through the rest of the stages in the funnel but it does not ensure a positive sale yet. Only the final action can convert the sale and here comes the body copy, a body copy does the final convincing to make the reader be assured they are making the right call of buying the product. Hence when writing the body copy one needs to make sure it appeals to the emotional as well as the logical reasoning of the reader. Once this is successful, we have a positive sale and hence a perfect copy of the product.



**COPYWRITER**



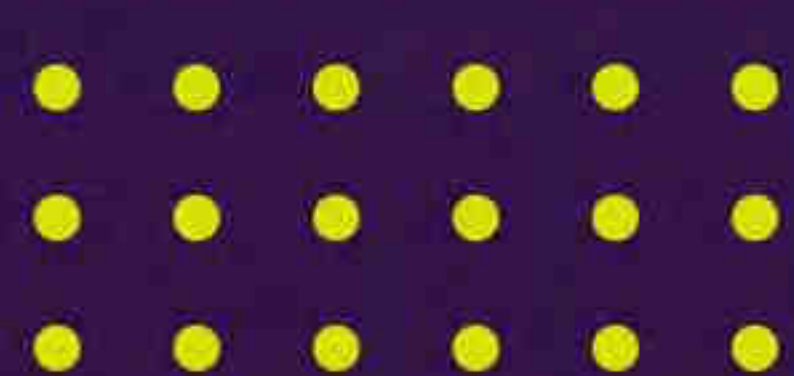
# 5

## FACTORS THAT BUSINESSES SHOULD CONSIDER WHEN HIRING A MARKETING AGENCY



Marketing is essential for all kinds and sizes of businesses to sustain and grow the business. Besides promoting the business, marketing helps to create a brand image, promote the products and services, and engage with customers and boost sales. Hiring a marketing agency is an accepted practice across industries to implement marketing campaigns to support business growth. It is a more convenient and effective way of marketing instead of depending on in-house resources. Marketing agencies can offer a wide range of services to address all the marketing needs of businesses. As marketing is of critical importance for businesses to succeed, hiring a marketing firm is no more a choice but a necessity.

Businesses that are keen to outsource their marketing activities must know how to hire a marketing agency. This article should help to understand the aspects to look for when hiring a marketing agency.





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## WHEN HIRING A MARKETING AGENCY, CHECK ITS CREDIBILITY FIRST

Instead of taking marketing agencies by their face value, ask them to demonstrate their expertise in your industry niche. The agencies should provide social proof to support their claims and even highlight the benefits of hiring a marketing agency. Check their portfolio to ensure the correctness of their claim. Do some due diligence by speaking to some of their former clients. Check reviews of independent review sites and examine their testimonials and understand the kinds of marketing channels they use.

### Experience

Besides the cost of hiring a marketing agency, you should consider their experience in similar industries like yours. In addition to the overall experience, consider the length of their experience they have in the specific marketing domain and the size and types of companies. Some marketing agencies cater to particular industries while others offer various services to various industries across the segments. Which one suits your need depends on what you expect from the agency.

### Communication

When hiring a digital marketing agency, evaluate the attitude and response times of the agencies you contact to gauge the kind of attention they pay to you. The first impression about the agency is most important because it hints at what you can expect if you work with that company. The agency should work as a partner with you and not a mere service provider. During the communications with the agencies, preferably across the table, you and your team should feel comfortable interacting with them. A reassuring experience during the interactions indicates the dependability of the agency.

### Results

Look at the track record of the marketing agency to understand their level of performance. Ask for evidence about their performance because the benefits of hiring a marketing agency reflect in the results. Results are the ultimate proof of competence, and any marketing agency interested in partnering with you should share some case studies. Have a look at the results that the agency delivered to other clients while executing the marketing strategy. Choose a result-driven agency and set clear goals so that the agency is accountable for its actions.

### Cost

Based on the above exercises, make a shortlist of some agencies to choose the most befitting marketing firm. Send them a request for proposal (RFP) covering the technical, financial, and timeframe for delivering services. When evaluating the proposals, ask questions to have complete clarity about the working methodology and processes that must match your business processes. Remember to compare apples to apples to arrive at the correct conclusion. After comparing the offers, choose the best deal based on the cost and services that justify hiring a marketing agency.

When hiring a marketing agency, the cost is one of the most important considerations for selecting a marketing agency. But be careful if any agency quotes too low while promising to deliver much higher than your expectations. Such offers can be quite deceptive because anything too good might not have honest intent. Although it is difficult to pinpoint the anomalies, go by your gut feeling. Too low price indicates that the agency has cut corners to outbid other competitors by a significant margin. Judging the cost against the services is more important than looking at the price only.





## TIPS AND TRICKS TO CONTINUE *Discounts* WITHOUT HURTING SALES



RUNNING DISCOUNTS CAN BE A GREAT WAY OF STIMULATING CASH FLOW FOR YOUR RETAILER. HOWEVER, THERE'S ALWAYS THE WORRY THAT DISCOUNTS WILL COME AT THE COST OF HURTING YOUR SALES AND DAMAGING YOUR BUSINESS. BELOW, WE EXPLORE HOW YOU CAN CONTINUE DISCOUNTS WHILE KEEPING SALES BALANCED.



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## WHY?

But why are discounts useful in the first place? For a start, they can help attract new customers or re-engage lost customers – a bargain might be all it takes to reel them in. On top of this, it can help you shift old stock and boost your cash flow. Plus, if you offer discounts to certain groups of people – an NHS volunteer discount, for instance – it can boost the reputation of your business.

## HOW?

### Identify Objectives

Discounts should be part of a coherent strategy to boost the company. If you're putting up discounts without much thought, they can easily be negative. Instead, you should work out the purpose of your discount. Are you trying to attract new customers, or are you trying to clear space for new stock? Each situation requires a slightly different approach to make it work.

### Timing

The timing of your discounts is key. Ideally, you want to place it in a moment where customers are especially likely to try shopping with you. If you have the data, you can through the days each month when business increases and capitalize by carefully placing your discounts in these moments.

### Margins

It's crucial to carefully check the margins when you're running discounts too. You don't want to end up giving away too much stock or find yourself losing money on each sale. Calculate all the costs involved in putting one product on the shelf and ensure that you don't sell for less than this.

### Conditional Promotions

Different types of discounts can yield different results. Conditional promotions, for instance, can help protect your margins. This is where you set a benchmark a customer has to meet to access your discount. One example is where you stipulate that a customer has to spend a certain amount to get a percentage discount.

### Reward Loyal Customers

Rewarding consistent customers can help you retain them in the long term. Try offering a club scheme: this could be where customers who sign up to your store will receive exclusive discounts.

### Special Offers for New Visitors

Discounts can also boost your sales by attracting new customers. Try introducing special offers for new visitors and you'll find yourself with an expanded pool of consumers.

Discounts don't have to hurt your sales. By putting thought and effort into your discounts, you can ensure that they boost your business in the present and in the long term.





## BIGGEST SEO CHALLENGE FOR 2022

### *See What Can Come Through*

GETTING A GRASP OVER SEO CAN BE DIFFICULT, ESPECIALLY WHEN ALL THE BLOGS REPEAT THE SAME ADVICE OVER AND OVER AGAIN. THESE WOULD TYPICALLY INCLUDE OPTIMIZING THE TITLE TAGS, MARKETING THE CONTENT ON SOCIAL MEDIA EFFECTIVELY, PUBLISHING GOOD QUALITY CONTENT RICH IN MEANINGFUL KEYWORDS, AND MORE. WITH ALMOST EVERYBODY HAVING ACCESS TO THE INTERNET AND EVERYONE SEARCHING FOR THE BEST WAY TO BETTER RANK THEIR CONTENT, THE BIGGEST SEO CHALLENGE FOR 2022 MIGHT BE THE VERY FACT THAT EVERYONE IS FOLLOWING THE SAME ADVICE FROM THE SAME SOURCES. HOWEVER, HERE ARE SOME STEPS THAT COULD HELP ONE TO RISE ABOVE EVERYONE ELSE IN TERMS OF PROMOTING THEIR CONTENT ON THE WEB.





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## THE TOP SEO TRENDS OF 2022

No one could ever have predicted that everything would change in early 2020. However everyone gradually had to come to terms with the new norm and most of them were ushered swiftly into isolation, building their world online and maintaining social distancing measures. Search Engine Optimization is the process of well-researched predictions of what internet users frequently search. The old methods of ranking have improved vastly into ways that are more user-friendly and advanced. For example, the archaic method of keyword stuffing whereby a person stuffs random generic keywords in huge amounts to his content, in order for it to rank higher, will no longer work in the present scenario. It will no longer increase the traffic and search engine results.

Google ranks the results based on the relevance of the content based on the user's query and the trustworthiness of that information. Results would show the most relevant and accurate content. Deceiving titles with extraneous content will no longer acquire the desired ranking position on the page results. Google's algorithm is getting much more sophisticated at recognizing content with the most relevant and reliable response. By 2022, it is predicted that SEO rankings will be even more competitive, providing hyper-relevant content that is of the highest quality. The value that contributes to the user's search journey will also continue to play a very important role. Content that merely aims to lure its audience by linking unnecessary sources will no longer be as effective as it is today. Google's algorithm will also check the credibility of the link inserted in the content because user intent and search intent are everything. With concepts like user intent, search intent, and the buyer's journey becoming increasingly important, Google's algorithm has remodeled itself to better understand what the user is actually searching for when they type in a phrase or a question.

### What are Search Journeys? How will it Change the SEO Demand in the Future?

Last year when Google announced their new update, nobody thought that their algorithm would change the way user search and search histories are looked at all together. This is where the 'search journeys' come in. why did they change to 'search journeys'? With this change, Google uses artificial intelligence to better understand the language that a user uses in context with their search query. Search journeys use the contextual meaning to display content that is most relevant to where users are at in their journey rather than simply giving them an answer to the question. Google's AI looks at where users have been, what they have searched for previously, and what they are likely to search for or do next. This paradigm shift challenges the way that people have previously viewed web searches.

Search journeys additionally make use of something known as 'activity cards' to flag articles and web pages that users have visited after searching a particular subject. There is a lot more to search journeys than the seamless consolidation of the search history into a search feed. It helps google to produce results that are more likely to match where users are in their journey rather than merely serving them with an answer to their question.

Along with search journeys and activity cards, Google has also introduced Collections. Collections allow users to store pieces of content in a collection to reference them in the future. It is similar to 'Boards' under Pinterest but much broader. This works in cohesion with the user's search journey whereby Google serves more content based on what the user has stored in his/her Collections previously. How does this affect SEO? For SEO professionals and digital marketers, search journeys offer a new way to understand search and ultimately the why behind users' searches. Google's search journeys use AI and advanced search data to determine where the user is at.

## CONCLUSION

What would this SEO challenge mean for the future? Current results display the most relevant topics based on accumulative information and activities from all internet users. But Search journeys change that. So in the future, a main element of SEO will be that the search results will match the results to users according to their interests. In 2022 therefore keyword searching will yield more practical results, which would include voice search and recognition as well. Local SEO will become more prevalent as the pandemic goes on.

SEO





## NEW VACCINE FOR OMICRON EXPECTED TO BE READY BY EARLY 2022, AS PER MODERNA

Chief Medical Officer of Moderna, Paul Burton, suspects that the new coronavirus variant, Omicron may elude the current vaccines. He says that reformulated shots may be available in early 2022.

On an Andrew Marr Show "on the BBC, Burton said that they would know about the current vaccine efficacy in protecting in the next few weeks.

"If we are to make a brand-new vaccine and make them available in large quantities, then it can happen by early 2022," he said. According to Burton, the Moderna platform on which the mRNA vaccines are being developed can move quickly.

As per Bloomberg news, Moderna, which is based out of Cambridge, Massachusetts, mobilized hundreds of staff on Thursday, Thanksgiving Day in the U.S., as news of the Omicron variant of the coronavirus spread.

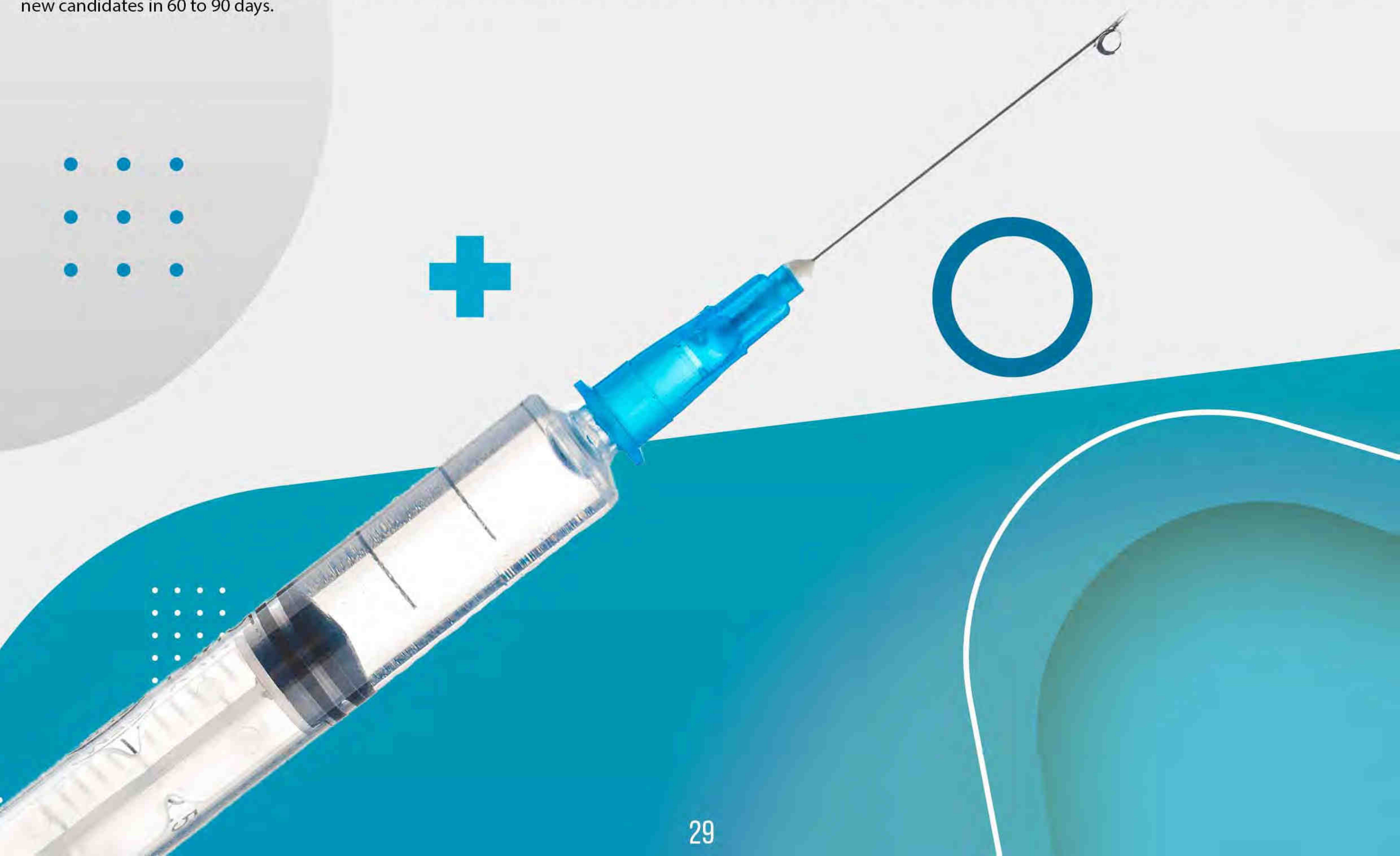
The biotech company CMO thinks that protection from the vaccine will continue to exist depending on when it was administered, but the advice for the new population is to take the current vaccines.

He said, "if people who have not yet taken the vaccination, they should get vaccinated. This is a dangerous-looking variant of the virus, but I think we have enough ammunition tools to fight it now."

Many countries are rushing to clamp down travel from South Africa from where the strains of Omicron originated. Fears are that it could aggravate the winter situation in the northern hemisphere and undermine the global economic recovery. The new fears have sent signals of risk eversion to the global markets on Friday and continued till Sunday as the middle east market was open during the weekend.

In a statement on Friday, Moderna said that it was working quickly to test the new vaccine while studying two booster types.

Moderna has had a comprehensive strategy since early 2021 to anticipate new variants of coronavirus. The company has repeatedly demonstrated that it can conduct trials of new candidates in 60 to 90 days.





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## BEST PRACTICES FOR SECURE FILE SHARING

The technology world is evolving at a fast rate. This has affected how people in modern offices interact, communicate, and collaborate. Utilizing new technologies in offices helps streamline tasks, improving overall efficiency and productivity. One of the most cherished technologies in modern offices is the use of the cloud, a computing technology that allows people to store, retrieve, and share files online. By sharing documents online, you can access your files from anywhere, recover lost documents, and reduce paper costs.

But although you can reap benefits through the online sharing of files, it also exposes your business to some risks. Why? It's because hackers and other unauthorized persons can utilize the internet to access your business files, digital assets, intellectual property, and other sensitive information. But the good news is you can implement the best file-sharing practices and protect your business from hackers.

If you're looking to protect your business from unauthorized access, here are simple yet effective strategies to secure your file-sharing activities.

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## Select The Best Email Platform

Businesses normally use email platforms to share their files. However, not all these platforms are secure. Some don't encrypt the data before transmitting them to recipients.

Thus, before an intended recipient receives the email, it will pass through several stopovers at any point in the transmission. During this journey, your email faces several risks. First, hackers or unintended recipients may intercept your message and access and steal your data without you knowing it. Second, if the intended recipient accesses your email from an unsecured device, your data may be compromised by malware, viruses, or cyberattacks.

For these reasons, you need to find a secure private email platform so you can share business data without any worry on your part. You can achieve this by asking for referrals or reading online reviews.

## Educate Your Employees

Employees are an integral part of any business organization. They can help you accomplish daily business activities, thus growing your firm. But as they carry out their daily duties, they inevitably interact with business information. That's why you need to educate them about protecting business data.

Educate your employees about the risks associated with mishandling sensitive company information. You need to make them understand what kind of business data shouldn't be shared with external parties. This ensures sensitive data remain within the boundaries of your business.

## Create Strong Passwords

Another effective strategy for the secure sharing of files is creating strong passwords. This prevents any person from easily memorizing or guessing your passwords, thus avoiding unauthorized access to your business files.

For a password to be strong and effectively secure your files, it has to be more than eight characters. It also needs to have a combination of letters and numerical digits. For better protection, it would be a good idea to even include uppercase and lowercase letters. And if you want to make them even stronger, you can add nonstandard characters like a hashtag (#), slash (/) and backslash (\), caret (^), ampersand (&), and many other symbols, like punctuation marks.

On the other hand, avoid using common terms or generic names of people and places. Also, it's best not to include your real name, account name, or company name as these can easily be guessed. You can also avoid repeating sequences like 'abcabcabc.'

## Avoid Using USBs

Although you can use the universal serial bus (USB) to share large files, it doesn't provide security for your business data. This is because USBs are only secure when you have them. But when you lose them, they become unprotected. So if you lose your USB and it lands in the hands of a malicious person, this individual can try to access your files and alter, steal, or manipulate your data. If you want to secure your data, it's best to avoid storing and sharing your files using USBs.

## Utilize VPNs

The dawn of modern technology and the internet has enabled employees to work remotely. Thus, employees can now complete their tasks from anywhere outside their business office, including at home, in restaurants or parks, or in any other place that's convenient for them.

Remote work offers several benefits to both employers and employees. It allows employers to save on office costs and frees them from the hassle of recruiting workers. And for the employees, it eliminates the daily commuting hassle, enables them to work at any time, and promotes work-life balance on their part.

Sometimes, however, remote work can come with increased use of unsecured networks, which happens especially when employees work from public places. For this reason, you want to encourage your remote workers to connect to public networks through a virtual private network (VPN).

A VPN promotes security when you share files from one computer to another. Aside from making it difficult for any unauthorized person to access the files, it also makes it impossible for hackers to steal business data. Thus, your best bet to securing remote document sharing is to utilize VPNs.

## Update Your Software And Systems Regularly

You need to keep updating your business software and system to help you share your files securely. If your system isn't up to date, hackers can exploit its weaknesses and, thus, access your files.

Although it can be a daunting task to keep updating your business system, you can overcome this by installing automatic program updates. This enables your software or system to update itself on set dates.

You can also ensure your system is up to date by hiring a system update service provider. However, ensure you're working with a reputable, trustworthy, and reliable provider for your peace of mind.

## Takeaway

Although there are several benefits of utilizing modern technology, it can also expose your business to some risks. It's because hackers can utilize the same technology to access your business files. However, with the right information, you can secure your files and prevent hackers and other unauthorized persons from accessing your business information.

There are various ways you can protect your file-sharing system. You can work with a secure email service provider, educate your employees, create strong passwords, utilize VPNs, avoid using USBs, and regularly update your business software and systems.



# BUSINESS UPSIDE

JANUARY 2022



## IMPLEMENTING INNOVATIVE IDEAS TO IMPROVE CUSTOMER EXPERIENCE BY USING ROBOTS



THE MARKETS ARE ABUZZ AS BUSINESSES SHIFT GEARS TO MEET THE DEMAND OF THE END OF THE YEAR SALES. SEVERAL ONLINE SALES EVENTS ARE HAPPENING NOW AND THEN, MARKED ESPECIALLY BY THE BLACK FRIDAY AND CYBER MONDAY SALES. AFTER THE DISASTROUS ECONOMIC EFFECTS OF THE COVID19 PANDEMIC IN 2020, MARKETS HAVE CONSIDERABLY TURNED AROUND IN 2021. THE CRAZE FOR E-COMMERCE WENT UP MANY MORE TIMES DURING THE PANDEMIC AND BROUGHT ABOUT DRASTIC CHANGES IN SHOPPING HABITS. CUSTOMERS ARE MORE COMFORTABLE SHOPPING ONLINE FROM ANY REMOTE PLACE WHILE MAINTAINING THE SAFETY NORMS TO PREVENT THE VIRUS FROM SPREADING. THE UNEXPECTED RISE IN E-COMMERCE ACTIVITIES POSES NEW CHALLENGES FOR BUSINESSES THAT ARE BUSY IMPLEMENTING INNOVATIVE IDEAS TO IMPROVE CUSTOMER EXPERIENCE. CUSTOMER ENGAGEMENT IS CRITICAL FOR ONLINE BUSINESS BECAUSE IT MAKES THE DIFFERENCE BETWEEN SUCCESS AND FAILURE.

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# BUSINESS UPSIDE

JANUARY 2022

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## ROBOTS ARE AT THE CENTER OF INNOVATIVE IDEAS TO IMPROVE CUSTOMER EXPERIENCE

The massive spike in demand across the E-commerce platforms that touched the sales figure of \$80,000 million in 2021 caused an exponential increase in online transactions. Online retailers face new and different challenges like updating stocks in real-time to prevent displaying products that are not available. They also need to respond to customer queries promptly. Businesses are turning to robotics ideas To address these issues efficiently and ensure precise and timely customer response that provides a satisfactory experience. As the Christmas Sales gather, steam robots are proving ample support for improved customer experience.

### BOTS ARE ACCELERATING AUTOMATION

To cope with the growing demand for online products without compromising customer experience, retailers use robotics ideas to fill the gaps. Robots are now effective human substitutes for collaborating during the purchasing process at every step. One of the most important applications of robots is to automate the process of compensation for purchasing errors triggered by dispatch problems. Bots can resolve the issues arising from nonreceipt of products by customers due to mistakes of the company. Arranging for immediate refund or compensation is possible by using a customer service robot. The bots are responsible for auditing and responding promptly to customers by initiating a refund or discount as deemed fit. The timely response helps to avoid customer dissatisfaction.

### FASTER RESPONSE TO CUSTOMER COMPLAINTS

Customers love to get importance, and companies can easily win them over by paying more attention to them. To avoid human lapses, companies are using robot customer service that eliminates human intervention. Robots are substituting the roles of humans in many business processes to do away with manual work. Automation ensures an error-free and faster process in customer service that keeps customers happy with prompt and accurate solutions. Earlier, customer care executives used to speak for 10 minutes on the phone, which now takes only 3 minutes by an innovation robot. As a result, companies can attend to more customers in a given period.

### ROBOTS FOR MATERIALS MANAGEMENT

Superior customer service largely depends on efficient materials management of e-commerce stores. As part of robots, customer service companies are deploying robots, especially during online group selling events. The robots provide huge relief to the companies as they perform inventory analysis, update prices, and upload products accurately. The error-free results delivered by the robots are a big boost for e-commerce as they can serve customers better.

### THE WAY TO IMPLEMENT ROBOTS

Before implementing robot customer service, e-commerce companies must identify the pain areas of customer service and understand its implication or business. By analyzing the problem threadbare and envisaging the possibility of standardizing the process, companies can use robots. Only standardized processes are suitable for automation, as any robotics ideas can thrive only on standardized processes.

The use of robots in customer service has set the stage for revolutionizing customer service with the help of innovative ideas to improve customer experience. Robotic technology is set to change the landscape of e-commerce as customers would be happier to shop online because of superior customer experience. No longer will it be necessary for customers to interact with people to gather information about their shopping needs and complaints. Robots are here to ensure the best shopping experience.





## 4 BENEFITS OF ELECTRIC CAR CHARGERS FOR BUSINESSES



Electric vehicles (EVs) are not inventions of modern times. It was in 1888 when the very first electrical car appeared. However, the popularity of EVs has fluctuated over the years.

It was until 1997 that Toyota unveiled Prius, the world's first mass-produced hybrid vehicle. Despite the critics, the Toyota Prius helped spark the electric revolution once again and has paved the way for cars like Nissan Leaf and companies like Tesla to appear.

Helped by environmental factors, the EV industry started to grow and bring us where we are today. Over the past few years, the world has seen an increase in EV demands and market value projections. In fact, the global EV market is expected to be over 37 million by 2025.

However, the electric revolution relies heavily on good EV infrastructure. With the growing adoption of EVs and the shift to clean energy in full swing, it's important to understand why you'd want to invest in smart EV infrastructure and install electric car charging systems on your business premises.

Here are some of the benefits of having an EV charging system for your business.

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# BUSINESS UPSIDE

JANUARY 2022

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**GAIN INCENTIVES**

To accelerate the adoption of electric vehicles, local, state, and national governments have sought to provide subsidies and incentives for businesses as well as individuals who embrace change.

In the UK, the government created the Workplace Charging Scheme for businesses. It is a coupon-based system, providing the upfront expenses for the purchase and installation of EV charging points at business premises and workplaces.

Companies can cover up to 75% of all purchase and installation expenses. It is capped at GBP£350 for each EV charger device, for up to 40 across all locations.

Meanwhile, for homeowners, the Electric Vehicle Homecharge Scheme allows individual owners of eligible EVs to get up to 75%, capped GBP£350 including value-added tax (VAT) of one EV charger's total purchase and installation expenses.

Companies installing an EV charging station can also get tax benefits by a 100% first-year allowance for payments on EV charging accessories.

As you can see incentives can cover up most of the cost, making EV charging an excellent investment for your business. It's important that you move quickly and install an EV charging station right now since the incentives that exist today might not be here in 5 – 10 years due to expected market growth.

If you're looking for a reliable provider of EV charging systems in the UK, consider System EV. They are approved by the Office for Zero-Emission Vehicles (OZEV) and provide a full range of recommended charging products for your business.

## **ATTRACTS CUSTOMERS**

Businesses do everything to build a strong relationship with their customers and keep them happy and satisfied. Adding a charging station can help do just that.

Consumers, particularly millennials and Gen Zs, increasingly care about associating with businesses that promote sustainability. They are more motivated to be loyal to a business that listens to their customers and takes care of them responsibly.

And consumers will be encouraged to indulge in your business if they see that you're providing well-rounded and eco-friendly accommodations. Installing an EV charging station will make a good impression on customers and boost your reputation in the market.

In addition, charging stations can attract new customers to your business, especially those who drive EVs. This move can bring satisfaction to customers and edge out your competitors who don't offer this special perk.

Think about this: if you run a hotel or a restaurant, you can attract customers with your EV charging station by allowing them to use it during their stay. As a bonus, a charging station can also increase customer dwell time which means more income opportunities for your business.

## **INCREASE PROPERTY VALUE**

Nearly three-fourths of apartment tenants are looking for eco-friendly amenities. Installing EV charging stations in apartments, condos, and other multi-family dwellings can help improve your property's appeal to the growing demographic of electric vehicle drivers.

Zipcodes with the most EV charging ports installed in parking lots may have median listing prices which are 2.6x higher than other areas.

In addition, several states in the US passed laws mandating a minimum number of EV charging stations to be installed in parking areas of multi-use dwellings. Thus, business properties, shopping malls, and housing that don't conform will become less valuable and desirable.

Meanwhile, those that adopt sustainability and accommodate EVs will be seen as environmental stewards and thus, increasing their property value.

## **Go Green While Having a Competitive Advantage**

In 2019, the average CO2 emissions of cars in the UK was 127.9 grams per kilometer. Although this number dropped significantly in the past year, if the UK is to reach its net-zero targets by 2050, the country needs to encourage the widespread adoption of EVs.

With that said, businesses need to be mindful of the intense scrutiny on how they are contributing to such efforts. By installing EV chargers, you're supporting the adoption of a sustainable mode of transportation. And in that sense, you're reducing your carbon footprint and contributing to the betterment of the environment.

And while it helps enforce your green business initiative, it also makes you look competitive in the eyes of consumers. Most physical shoppers will drive to your business. EV drivers will choose businesses offering them the perk to charge their cars as they shop over companies that don't. This can help you provide a competitive edge by offering a superior shopping experience.

## **CONCLUSION**

Can your business match this fast pace? With the EV market growing and widespread adoption, the expectations for EV charging amenities in businesses as a standard is not too far off.

Change is coming. With the introduction of ultra-low and low emission zones and a possible ban on new petrol and diesel vehicles, people are switching and adopting innovations that are good for Mother Earth.



# BUSINESS UPSIDE

JANUARY 2022

## HOW TO AVOID TECH NECK (AND SIMILAR INJURIES)



It could be argued that our necks are the most important part of our whole body, as it is the thing that supports our head and brain. There are a lot of different conditions of the neck, but one uniquely modern condition is something called 'tech neck.'

It may sound charming and amusing but it can actually lead to serious injury. Tech neck is the name given to strains and pains that are associated with the posture we have when looking at our mobile phones. We have a tendency to hold our phones well below eye level, and as a result, we force ourselves to look down at our phones. We spoke with TechQuarters, a provider of IT support services for businesses in the UK, they take the health of their users and their customers very seriously, and they discussed some of the risks that heavy use of technology can have if you do not use it correctly.

### TECH NECK

As we said, our necks support the head, which is a heavy body part. The neck is designed to support our heads well, but only as long we are holding our heads at the right angle. It is estimated that every inch forward we crane our neck, an additional 10 pounds of pressure is placed on our necks. Some estimates say that the way we hold our smartphones means we are craning our neck to an unnatural 45-degree angle, which could be putting as much as 40 additional pounds of pressure on our neck.

The easiest way to avoid tech neck is to simply limit how much you look at your phone, and engage in regular exercise that supports good posture. When you do look at your phone, try to hold it more level with your head – this will raise your eye level, and keep your head at a more natural angle.

### REPETITIVE STRESS INJURIES (RSI)

These are probably the most well-known tech-related injuries because they are so prevalent among PC users. Repetitive movements can lead to pain in the muscles, nerves, and tendons of the body parts performing those movements. Actions like typing on a keyboard, or using a mouse, can lead to RSI in the forearms, wrists, and hands. Holding a certain posture can also lead to RSI in the neck and shoulders. TechQuarters, as one of the top IT support companies in London, cares a lot about educating people on RSI – they are one of the most common types of injuries in the UK due to how many office workers develop it.

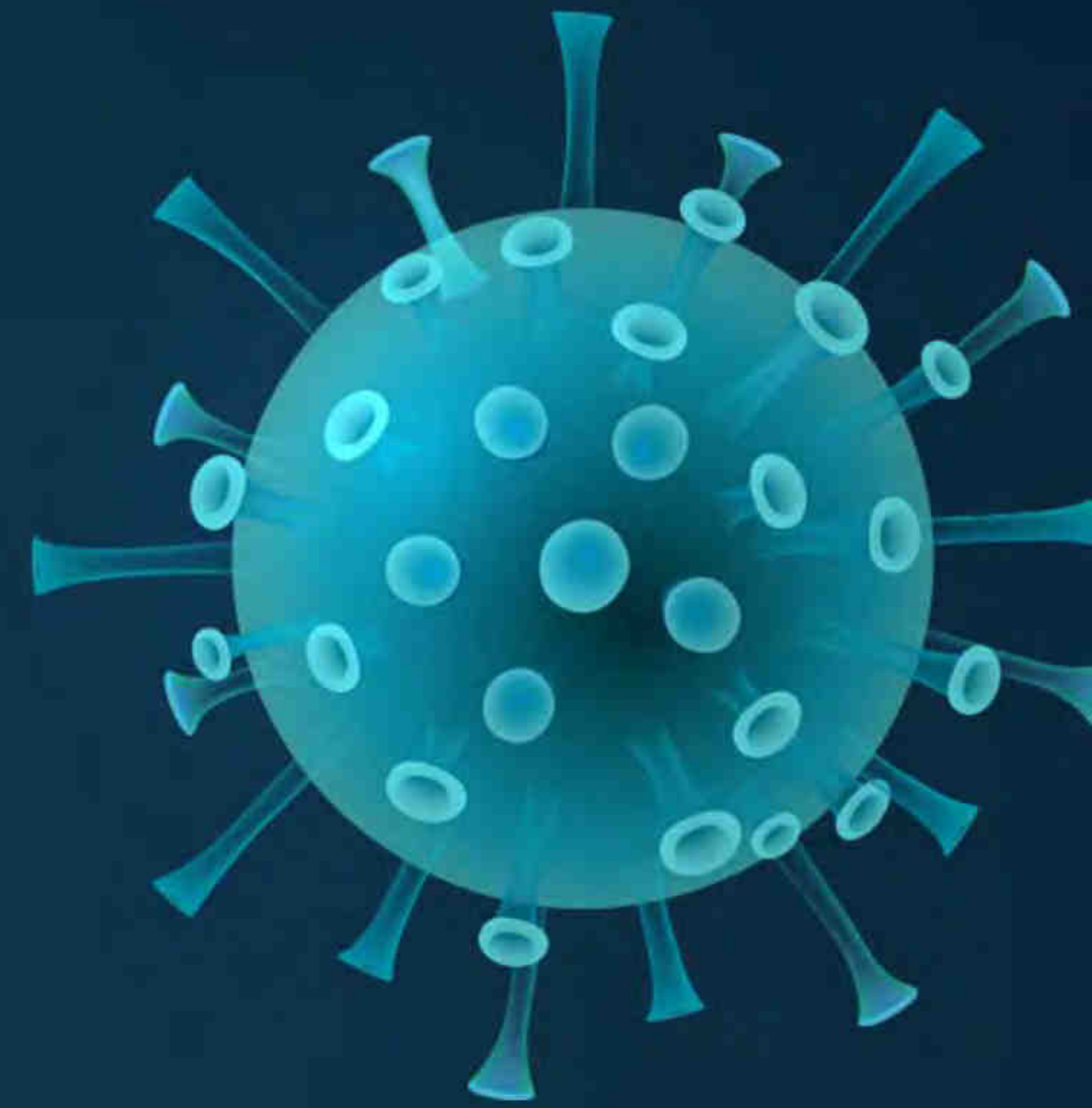
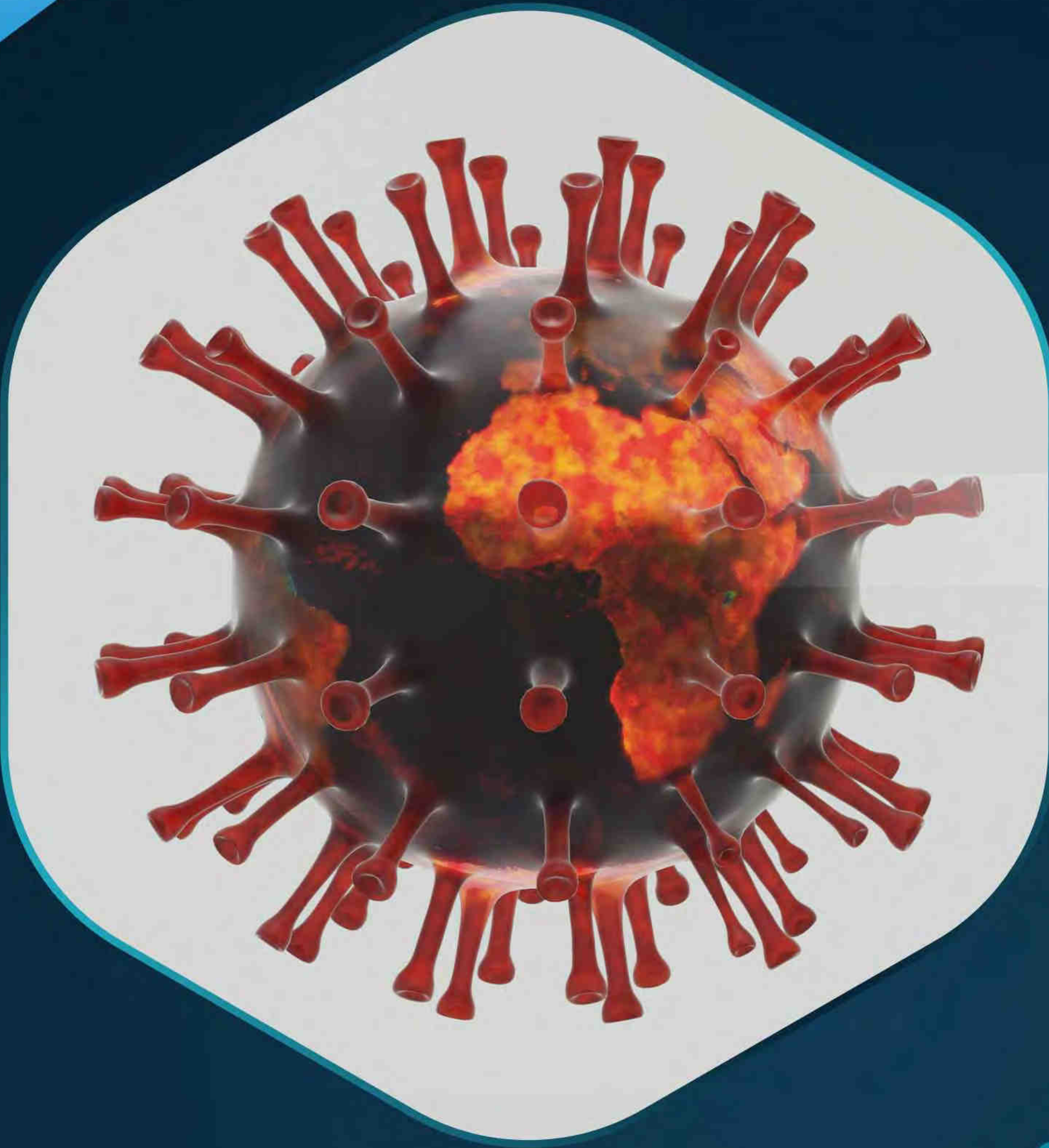
One of the top solutions for RSI that TechQuarters recommends is ensuring you are taking regular breaks from your computer. Try to stand up and walk around regularly – some people recommend taking a short break (perhaps 30 seconds) every 30 minutes, to stand up and stretch, as well as a longer break (3-5 minutes) every hour. You should also try to move around as much as possible on your lunch break – avoid eating at your desk and go for a stroll instead.

Another way to mitigate RSI is to invest in ergonomic equipment. Many people are now resorting to dining chairs (or even the sofa) as their main work seat, due to home working trends. However, office chairs are specifically designed to support good posture. Additionally, ergonomic keyboards help keep your arms and wrists in the most neutral position, thus reducing strain. An ergonomic mouse will also help preserve your wrists. Finally, if you use a laptop, consider placing it on a raised surface to keep your eye level raised, and your neck in the right position. As part of their business IT support London services, TechQuarters often help their customers acquire these types of ergonomic equipment for their users. You should always consider requesting this equipment from your employer, as they have a responsibility to support your wellbeing when you are at work.



# BUSINESS UPSIDE

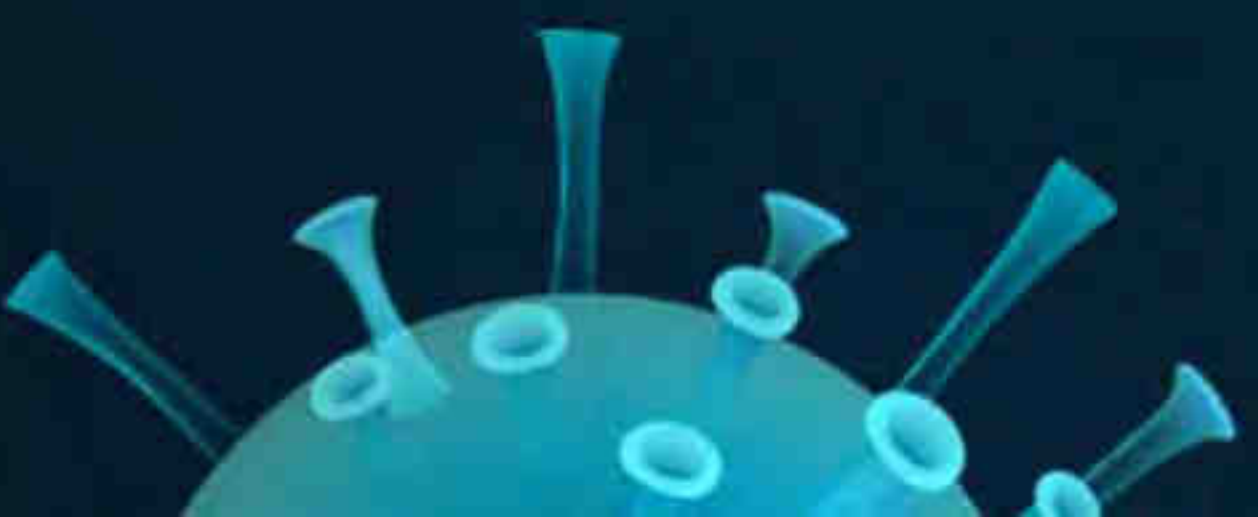
JANUARY 2022



## FAQS ON

## OMICRON TO KEEP YOU SAFE & HEALTHY

A NEW VARIANT OF COVID WAS FOUND IN SOUTH AFRICA LAST WEEK OF NOVEMBER. WHILE NOT MANY HOSPITALIZATIONS HAVE BEEN REPORTED, HEALTHCARE PROFESSIONALS ARE APPREHENSIVE ABOUT THE MODUS OPERANDI OF THE NEW STRAIN. THIS SHORT WRITE-UP LETS US FIND OUT MORE ABOUT THE COVID NEW VARIANT NAMED OMICRON.





# BUSINESS UPSIDE

JANUARY 2022

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## OMICRON – WHAT WE KNOW SO FAR, FAQs

Let us find answers to the frequently asked questions about this new variant.

### 1. What is the New Variant?

The new corona is being referred to as a variant of concern by the World Health Organization (WHO). It has evidence that several mutations of it are present, which may determine its behavior. A lot of research is being carried out to find out more.

### 2. Is Omicron more Contagious?

Nothing can be said as of now whether it is more contagious or it is easily transmissible as compared to Delta. But taking adequate precautions can keep you safe.

### 3. Do Symptoms Differ From other Variants?

There is no adequate information that can suggest whether omicron, the new corona has different symptoms.

### 4. Effectiveness of Vaccines against the new Corona

Research is still ongoing, but some experts believe that the vaccines may to some extent reduce the severity of the cases preventing death.

### 5. Prior Infection and Reinfection with Omicron

As evidence suggested by WHO indicates that if you have been infected with Covid-19 earlier, it is quite likely that you might be reinfected easily with the Covid new variant. However, information gathered is limited, and WHO is constantly issuing updates as it gathers information.

### 6. Can the new Coronavirus Variant be Detected in the Covid-19 Tests?

The much sought-after RT-PCR test has continued to be one of the ways to test for Covid-19 infection detection. And this also includes Omicron, the new corona variant. Research is also being carried out to find out whether rapid antigen test is as effective as the current method of testing.

### 7. Will the new Coronavirus Variant Affect more Children?

Not much information is available regarding the same. But it is always better to stay away from the crowd. However, people who have not been vaccinated are more likely to contract the infection.

### 8. How will you Protect yourself From the New Covid Variant?

Until time concrete evidence and their remedies are available officially. You just need to do the following-

Wear a mask that offers adequate protection and covers both your nose and mouth. Ill-fitting or small masks will not offer protection.

Try and avoid places that are crowded and maintain a safe distance of at least 1 meter.

Stay away from areas that are poorly ventilated

Always keep the windows open so that there is adequate air circulation.

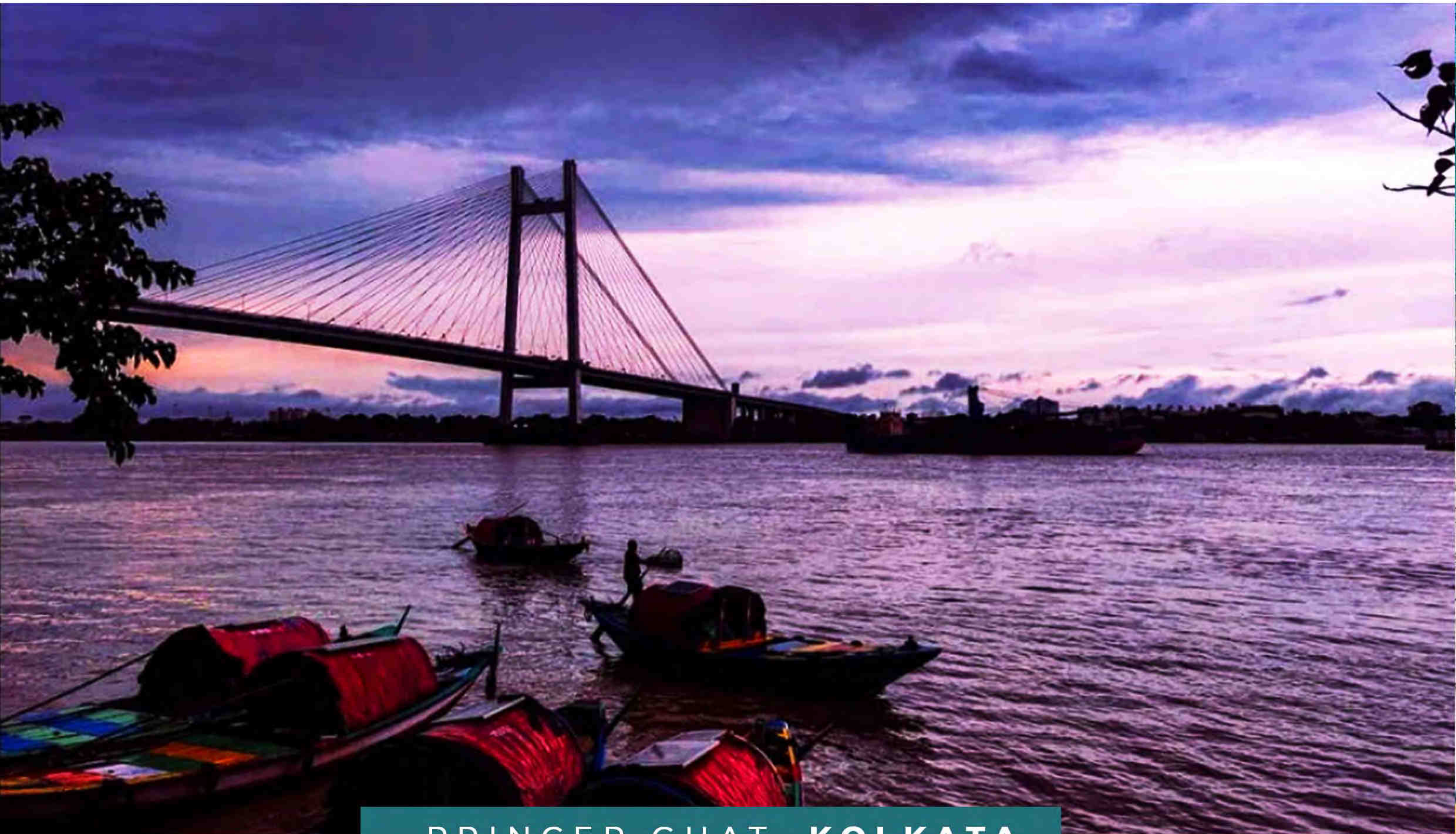
Last but not the least, book your vaccination slots if you still have not received what you have a right on!



# BUSINESS UPSIDE

JANUARY 2022

## PHOTO OF THE MONTH



PRINCEP GHAT, KOLKATA

- LIPIKA BANERJEE

### AN EVENING AT PRINCEP GHAT

## Camera Settings

1079\*618 Pixels  
Focal length- 4.73 mm  
Aperture- +/1.7  
180-1062  
Flash- yes  
White Balance- Auto  
Exposure Time- 1/50 s



# BUSINESS UPSIDE

JANUARY 2022

# Travel



## THE **25 TOP** WORLD DESTINATIONS TO VISIT IN 2022 ACCORDING TO NATIONAL GEOGRAPHIC

Travel is probably on everybody's checklist now. The pandemic has changed how and when and where we can travel but National Geographic claimed that now we should start to reclaim the privilege of traveling around the world. From the next great safari destination in Namibia to the dark sky preserves of northern Minnesota and the new saint river bike trail in France, National Geographic has the cure to all that wanderlust that had been stuck up due to the pandemic. They have released the best of the world's 2022 list which consists of National Geographic's 25 wonders of the world. George Stone from National geographic said that two straight years off the road has given people the chance to ponder upon how they want to be better travelers when they return to the world. Just as more international restrictions are lifting, George Stone, executive editor of National Geographic revealed their list of national geographic the world's most beautiful places which comprised 25 of the most extraordinary destinations. He said that they are specific and they are important and they are uniquely rewarding travelers in 2022.

credit to nati-geo



# BUSINESS UPSIDE

JANUARY 2022

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## THE 25 TOP WORLD DESTINATIONS TO VISIT IN 2022 ACCORDING TO NATIONAL GEOGRAPHIC

The list has been broken down into five distinct categories:

- Nature
- Adventure
- Culture and History
- Family
- Sustainability

# Nature



**LAKE BAIKAL**  
**RUSSIA**

Lake Baikal is one of the biggest and largest lakes, so big that it could easily resemble a sea. However, it is also severely endangered at this point, as announced by UNESCO due to the severe pollution it witnesses and the weak government protection laws applied to the region.



**THE CAPRIVI STRIP**  
**NAMIBIA**

George Stone's favorite place on the list is the jungle Safari along the Caprivi strip in Namibia because it is said to have the most incredible landscapes. It represents a narrow strip of green land along the extreme north and east of the country which is a rich wildlife zone and an ideal place for several animal species to cohabit.

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## NORTHERN MINNESOTA

Several thousands of stars sparkle in the sky because the pollution is so less in this remote region of Minnesota which is a region that borders the Northern province of Ontario. It has very little pollution and people are hell-bent to keep it that way



## BELIZE MAYA FOREST RESERVE

Recently the Nature Conservancy bought about 235 thousand acres of tropical forest along the northwestern region of Belize, which has led to the creation of Belize Maya Forest Reserve. It has become a huge part of the drive to preserve the remaining tropical rainforests.



## VICTORIA AUSTRALIA

In 2019 and 2020 the bush fires led to the demolition of about seven thousand miles of land and almost a billion animals however a drive along the Great Ocean Road would still reveal beautiful greenery.





# BUSINESS UPSIDE

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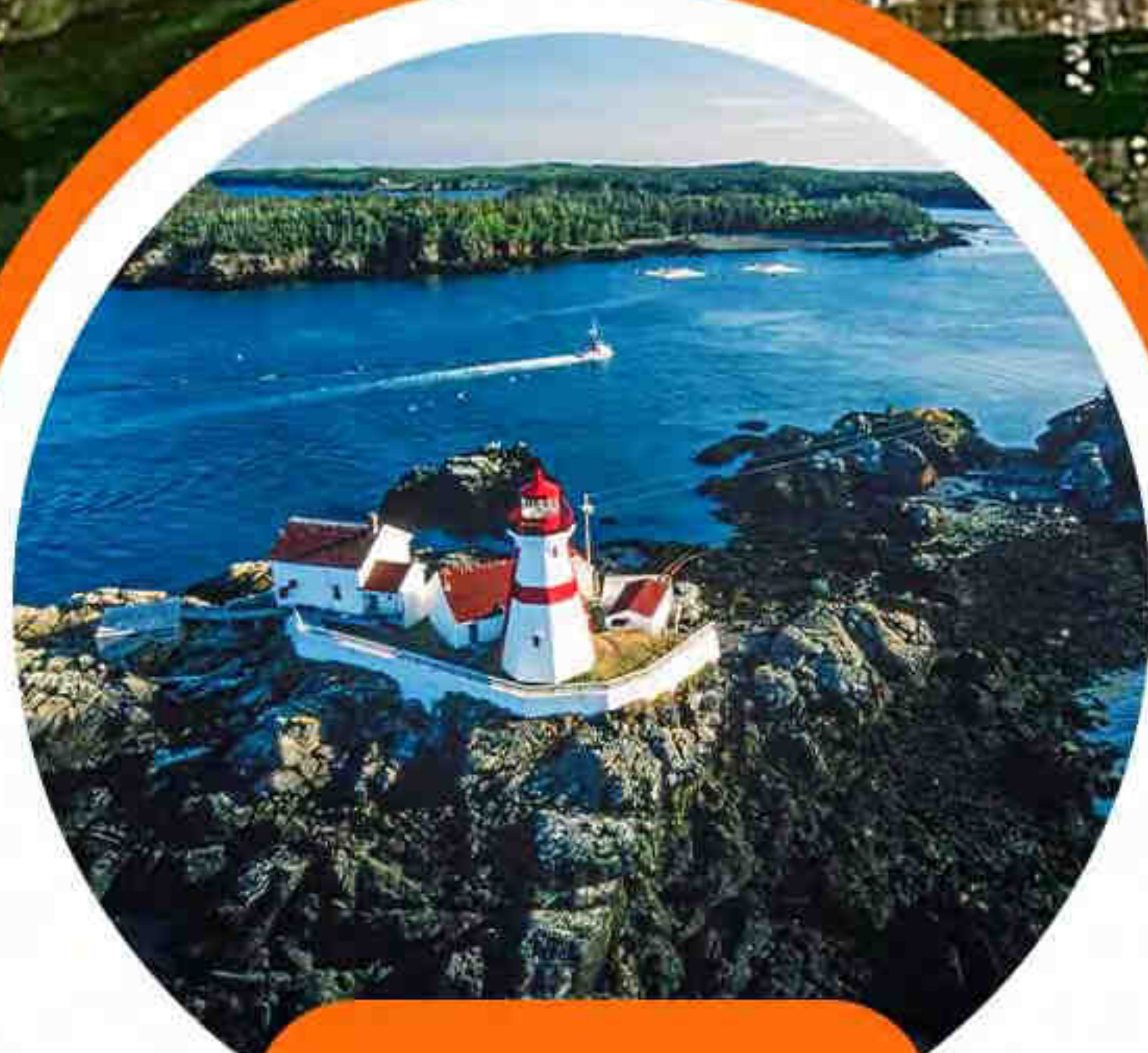
## Adventure



### SEINE RIVER BIKE TRAIL FRANCE

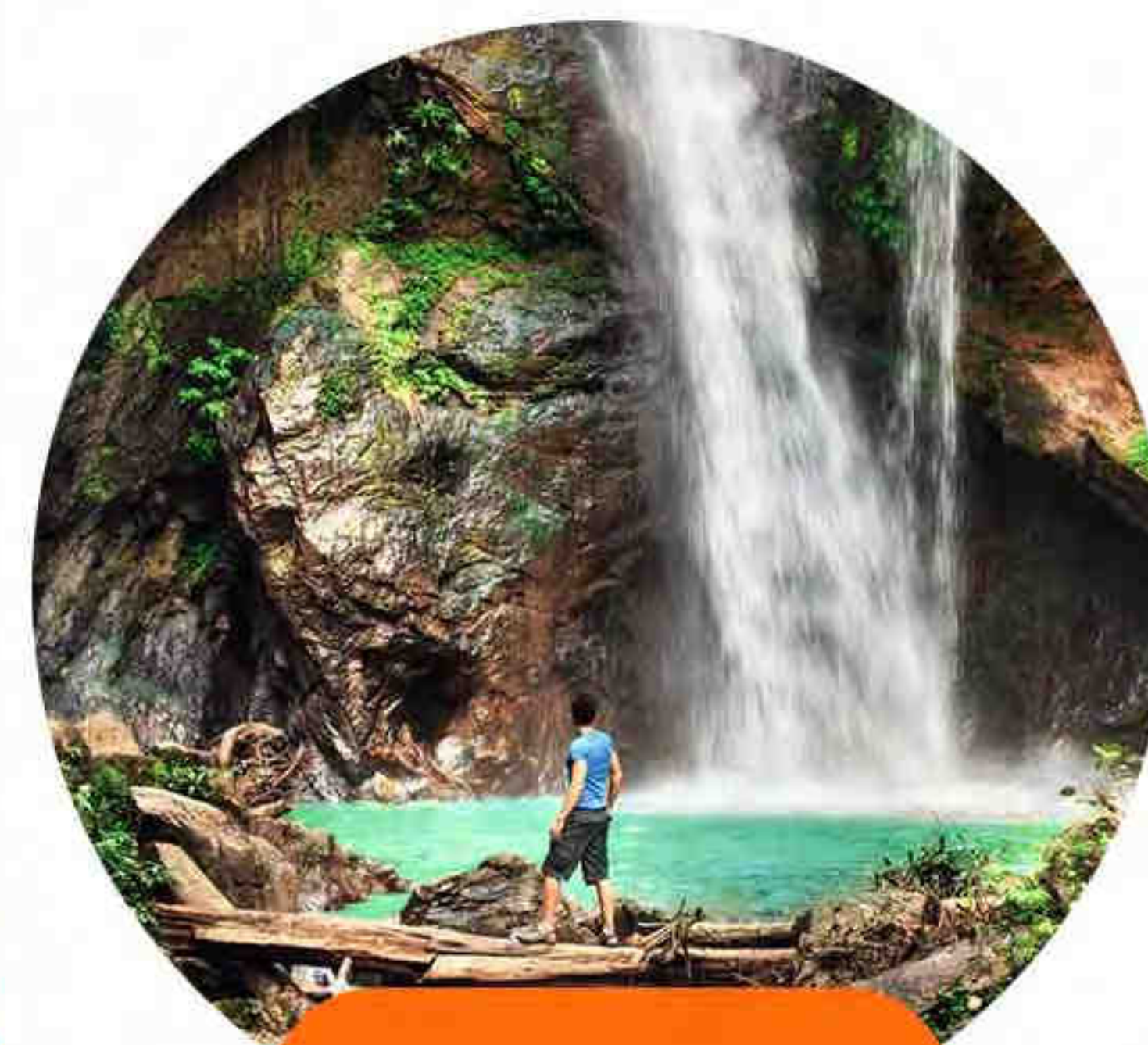
A stretch of almost 300 miles from Paris to sea road, this biking trail was opened in the month of October in 2020. It also offers relatively unknown masterpieces such as the vibrant street art of the Canal Saint-Denis in Paris. There are fifteen stages through the biking trail where bikers pass through reserved natural areas which includes places like Normandy's Grande Noé Bird Reserve which is located along a big migratory flight path.

The Camino de Costa Rica which stretches across Costa Rica from the Caribbean to the Pacific Ocean is 175 miles long. It serves as a window to life far away from the tourist path. The hiking route has sixteen stages and goes through remote towns and villages, protected natural areas, and the indigenous Cabecar islands. The trail had been designed to initiate economic activity in rural districts.



### NEPISIGUIT TRAIL NEW BRUNSWICK, CANADA

It runs for ninety miles along the Nepisiguit River. The rough Sentier Nepisiguit Mi'gmaq Trail runs through ancient portage pathways which used to be the go-to for the nomadic Mi'gmaq. There is a turtle-shaped rock situated near Nepisiguit Falls near the Canadian province of New Brunswick. It tells the legend that once there was a turtle named Egomoqaseg, which meant 'rock like a moving ship'. It is said that once it is completely out of the water, it will be an apocalypse for the local people.



### COSTA RICA

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# BUSINESS UPSIDE

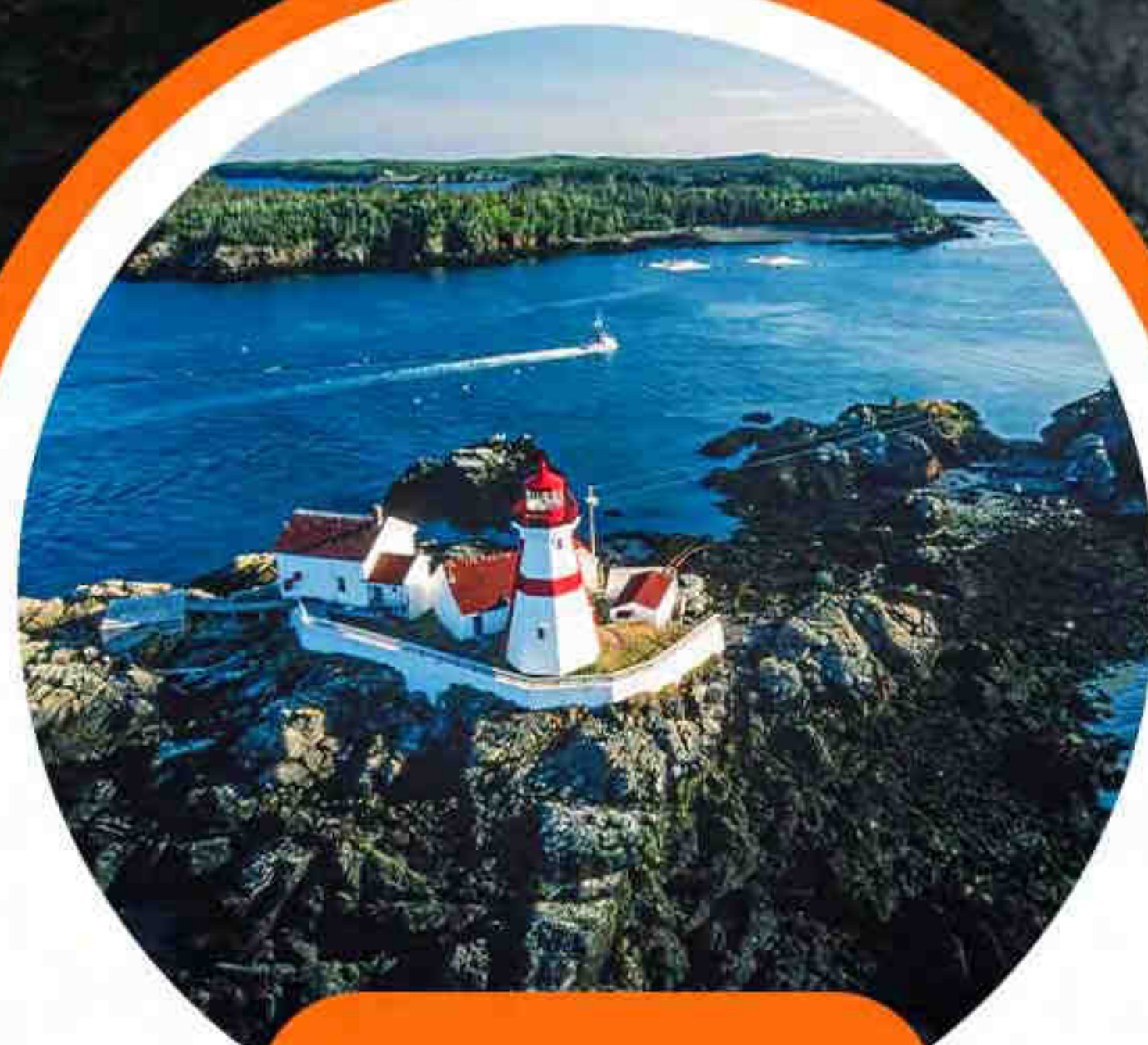
JANUARY 2022

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## PALAU

Eighty percent of the national waters which have been recognized by the national geographic's pristine seas project serve as one of the richest marine ecosystems globally. This area is preserved under the Palau national marine sanctuary. Visitors get to swim with sharks and have the adventure of their lives.



## ARAPAHOE BASIN COLORADO

A climbing route is known as the Arapahoe Basin's "iron way". It comprises cables and metal rungs. It begins near the base of granite Rocky Mountain cliffs and goes on till about 1,200 feet in height and a 13,000-foot summit.

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# BUSINESS UPSIDE

JANUARY 2022

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## Culture And History

Japan's wildly scenic and northernmost main island Ainu is known for its indigenous people from the northern region of the archipelago. Two recent museums shall attempt to educate the visitors on the same indigenous culture. Japan's Ainu was marginalized since the 1800s, and it has recently received legal protections in the year 2019.



**HOKKAIDO  
JAPAN**



**JINGMAI  
MOUNTAIN  
YUNNAN, CHINA**

It is located in the remote southwestern corner of China's Yunnan Province and is probably famed for the perfect cup of tea that it offers. The region served as an initiation point to the famous Ancient Tea Horse Road which happens to be one of the most ancient cultural landscapes that the country boasts of. It could also be added to the UNESCO world heritage site list as a new spot in the year 2022.

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# BUSINESS UPSIDE

JANUARY 2022

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This place was once dotted with recording studios, music publishers, dimly lit clubs, and rehearsal rooms. It also had the little street which was given the nickname of Tin Pan Alley of London. It is important because it launched the English punk rock generation and gave rise to legends such as Elton John, David Bowie, and The Rolling Stones.



**PROCIDA  
ITALY**



**TIN PAN ALLEY  
LONDON**

Procida, Italy is located about forty minutes via a turbo ferry along the southwest of Naples. The city authorities have planned to use this year of recognition to highlight and show the importance of the city's culture amidst the uncertain times that it has witnessed.

This American city has been famously known for being the birth seat of Coca-Cola and several of the civil rights movements. It has also given birth to the hip-hop culture, thereby making it a socially and culturally important site to pay a visit to.



**ATLANTA  
GEORGIA**

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# BUSINESS UPSIDE

JANUARY 2022

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## Sustainability

The 4,000-square-mile park, home to mahogany trees, sweet guavas, anthuriums, palms, and hypnotizingly green ferns, is the first of five pilot sites in the French-funded TerrAmaz program, a four-year initiative launched in late 2020 to support sustainable development and safeguards biodiversity in the Amazon rainforest of Brazil, Colombia, Ecuador, and Peru. Yasuní — considered one of the most biodiverse places on Earth — shelters an astonishing assortment of creatures such as anteaters, capybaras, sloths, spider monkeys, and about 600 species of colorful birds.



PARQUE  
NACIONAL YASUNI

**ECUADOR**



RUHR VALLEY  
**GERMANY**

Ruhr Valley in Germany was once known for its steel production and mining. It is therefore a densely populated state on the west of North-Rhine Westphalia. The region today is devoted more to the repurposing of former slag heaps or in simple words, heaps of waste produced from mining. It has also turned wasteful and damaged industrial sites into open-air cultural spaces and parks.

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# BUSINESS UPSIDE

JANUARY 2022

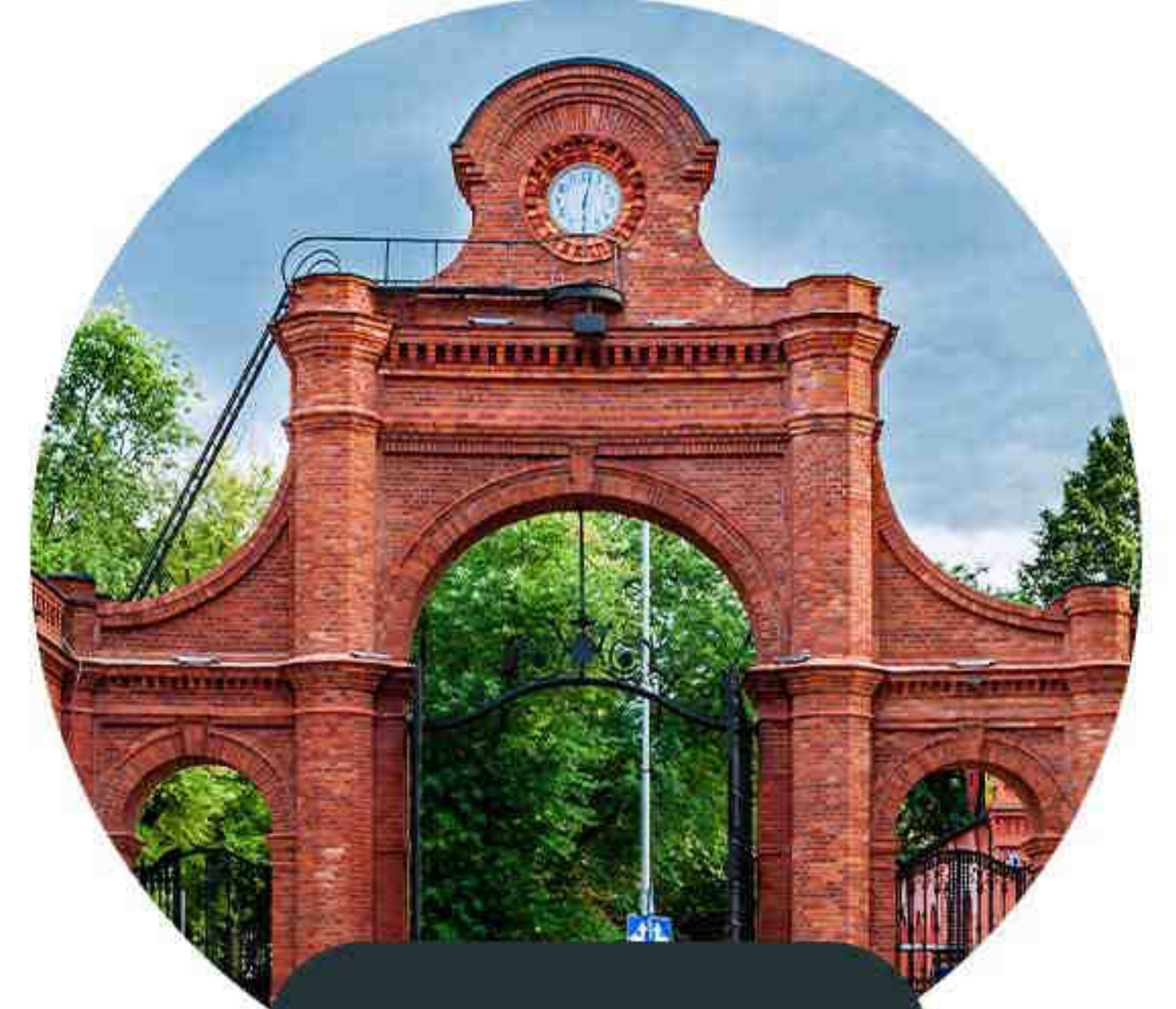
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Lodz in Poland is known as the City of Film by UNESCO since the year 2017 because of the rich film culture it inherits for decades. The city which boasts a population of seven hundred thousand people was initially a major manufacturer of textiles in the early nineteenth and twentieth centuries. Nicknamed as Poland's Hollywood it is now devoted to changing its industrial history into a greener future.



**NATIONAL COLUMBIA  
GORGE SCENIC AREA  
OREGON/WASHINGTON**

It is probably the biggest National Scenic Area in the United States which includes the regions of Oregon and Washington as well as its border. It comprises almost 300 thousand acres of land, which are both public and private, especially along the River Gorge of Columbia. The area sees a footfall of more than two million travelers every year.



**ŁÓDŹ  
POLAND**

It is one of Mozambique's most recent national parks, which was established as late as October 2020. It has been roped into the conservation process because it was once filled with lush green flora and densely populated with animals like lions and elephants. These images can be seen engraved on the rock art of the area by the ancient San population.



**CHIMANIMANI  
NATIONAL PARK  
MOZAMBIQUE**

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# BUSINESS UPSIDE

JANUARY 2022

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## Family

If you happen to boat through the river of Danube, it may feel like traveling through a realm of fairy tales. The cruise would provide you with a view of towering castles, stately palaces, and medieval towns that has helped in bringing European history to life.



DANUBE RIVER  
CRUISE



GRANADA  
SPAIN

The history of Granda in Spain tells us that it was built as a palace city by thirteenth-century Nasrid sultans. R these sultans were the rulers of the renowned Muslim dynasty which went on for decades in the Iberian Peninsula. The Moorish architectural splendor from Europe, the red fort or Alhambra comes from this place. — the Alhambra (“red fort”) is considered the Moorish architectural jewel of Europe. This UNESCO heritage city is considered one of the most picturesque places in Spain.

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# BUSINESS UPSIDE

JANUARY 2022

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Bathed in dazzling sunlight, a turquoise sea, palm trees, white beaches, and a laid-back atmosphere, Bonaire is a marvelous tropical destination that fits the telltale stereotype of tropical beaches that have turquoise blue sea, tall palm trees, stunning white beaches, bathed in golden sunlight and a peaceful laid back ambiance. The population of Bonaire is however still pretty unexplored and wild.



LYCIA  
TURKEY

The Yörüks live an almost nomadic life in the historically important region of Lycia in southwest Anatolia, Teke Peninsula. They live in their tents, amongst their herds, kilim rugs, shepherd dogs, and follow transhumant traditions. Their habitat is set against a rugged Mediterranean backdrop filled with mountains and olive trees.



BONAIRE

It is one of Mozambique's most recent national parks, which was established as late as October 2020. It has been roped into the conservation process because it was once filled with lush green flora and densely populated with animals like lions and elephants. These images can be seen engraved on the rock art of the area by the ancient San population.



EASTERN SHORE  
MARYLAND

## Conclusion

There really is something for everyone, every age, every demographic but also every price point. Stone said that travel should not be out of reach for people. The dream isn't to have everyone hop on a plane and fly halfway across the world. The idea is to choose a place that is special to them and just enjoy the privilege of traveling again.





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