

BUSINESS UPSIDE

May 2023 Issue
www.businessupside.com

Information with
Analytical Insight

Crafting a
Comprehensive Cancer
Marketing Strategy
for **2023**

Understanding
Investing Basics: **8**
Most Valuable Tips

CORPORATE CASE STUDY
- **Lowe's Companies, Inc.**

Travel Guide:
**Rainbow
Mountain
Peru**

**RAINBOW MOUNTAIN
PERU**

INDEX

May , 2023 Issue | Business Upside

FINANCE

- 01** WHAT ARE CRYPTO PAYMENT SOLUTIONS AND HOW TO START ACCEPTING CRYPTO PAYMENTS?
- 02** UNDERSTANDING INVESTING BASICS: 8 MOST VALUABLE TIPS UNUSUAL JOBS TO EARN IT

MANAGEMENT/BUSINESS

- 07** WHAT YOU NEED TO KNOW ABOUT DOCUMENT LIFECYCLE MANAGEMENT?
- 09** FROM NOVICE TO EXPERT: THE JOURNEY TO ACQUIRING BUSINESS ACUMEN



CORPORATE CASE STUDY

12

TRENDING NEWS



MARKETING

- 25** BEYOND AWARENESS: CRAFTING A COMPREHENSIVE CANCER MARKETING STRATEGY FOR 2023
- 27** CLEARING THE WAREHOUSE: STRATEGIES FOR EFFICIENTLY SELLING SURPLUS EQUIPMENT



42

PHOTO OF THE MONTH



SCIENCE & TECHNOLOGY

29 MEET THE FUTURE: CHARACTER AI
REVOLUTIONIZING VIRTUAL WORLDS

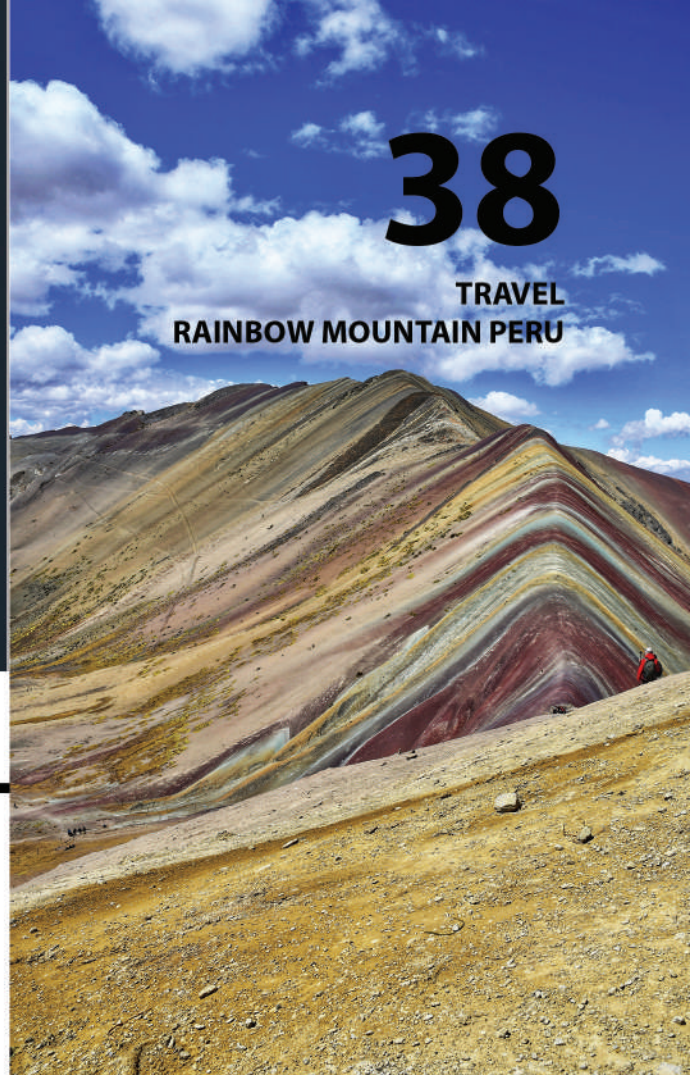
LIFESTYLE

34 HOW ANTLERS CAN HELP KEEP YOUR DOG'S
TEETH CLEAN AND HEALTHY?



38

TRAVEL
RAINBOW MOUNTAIN PERU



FINANCE

What are Crypto Payment Solutions and How to Start Accepting Crypto Payments?

Crypto payment platforms are transforming the conventional way of making payments. With almost no geographical restrictions, allowing for speedier and more secure transactions at lesser costs than their counterpart services, these innovative platforms offer a revolutionary alternative to traditional fiat-based money transfers globally. Furthermore, they can be used in multiple ways, such as shopping online or sending funds worldwide 24/7 with utmost convenience!

How to Accept Crypto Payments?

To start accepting crypto payments, choose the type of currency you wish to accept. Popular options include Bitcoin, Ethereum, and Ripple; however, many more are available. Create a digital wallet using software or online service for secure storage, then provide customers with crypto payment gateway access on your website or by sharing a QR code they can scan into their wallets.

When considering crypto payment solutions, it is essential to remember that they are final and cannot be reversed. Businesses may consider using a BTC payments – this service allows businesses to accept crypto without having their digital wallets while paying small fees per transaction. Multiple providers are available; comparison-shop before finding the best fit

In Conclusion

Cryptocurrency is rapidly becoming attractive for businesses, offering cost-efficiency and speedy transactions. Adopting crypto payments provides customers with a unique payment choice while granting data protection through low transaction fees and privacy standards. Companies embracing cryptocurrency's power may gain an invaluable edge in today's competitive market.

FINANCE

Understanding Investing Basics: 8 Most Valuable Tips

Investment is necessary for any person working in any position. Most significantly, the investment allows an individual to grow financially and get a further comfortable lifestyle. In any case, you must learn the investing basics first. While it can be intimidating initially, once you know the basics, gradually, it becomes easier.

Investing Basics for Beginners

There's nothing like the right time to start investing. You can start investing at any point in your life. Off course, you have to learn about the stock market as you are putting your hard-earned money at risk. But don't get scared about it, as you are actually choosing one of the most trusted ways.

Investing for beginners can indeed be overwhelming. Remember, the most successful investor, too, started from somewhere.

Investing basics include setting your financial goals, starting investing on your own, and ensuring you are up for success.

The complex terms used in the financial industry may make you feel nervous. However, in a market dominated by big fund managers, you have to learn to invest.



FINANCE

1. Pay Off Bad Debt

Bad debt means buying things unnecessarily. You may have bought it with a credit card. As a part of the basics of investing, you should know that a home mortgage or a student loan is not bad debt. Before investing, you should pay off all your bad debts. If you continuously buy things with your credit card and keep paying interest, you will end up draining all the extra bucks you earned from your investment.

2. Avoid Common Money Traps

You may often get involved in a common money trap. Investing money for beginners is wise, as they should be aware of these traps.

3. Create a Fund for Crisis Management

If you want to know how to begin investing, ensure you have an emergency fund. Keep an amount of money in the fund sufficient to handle 3-6 months of your expenses. It may be a medical expense, a crisis like a pandemic or a recession-caused layoff. The basics of investing for beginners include that they should be prepared for any such situation.

4. Basics on Investing

Jumping into a boxing ring is stupidity without a basic knowledge of self-defence and sparring. Similarly, you can't start investing without knowing the preliminary rules of investments for beginners. You have to recognize your investment goals. In simple terms, the investment goal is turning \$5 into \$10. You may buy a company for a cheaper value and get higher investment returns over time.



FINANCE

5. Rules of Investing Money for Beginners: Utilizing Resources

Get yourself properly educated on the investing basics. You don't need a formal education, either. Conduct research on it online, or talk to an expert. There are several resources for learning the basics of investing, such as apps, blogs, investing software, podcasts and books.

There are many books offering comprehensive knowledge on the ways and techniques of investments for beginners.

Alongside, there are several apps, software and blogs for you to read.



FINANCE

6. Developing an Integrated Plan

Creating a proper investment plan is the most crucial part of the basics of investing for beginners. You have to clearly know what you want to achieve with investment and how you can manage to do that.

The best investments for beginners as well as veterans around the market are those which fulfil individual requirements. The investment goals vary from person to person. The plan must involve things like

- analyzing your risk tolerance by evaluating your current financial status.
- Determining your goals and how long it will take to achieve them.
- Figuring out the ways of investments that can take you closer to your investment goals.
- If you are thinking about how to begin investing, develop a clear strategy.

If you are thinking about how to begin investing, develop a clear strategy.

7. Deciding on the Investment Type

The investment market is vast and complex. Choosing a way of investment is challenging, like anything. You can purchase individual stocks or become a partial owner of a company's stocks. The stock market, as it's mostly ever-growing, is the best type of investment.

You can invest in bonds also, by buying them from individual companies or the government. However, bonds don't offer you a high return.

Investing in investment funds like mutual funds, index funds, and exchange-traded funds is a wise option. It's nothing but a fund manager overseeing the individual stocks you have bought. The financial experts take charge of you and manage the funds.

8. Have Patience and Wait

Yes, this is an important lesson regarding investing money for beginners. After building a strategy, determining the investment channels, building a stock watchlist and conducting research, you have to wait patiently for your money to grow. Also, the research will tell you which stocks to buy and when. Keep learning about different investment strategies, even after you are done with the basics of investing.



FINANCE

Conclusion

Hopefully, this article has offered you several valuable tips regarding investing basics. As a beginner, you can practice paper trading, and it's an excellent way to grow your investing experience without risking your money. You will get many online paper trading channels to try.



MANAGEMENT BUSINESS

What you need to Know about Document Lifecycle Management?

That's why it's essential to gain expertise in document lifecycle management. What is the process involved in document lifecycle management, and how can management be provided at the highest level? Let's find out.

Document lifecycle management – Why is it important?

The document management process consists of several steps, encompassing all processes from document creation to disposal. We can enumerate five basic stages of document lifecycle management: the creation, storage, retrieval, archiving, and destruction of documents.

Proper control of the document lifecycle can prevent your company from losing

What are the document lifecycle management stages?

We may talk about the seven stages that the document lifecycle management consists of

► Creation

As the name suggests, it's the process of creating, editing, and finalizing a document. In this stage, we should focus on a few essential features, such as its accuracy, completion, meeting legal or regulatory requirements.

► Approval

When all necessary elements are correct, the document should be reviewed by one or more authorized persons. When you think any spelling mistakes are unimportant, think about the inappropriate amount for the order or the wrong delivery date.





► Storage

Storage is equally essential as the previous two steps. All company documents should be stored in a safe location, with access to them by authorized personnel only. The storage format should also be considered so that it's easy to retrieve the document.

► Distribution

The creation and approval of documents will keep their content private to authorized people. The LEAN product development process tells us to release and share documents with the right people. It saves time and effort. Distribution is number four.

► Retrieval

Creating documents that can't be retrieved or accessed by authorized personnel makes no sense. The retrieval stage focuses on the importance of quick access to documents at any time. Using metadata for document indexing is quite helpful for the purpose.

► Change control

The inability to control how and by whom changes are made to documents can result in unchecked mistakes, unauthorized work, and uncontrolled project growth. It is essential to identify who has made changes to a document.

► Obsolescence

Once you have created a document, you cannot get rid of it by simply throwing it away. A document may become obsolete in case of mistakes or a change of versions. Disposing of documents with data inappropriately poses your company at risk of data loss and access to classified data by unauthorized people. A rubbish bin is not a solution to obsolete documents. Use shredding, or incineration instead.

CONCLUSION

So you should consider the above the different aspects of document lifecycle management. Each and every process involved is considered to be essential that you must know about. bin is not a solution to obsolete documents. Use shredding, or incineration instead.



MANAGEMENT BUSINESS

From Novice to Expert: The Journey to Acquiring Business Acumen

What motivates your company's profitability? Which metrics are the leaders of your firm? What will determine your team's success this quarter? How does your boss establish priorities? These questions' responses serve as examples of business acumen. Anyone aspiring to leadership must learn to feel at ease with these worries.

Depending on your work type, you might need to become more familiar with all the solutions. But these issues may be familiar to you. You may have heard something similar at an all-hands meeting. Or perhaps you've never considered them. Let's examine what business acumen means, what qualities it calls for, and how to develop them.

Why is it Vital to Have Business Acumen?

What is business acumen? The capacity to comprehend and manage business situations is known as business acumen definition. A systematic collection of information about how things are done at the organizational and general levels. It is a crucial quality of leadership.



MANAGEMENT BUSINESS

Your business instincts will improve if you understand business acumen meaning. Business acumen enables you to direct your team to the areas where they can have the biggest influence when you're given the freedom to make judgments or try out new strategies. You assist them in concentrating on the important issues for the business. Every employee of an organization gains from an improvement in the business sense of the company.

What Abilities Can Leaders Use To Develop Their Business Acumen?

It goes beyond merely having business expertise. Here are 3 business needs that help someone be business acumen.

● Problem-solving and strategic thinking

A crucial aspect of business acumen is developing effective strategies to achieve organizational objectives. This capacity is influenced by problem-solving and strategic planning.

● Leadership

A person with business sense should also have great leadership qualities and abilities. They can motivate others to fulfil the demands of the company.

● Confidence with numbers

It's critical to comprehend financial measures and processes like forecasting, reporting, profit and loss, and budgeting, to mention a few.

Steps For Developing Business Acumen

People that possess business acumen can significantly impact their organization because it is in high demand in the workforce. Here is some business sense on how someone in your company can improve their business savvy and contribute to the success of their team and the entire organization.

● Investigate the company's finances

It's crucial to develop business-related financial literacy. However, this does not occur on its own.

● Find an advisor

Anyone who wishes to develop their talents in a particular industry should locate a mentor.

● Examine the company plan

By researching the company's business model, employees can learn about business domains they need to become more familiar with by researching the company's business model.



MANAGEMENT BUSINESS

● **Keep informed on market trends**

Business knowledge is not a timeless ability. Staying current with industry trends is a must for anyone who wishes to grow and maintain their business expertise.

● **Recognize your customers**

Anyone who wants to learn more about a company should speak with customers. The greatest way to learn how customers view your company is to speak with them personally. Additionally, it's a fantastic technique to get their input and raise productivity.

● **Enrol in a business class**

Enrolling in a business class is a more organized technique to learn skills that aid increase business acumen.

FINAL WORDS

If you've acquired business acumen abilities over the years, how you present them is almost as important as how you employ them. Organizations can better grasp your value if you demonstrate your business acumen.

TRENDING NEWS

5 Future of Work Trends You Need to Know About in 2023

It will be advantageous to have in-demand talents in the future job market. In its Future of work trends 2023 report, the World Economic Forum anticipated these likely skill sets and how the need for them may increase.

Firms anticipate that 44% of workers' basic abilities will be disrupted between now and 2027 due to technology moving more quickly than firms can develop and expand their training programs.

For individuals and businesses looking to stay ahead of the change curve, here are five future of work trends.

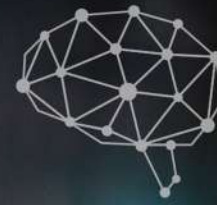
Future Skills Will Become Increasingly Important

According to corporations, the importance of analytical thinking will increase for workers by 72% over the next five years, placing it high on the list of abilities. They argue that, with only 26% of tasks being automated, reasoning and decision-making are now the least mechanized ones in the workplace.

Businesses for the report predict that demand for creative thinking will increase 73% faster than demand for analytical thinking over the next five years. Technology literacy is the third fastest increasing core talent, followed by motivation and self-awareness, resilience, flexibility, agility, curiosity, and lifelong learning.

How Are Employees Altering Their Work Practices?

With hybrid working models firmly placing employees in control of when and where they work, the future workplace will be increasingly more employee-centric. In a poll of employees in Canada, Ireland, the US, and the UK, it was discovered that nearly three-quarters of workers planned to work on new workplace trends due to the pandemic. Many of these workers planned new daily routines, including relocating their workplaces and modifying their working hours.





What Major Developments are Influencing the Future of Work Trends?

The following major workforce trends are already influencing how the workplace will develop:

1. HYBRID TECHNOLOGY

Hybrid working is one of the new ways of working and the most important trend to come out of the epidemic. Employees can work wholly in the office, partially remotely, or in a flexible combination.

2. AUTOMATION

Automation will impact virtually all professions, and as a result, almost every industry's business practices will change. The rapid development of robot technologies and AI has already reduced the need for repetitive operations, increased operational effectiveness and productivity, and reduced costs.

3. THE METAVERSE

Technologies such as virtual reality, augmented reality, and holograms are expected to revolutionize mentoring and training. Moreover, it is also changing how we work by enabling areas where frontline, remote, on-site, and hybrid workers may collaborate.

4. PAY ATTENTION TO EMPLOYEE EXPERIENCE

The promise of a great employee experience is at the core of an organization's success as more workplaces become employee-centric. It must be delivered through an integrated approach comprising leaders and managers, IT, HR, and the workplace.



TRENDING NEWS

5. ROLE AND PROCEDURE FLEXIBILITY

Workers increasingly cite flexibility as a major determinant of whether they would accept or reject job offers. While remote work or hybrid working is the most well-known way to do this, there are other ways to be flexible as well:

- Determined by the employee working hours
- Varying hours for arrival and departure
- Chances for long vacations, such as sabbaticals or career breaks
- Additional paid time off options

FINAL WORDS

It's impossible to anticipate with any degree of accuracy how shifting economic and commercial trends would affect workplace objectives and the future of work trends in 2023 as the world of work continues to change. But it's evident that the pandemic, among other factors, has sped up workforce transformation, and employers now more than ever need to keep up with skills development.



CORPORATE CASE STUDY

Breeze Airways Case Study

About Company

Breeze Airways is a US-based affordable airway with its central office in Cottonwood Heights, Utah.

David Neeleman set up the airway. He is the erstwhile co-founder of WestJet, Morris Air, Azul Linhas Aereas, and JetBlue.

Officially, the flight business of Breeze Airways commenced on 27th May 2021. The maiden flight of this airline took place to Charleston International Airport, South Carolina, from Tampa International Airport, Florida.

When did the airline come into existence?

The establishment of the company took place on July 31, 2018. This was four years back, and the airline's name was Moxy Airways.

When did the airline start operations?

The airline began operations on May 27, 2021. This was around 23 months back with the name Breeze Airways.

What is the air operator certificate (AOC) no of Breeze Airways?

The AOC no of the airline is BAG439Q.

What is the ICAO (International Civil Aviation Organization) code for Breeze Airways?

The ICAO code for the airway is MXY.

What is the Callsign for the airline?

The Callsign for the airline is MOXY.



CORPORATE CASE STUDY

What are the focus cities of the airline?

Given below are the focus cities of Breeze:

- ▶ Hartford, Connecticut
- ▶ Charleston, South Carolina
- ▶ Norfolk, Virginia
- ▶ New Orleans, Louisiana
- ▶ Provo, Utah
- ▶ Providence, Rhode Island
- ▶ Tampa, Florida

What's the name of the frequent-flyer program of the airline?

The name of the frequent-flyer program is BreezePoints.

What is the fleet size of the airline?

The airline currently operates 29 fleets.

How many destinations does the airline serve?

Currently, the company serves 34 destinations. As of March 2023, the airline has offered scheduled flights to these destinations. Nonetheless, it doesn't comprise destinations served exclusively with charter flights. Initially set up in July 2018, the US-based cheap airline commenced activities in May 2021.

Breeze Airways runs a fleet of Embraer E-Jet and Airbus A220 airliners on itineraries inside the United States.



CORPORATE CASE STUDY

LIST OF DESTINATIONS

City	State	Start date	Airport
Huntsville	Alabama	July 15, 2021	Huntsville International Airport
Phoenix	Arizona	November 19, 2022	Phoenix Sky Harbor International Airport
Fayetteville	Arkansas	June 17, 2021	Northwest Arkansas National Airport
Los Angeles	California	November 2, 2022	Los Angeles International Airport
San Francisco		May 25, 2022	San Francisco International Airport
San Bernardino		August 4, 2022	San Bernardino International Airport
Santa Ana		February 16, 2023	John Wayne Airport
Hartford	Connecticut	May 27, 2021	Bradley International Airport
Fort Myers	Florida	June 11, 2022	Southwest Florida International Airport
Jacksonville		May 19, 2022	Jacksonville International Airport
Orlando		June 23, 2022	Orlando International Airport
Sarasota		June 4, 2022	Sarasota–Bradenton International Airport
Tampa		May 27, 2021	Tampa International Airport
Vero Beach		February 2, 2023	Vero Beach Regional Airport
West Palm Beach		February 19, 2022	Palm Beach International Airport

CORPORATE CASE STUDY

Savannah	Georgia	June 3, 2022	Savannah/Hilton Head International Airport
Louisville	Kentucky	May 28, 2021	Louisville Muhammad Ali International Airport
New Orleans	Louisiana	July 8, 2021	Louis Armstrong New Orleans International Airport
Portland	Maine	May 17, 2023	Portland International Jetport
Las Vegas	Nevada	June 9, 2022	Harry Reid International Airport
Islip		February 17, 2022	Long Island MacArthur Airport
Syracuse	New York	June 10, 2022	Syracuse Hancock International Airport
White Plains		June 28, 2022	Westchester County Airport
Raleigh	North Carolina	February 16, 2023	Raleigh–Durham International Airport
Akron		June 26, 2021	Akron–Canton Airport
Cincinnati/Covington	Ohio	February 8, 2023	Cincinnati/Northern Kentucky International Airport
Columbus		July 3, 2021	John Glenn Columbus International Airport
Oklahoma City		July 1, 2021	Will Rogers World Airport
Tulsa	Oklahoma	June 4, 2021	Tulsa International Airport
Pittsburgh	Pennsylvania	July 8, 2021	Pittsburgh International Airport
Providence	Rhode Island	July 22, 2021	Rhode Island T. F. Green International Airport

CORPORATE CASE STUDY



Charleston	South Carolina	May 27, 2021	Charleston International Airport
Nashville	Tennessee	May 26, 2022	Nashville International Airport
San Antonio	Texas	July 15, 2021	San Antonio International Airport
Provo	Utah	August 4, 2022	Provo Municipal Airport
Norfolk	Virginia	June 10, 2021	Norfolk International Airport
Richmond		July 8, 2021	Richmond International Airport
Charleston	West Virginia	May 31, 2023	Yeager Airport

Which is the parent company of Breeze Airways?

The parent company of the American airline is Breeze Aviation Group, Inc.

Where is the central office of Breeze located?

The main office of Breeze is based in Cottonwood Heights, Utah, the United States.

Who are the key individuals of Breeze?

The prominent people playing a key role in the phenomenal growth of the airline are the following:

- Tom Doxey (President)
- David Neeleman (Founder and Chief Executive Officer)



Breeze Airways Timeline

2018

In June, David Neeleman intended for the formation of a new US-based airway with the provisional name Moxy Airways. Neeleman himself provided some of the capital, and the others who supplied the rest were:

- Robert Milton, erstwhile Air Canada CEO
- Henri Courpron, erstwhile ILFC CEO
- Michael Lazarus, previous JetBlue board chairman

All of them sensed that because of integration, all eleven key aircraft carriers in the nation were money-making and had survived twenty years back. This was barring JetBlue, of which David was a co-founder in 2000, and they felt there was room for a fresh airway contender.

Besides, they established that in 2017 the 4 biggest airways in the nation transported 80% of inland American seats. They observed that because of the failure to serve the tinier marketplaces, there had been stagnation in the US domestic flight capacity from 2007 to 2017 though the financial system had grown by 34%.

To seal this supposed void, the airway considered providing point-to-point trips from tinier, junior-grade airports like the following:

- Robert Milton, erstwhile Air Canada CEO
- Henri Courpron, erstwhile ILFC CEO
- Michael Lazarus, previous JetBlue board chairman

This was a move to sidestep bigger airway hubs for limited-duration travel periods.

CORPORATE CASE STUDY

Breeze Airways Timeline

2018

In June, David Neeleman intended for the formation of a new US-based airway with the provisional name Moxy Airways. Neeleman himself provided some of the capital, and the others who supplied the rest were:

- Robert Milton, erstwhile Air Canada CEO
- Henri Courpron, erstwhile ILFC CEO
- Michael Lazarus, previous JetBlue board chairman

All of them sensed that because of integration, all eleven key aircraft carriers in the nation were money-making and had survived twenty years back. This was barring JetBlue, of which David was a co-founder in 2000, and they felt there was room for a fresh airway contender.

Besides, they established that in 2017 the 4 biggest airways in the nation transported 80% of inland American seats. They observed that because of the failure to serve the tinier marketplaces, there had been stagnation in the US domestic flight capacity from 2007 to 2017 though the financial system had grown by 34%.

To seal this supposed void, the airway considered providing point-to-point trips from tinier, junior-grade airports like the following:

- Westchester County Airport
- Norfolk International Airport
- or then-called T. F. Green Airport in Providence

This was a move to sidestep bigger airway hubs for limited-duration travel periods.



CORPORATE CASE STUDY

Besides, the airway was reckoning extensive length flights to Europe and South America. The airline would provide broad seats and complimentary Wi-Fi, similar to JetBlue and Azul. However, it would ask for charges for beforehand seat bookings and refreshments, similar to particularly economical providers Spirit Airlines or Allegiant Air.

2020

For the commencement of business activities, the airline placed orders for sixty Bombardier CS300s (subsequently named the Airbus A220-300). Besides, the company requested China-based lessors to fund eighteen to be supplied from 2021 onwards. Nonetheless, to facilitate speeding up the inauguration of the airway, it originally intended to employ the previously-used Embraer 195 plane from Azul for facilitating the start after 2020.

On 7th February 2020, there was a formal declaration that the airway had the authority to use the name Breeze Airways since the earlier name Moxy collided with the Moxy Hotels of Marriott brand name. Gianfranco "Panda" Betting, the Brazil-based airways promotion expert, designed the brand marking of the airway, like its shades, emblem, and airliner uniform. Betting was also one of Azul's co-founders and was responsible for generating the trademark of Transbrasil, TAP Air Portugal, and Azul.

Furthermore, Neeleman believed people would dub the Airway the Nicest Airline in the World. On 20th February 2020, the airline set up its main office in Cottonwood Heights, Utah.



CORPORATE CASE STUDY

2021

Initially, Breeze Airways had the strategy to commence business at some point in 2020 with the takeover of Compass Airlines. However, the airline subsequently repelled the commencement to 2021, and the takeover got revoked.

Moreover, the airway intended to launch Embraer 195 and 190 airplanes to begin short-distance, local operations before the initiation of the Airbus A220-300 for longer-distance trips.

On 10th March 2021, the airway obtained national consent from the Department of Transportation, United States to start flight operations. Subsequently, it received its air operator's credential on 14 May 2021.

The next week, the airline began vending tickets on 21st May 2021, with voyages scheduled to commence on 27 May 2021.

In the early phase after its establishment, the airway's network grew, comprising various inland short-distance and intercontinental itineraries within the US and charter flights.

Seating Arrangement

The 1st class seats of the airline are exclusively available on the Airbus A220 airliner. The arrangement is in a 2–2 design.

The Standard and Extra Legroom seats of the airway are second-class items. The arrangement of the seats is in a 2–3 design on the A220 aircraft and a 2–2 design on the Embraer 195 and 190 airliners.

Besides, the airway declared a substitute seating arrangement for its A220s conditional on the itinerary or seasonal requirement, with lesser 1st Class seats and added Extra Legroom seats.

Frequent-flyer Campaign

BreezePoints serves as the frequent-flyer plan of the airway and its travel credit scheme. The plan is an income-oriented accumulation scheme where flyers can gain points derived from the money expended on a journey, comprising base tariff figures and supplementary charges like luggage allowances or seat choice.



CORPORATE CASE STUDY

Breeze Airways' Stock Performance

The common stocks of Breeze Holdings Acquisition Corp., the airline's parent company, are traded on the NASDAQ CM Stock Exchange with the ticker symbol BREZ.

On May 17, 2023, Breeze Holdings Acquisition Corp. (BREZ) ended trading at \$10.65 with the data given below at 03:54 pm EDT (Eastern Daylight Time).

Stock Chart

Day's Open	\$ 10.76
Previous Close	\$ 10.71
Intraday High	\$ 10.76
Intraday Low	\$ 10.64
52-week Range	\$ 10.19 - \$ 10.82
1-day change	\$ -0.06 (-0.56%)
Price (Closing)	\$ 10.65
Volume traded	9,500
Ask	10.70 x 900
Bid	10.65 x 3100
Average volume	11,560
Earnings Per Share (Trailing 12 Months)	\$ 0.41
Market capitalization	\$ 46.013 Million
Price Earning Ratio (Trailing 12 Months)	25.98
Earnings date	March 31, 2021
One-year target estimate	Not available
Beta (5-Year Monthly)	-0.01
Ex-dividend date	Not Available
Forward dividend and yield	Not Available (Not Available)

Breeze Airways Management

David G. Neeleman, CEO

David G. Neeleman was born on 16th October 1959 in São Paulo, Brazil. He is a Brazilian-American capitalist and business tycoon. Neeleman founded 5 commercial airways: Breeze Airways, Azul Brazilian Airlines, JetBlue Airways, WestJet, and Morris Air. Together with Aigle Azur and Humberto Pedrosa, he is the proprietor of 45% of TAP Air Portugal, another profit-making European airway. He earned the citizenship of Cyprus in 2017. Neeleman was a resident of Brazil till the age of five. Subsequently, he moved to Cottonwood Heights in Utah. David also serves as the chairman of Azul Brazilian Airlines based in São Paulo. Neeleman is famous for being a commercial airline enterpriser.

MARKETING

Beyond Awareness: Crafting a Comprehensive Cancer Marketing Strategy for 2023

Introduction to Cancer Marketing

The world of cancer marketing is rapidly evolving. Success in this field depends on staying ahead of the curve. Determine which marketing tactics will work best for the oncology sector by looking ahead to 2023. The essential components of a successful cancer marketing plan in 2023 will be covered in this blog post. It includes tactics to engage current and potential customers and take advantage of new technologies.

The Importance

In today's extremely cutthroat environment, cancer organizations must have a strong brand identity to separate out from the competition. It involves more than just coming up with a tagline or logo. Building your reputation, winning over customers, and maintaining your business are all part of branding.

Benefits of Branding

Oncology organizations benefit from branding:

- ▶ **Increased visibility** – A strong brand makes your company easier to recall and aids consumers in making judgements about what to buy.



BRANDING

STRATEGY



▶ **Customer Loyalty** – If your brand is well-known, customer loyalty will increase. Customer loyalty to your company is more likely. Services will increase in value. People are highly likely to spend more money on goods and services they are confident in.

▶ **Gain more market share** – Having a reputable brand will give you an advantage over your rivals and enable you to do so.

Examples of Successful Oncology

▶ **MD Anderson Cancer Center** – It is a highly respected institution in Texas is at the forefront of research, education, and treatment.

▶ **American Cancer Treatment Centers (CTC)** – This national network of cancer hospitals is focused on offering patient-centered, comprehensive treatment.

The Memorial Sloan Kettering Cancer Centre is a medical facility in New York that offers top-notch cancer research and treatment options.

The Power of Digital Marketing

Digital marketing is becoming more important in the field of cancer as technology advances. It is a great technique to quickly reach large numbers of people and can be tailored to target specific groups. Digital marketing facilitates the tracking and analysis of marketing campaigns, which enables a more precise evaluation of their effectiveness.



MARKETING

Clearing the Warehouse: Strategies for Efficiently Selling Surplus Equipment

Clearing out warehouse surplus equipment can be daunting. With the slow economy and waning demand for specific items, finding buyers for your surplus equipment can take time and effort. Additionally, shipping and disposing of items can be costly and time-consuming. However, there are strategies you can use to efficiently sell your surplus equipment and minimize the cost and hassle of disposal.

What is Surplus Equipment?

Surplus equipment refers to items that are no longer needed or used. These items may have been used in the past or may have been recently purchased but are now unwanted. There are many reasons why companies acquire surplus equipment, such as inventory overstock, returns, or discontinued products.

Regarding warehouses, surplus equipment can refer to anything from excess products to excess packaging materials to outdated machinery and equipment. The goal is to get cost-effectively rid of these items.

Strategies for Selling Surplus Equipment

● Online Auctions

Online auctions are a great way to sell your surplus equipment quickly. They are cost-effective, provide a broad reach to potential buyers, and can be done quickly. For example, there are websites dedicated to selling used machinery and equipment and websites that specialize in liquidating entire warehouses.



MARKETING

● Recycling Programs

Recycling programs are another cost-effective way to sell surplus equipment and help the environment. Many companies offer recycling programs that take and dispose of unwanted items responsibly. This not only helps you save money on disposal costs but also helps protect the environment.

● Local Buyers

Don't forget to look for local buyers for your surplus equipment. You can advertise online or in local newspapers, or even contact local businesses directly or search online for "who buys used electrical equipment near me" to get access to the right buyers. You may surprise by the number of buyers in your area.

● Donations

If you cannot find buyers for your surplus equipment, consider donating it. Many charitable organizations would be more than willing to take your items and either use them for their operations or donate them to those in need. Donating your surplus equipment can also be a great way to give back to the community and help those in need.

CONCLUSIONS

Clearing out warehouse surplus equipment can be challenging but can be done efficiently and cost-effectively with the right strategies. Online auctions, recycling programs, local buyers, and donations can help you sell your surplus equipment and minimize the costs of disposing of it.



Meet the Future: character AI Revolutionizing Virtual Worlds

The online fandom community has criticized recent developments in disruptive technology, denouncing, for instance, cryptocurrencies and the pervasive scraping of artwork for the training of character AI programs. In recent months, we've already observed hints of fandom adopting a tactic akin to artificial text generators.

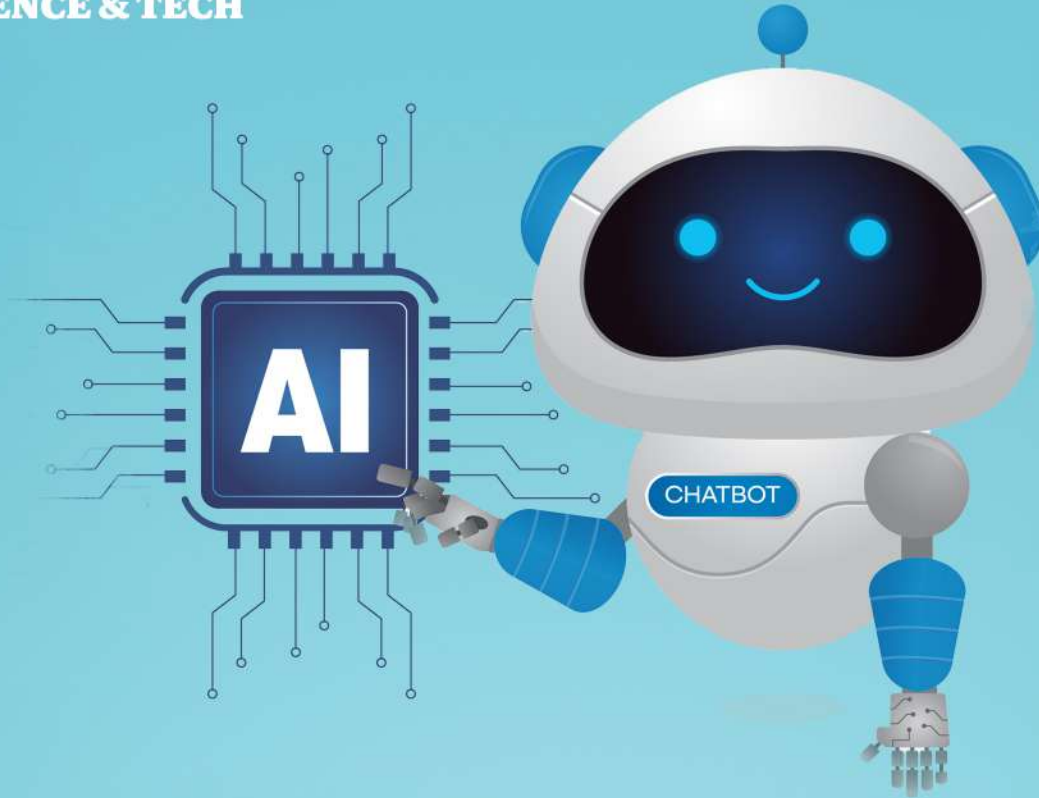
In recent months, we've already observed hints of fandom adopting a tactic akin to artificial text generators. We argued at the time that a fan-written fic could offer the kind of distinctive, superior artistic approach that an AI-written story couldn't. Thus the notion wouldn't be better received by the community. Users already accept AI technology since they engage with fictional characters on Character.AI.

Character AI: What is it?

With the help of a language model, the engaging chatbot web application Character.AI can converse in context and respond similarly to those real people. Users can create distinctive personas and interact with well-known fictional characters, world leaders, singers, actors, and other celebrities. The beta version, which offers countless opportunities for study and enjoyment, was released to the general public in September 2022.

Numerous AI bots are available on the website, including amusing chatbots that users can use to converse with fictional characters. Moreover, there are AI bots that can assist users with writing stories, language learning, and interviewing techniques. Even games can be played by users using AI character.





Character AI: What is it?

With the help of a language model, the engaging chatbot web application Character.AI can converse in context and respond similarly to those real people. Users can create distinctive personas and interact with well-known fictional characters, world leaders, singers, actors, and other celebrities. The beta version, which offers countless opportunities for study and enjoyment, was released to the general public in September 2022.

Numerous AI bots are available on the website, including amusing chatbots that users can use to converse with fictional characters. Moreover, there are AI bots that can assist users with writing stories, language learning, and interviewing techniques. Even games can be played by users using AI character.

How Does Character.AI Work?

To produce human-like text responses and participate in contextual dialogues, AI uses neural language models. The system is built on machine learning, in which the AI reads a ton of material and learns to anticipate the next words in a specific context.

- You only need to go to the website to use Character AI.
- To proceed, select “I understand” from the welcome message.
- Pick a persona you want to converse with.
- On the home page’s left side, select “Create” and then select “Create a Character.”
- For Quick Creation or Advanced Creation, enter the necessary data.
- To begin interacting with your character, click “Create It.”

What Does Character.AI Intend to Accomplish?

Character.AI’s goal is to offer an interactive platform where users may have in-context dialogues with characters created by artificial intelligence. These characters can be used for various things, including social skill development, language acquisition, and interview preparation.

SCIENCE & TECH

What Characteristics Does Character.AI have?

Character.AI has several features, making it a unique and cutting-edge chatbot web application.

● Speedy Creation

You can create a character using the Quick Creation option in three easy steps.

● Superior Creation

With the Advanced Creation option, you can have a more complete experience by personalizing your character's responses, personality, and other attributes.

● Chat with well-known People

Character AI has a wide range of well-known people to chat with. Character AI offers a distinct and engaging experience by being able to converse and ask inquiries.

● No Registration Needed

Although you can test out Character AI without registering, registering, or logging in offers a superior experience.

Conclusion

Users can build and communicate with original characters using Character AI, including well-known figures. It's easy to create a character with the Quick Creation or Advanced Creation option. By validating your email, you can use all of Character AI's features and fully immerse yourself in an



Global Warming- Where Are We Heading for?

Global warming is the increase in the average air temperature close to the earth's surface for the last one or two centuries. Climate scientists have gathered data after observation since the mid-20th century of various weather-related phenomena. The data collected indicate that there have been alterations in the earth's climate.

Are we doing Anything About it?

To address the increasing conviction of the people/community concerned about climate change and global warming, the WMO, the World Meteorological Organization, UNEP, or United Nations Environment Program formed 1988 the IPCC or the Intergovernmental Panel on Climate Change.

What are the Causes of Global Warming?

Let us find out Global warming causes and effects. We know that there have been upheavals in climate over time. And as mentioned above, the average air temperature near the surface has been increasing. But rising temperatures is not the only reason for the adverse change in climatic conditions.

Global warming is attributed to human activities. These include the emission of greenhouse gases into the atmosphere. Carbon dioxide, emitted from greenhouse gases, keeps the atmosphere warm.

Aside from the above, burning fossil fuels to generate energy releases carbon dioxide. The atmosphere can trap heat released from greenhouse gases resulting in the greenhouse effect.

More and more forests are decreasing, so these spaces can make space for concrete forests and industries. Rising livestock and growing rice is producing methane. Releasing CFC into the air from the industrial use of various products is another reason for global warming.

Effects of Global Warming

There are plenty of effects of global warming. The rising average temperatures near the earth's surface have adversely impacted us.

- ▶ Sea ice and glaciers have melted, causing an increase in the level of water in oceans by 3mm annually. There has been a rapid increase in sea level, and scientific methods anticipate that by 2100 there will be a rise in sea level by 30 cm.



SCIENCE & TECH

- ▶ According to researchers, there is a 66% chance of surpassing the 1.5C global warming threshold from now on and by 2027.
- ▶ Due to the various human activities mentioned above, there will likely be an El Nino effect and weather pattern towards the end of this year.
- ▶ Other global warming effects include extreme weather conditions, and many animal and coral reef species struggle to survive. Migration to suitable terrains by fauna.

What does Surpassing the 1.5C Threshold Mean?

Once the threshold is reached, the world has become warmer by 1.5C compared to what it was in the latter part of the 19th century, much before the incidence of emissions from fossil fuels and industrialization struck roots.

Moreover, if the figure is attained, it also means that global warming has not been arrested but is progressing. This is a cause for serious concern. Figure 1.5C is a symbol that indicates climate change



LIFESTYLE

How Antlers Can Help Keep Your Dog's Teeth Clean and Healthy?

Welcome to the world of dog parenting, where keeping your furry friend healthy and happy is a top priority! As pet owners, we all know about the importance of dental health for our dogs. But did you know that antlers can help keep your dog's teeth clean and healthy? Yes, you heard it right! Antlers are not just chew toys; they bring numerous benefits to your canine's oral hygiene. In this blog post, we'll dive deep into the advantages of antlers for dogs and how they can be used to maintain strong teeth and gums. So let's start discovering the best chewing option for your furry companion!

What are antlers?

Antlers are bony structures that grow on the heads of certain species of deer, such as elk, moose, or reindeer. They comprise a core bone called the pedicle and an outer layer of tissue known as velvet. Antlers are unique in their ability to shed and regrow each year, making them a renewable resource.

Antlers have become increasingly popular among pet owners as long-lasting dog chew toys. Unlike traditional rawhide chews, which can be harmful if ingested in large amounts, antlers provide a safe and natural alternative for your furry friend to satisfy their chewing needs.



LIFESTYLE

Not all antlers are created equal regarding suitability for dogs – they should come from healthy animals not exposed to harmful chemicals or pesticides. Choosing the right size and hardness level is also essential based on your dog's chewing habits.

While antlers may seem like a simple treat at first glance, they offer numerous benefits beyond satisfying your dog's need to chew. Antlers contain minerals such as calcium and phosphorus, which promote healthy teeth and bones. Plus, using antlers instead of synthetic chews supports sustainable farming practices!

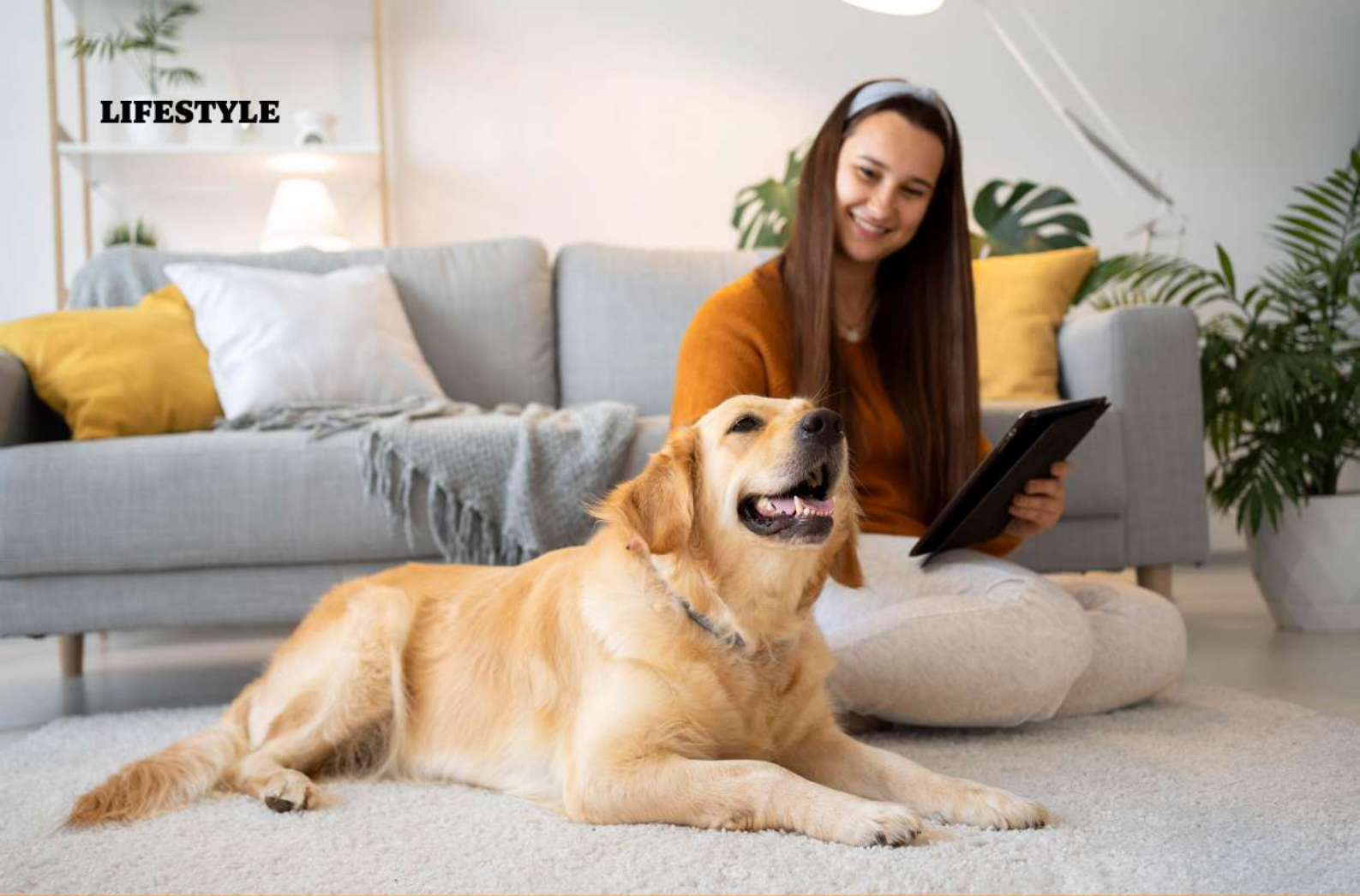
The benefits of antlers for dogs

Antlers are natural and healthy chew toys for dogs that offer numerous benefits. One of the most notable advantages of antlers is their ability to keep your dog's teeth clean and healthy. Chewing on antlers helps remove plaque buildup from your dog's teeth, reducing the risk of dental problems such as gum disease.

Antlers are also an excellent source of minerals such as calcium, potassium, magnesium, and zinc which can help strengthen your dog's bones and promote overall health. Additionally, chewing on antlers can relieve stress and anxiety in dogs by providing them with an outlet for their natural chewing instincts.

Another benefit of using antlers as a chew toys is that they are long-lasting compared to other toys. Unlike synthetic chews or rawhide, which may pose choking hazards or digestive issues if swallowed in large pieces, antlers do not easily break apart during chewing.





How to use antlers to keep your dog's teeth clean and healthy?

Antlers can be a great natural way to keep your dog's teeth clean and healthy. But how do you properly use them for maximum benefit?

First, ensure the antler is large enough for your dog's size and chewing habits. You don't want it to be too small, or they could swallow it whole, causing choking or intestinal blockages.

Next, introduce the antler gradually. Let your dog sniff and explore it on their terms before encouraging them to chew on it.

Make sure to supervise your pup while they are chewing on the antler. While rare, there is still a risk of breakage or splintering, which could harm your furry friend.

Additionally, check the antler regularly for signs of wear and tear. If it becomes significantly smaller or frays at the ends,

replace it with a new one.

Incorporating antlers into your dog's dental care routine can benefit their oral health! replace it with a new one.

Incorporating antlers into your dog's dental care routine can benefit their oral health!

Where to find antlers for your dog?

Finding antlers for your dog to chew on can be a challenge. While some may think picking up any old bone from the butcher will do, it's essential to understand that not all bones are created equal.

One option is to purchase antlers online or at your local pet store. However, ensuring high-quality antlers free from cracks and splits is essential.

Another option is to source them yourself.



This can be done by hiking in areas where deer and elk roam, such as national parks or wildlife reserves. But before you go collecting antlers, check with park rangers first, as some places have rules against taking natural materials like antlers.

Also, consider contacting hunters in your area who may have extra antlers they want to part with. Ensure they've been adequately cleaned and sterilized before giving them to your pup.

Whether purchasing online or sourcing yourself, always prioritize safety and quality when choosing an antler for your furry friend.

CONCLUSION

Keeping your dog's teeth clean and healthy is crucial for their well-being. While many options are available, antlers are one of the best dog-chewing toys.

They satisfy your pet's urge to chew and provide numerous benefits, like removing plaque and promoting healthier gums. Plus, they last longer than other types of chews, making them a cost-effective option in the long run.

When buying antlers for your dog, choose high-quality ones from a reputable source. Always supervise your dog when using them and discard any small pieces that may break off to avoid choking hazards.

With proper use and care, antlers can help keep your furry friend's teeth clean and healthy while providing hours of entertainment. So why not give them a try? Your pup will thank you!

TRAVEL

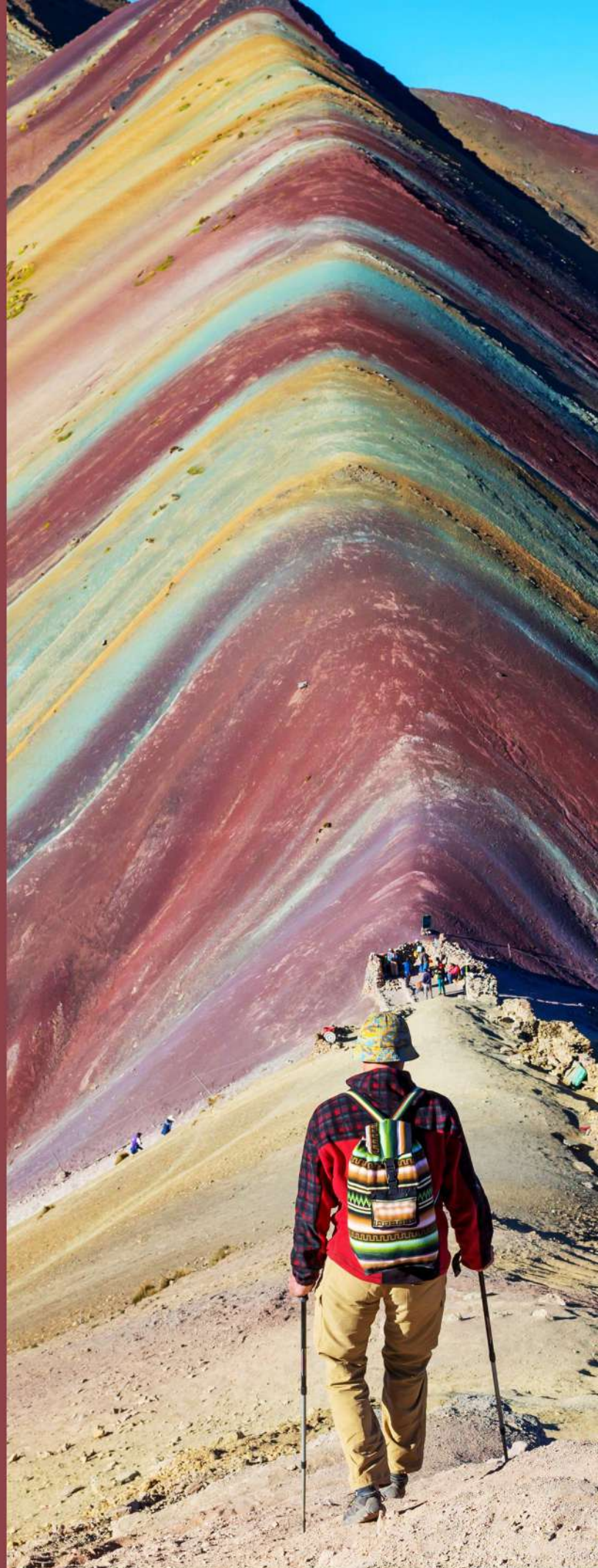
RAINBOW MOUNTAIN PERU: Essential Guide All Hikers Must Know

A trip to Rainbow Mountain, commonly known as Vinicunca or the montaa de siete hues, is essential for anybody who likes stunning vistas and breathtaking panoramas. Located in a remote area of the Andes Mountains, Rainbow Mountain Peru was formerly only accessible to hikers on the Ausangate Trek. But today, you can make a shorter 1-2 trip during your Peru holiday to see this masterpiece of Mother Nature in all its grandeur.

Overview of Vinicunca

Rainbow Mountain Peru, or Vinicunca, is covered in turquoise, scarlet, and mustard hues, providing the mountain with its distinctive look. These diverse color layers, each indicating a distinctive mineral composition, were developed over millions of ages before being revealed by the high Andes' tectonic movements and rapid wind erosion. A glacier surrounding the peak has since disappeared due to global warming. Before the recent development of shorter 1-2 day tour routes, it was a well-liked side trip on Ausangate Trek.

Rainbow Mountain is 5200 meters (17,060 feet) above sea level, over half Mount Everest's elevation. Anyone who wants to visit this stunning location must be ready for a challenging 3-hour climb at a high altitude. The weather can make the trip more difficult because of the harsh UV rays from the elevation and the bitterly frigid temperatures. However, even reaching there could be challenging. The breathtaking view you will see once you get there will make it all worthwhile.



TRAVEL

How to Reach there?

All trips to **Rainbow Mountain Peru** depart from Cusco, which served as the Inca Empire's first capital and is the nearest big city to Machu Picchu and many other of the country's most well-known sights. Your tour will pick you up in Cusco and then transport you south of the city for two hours to the nearby town of Pitumarca. You may begin your **Rainbow Mountain hike**, which is close by from here.

Rainbow Mountain Peru Hike

Depending on how fast you trek and how athletic you are, the trip to Rainbow Mountain will typically take about 3 hours. Until the final rise, the trail is generally flat. However, the difficulty comes from the elevation. Strolling is usually advised due to the pressure that high altitude can have on the body (which you should do anyhow to take in the surrounding beauty.) There are frequently horses for rent alongside the trail for people who would instead not hike. But they can only take you to the end of the level portion of the trail, where you will need to leave and walk the whole distance to the peak.

Along the route, you may encounter several llamas and alpacas kept by the locals in the area encircling Rainbow Mountain Peru. You will get expansive panoramas of the Mountain and the neighboring Red Valley once you arrive at the summit's viewpoint point.

Keep in mind to capture this breathtaking landscape on camera! You may also have the opportunity to witness other rainbow hills surrounding the peak. There are numerous colorful peaks because of the region's fascinating topography, yet Rainbow Mountain Peru is the most spectacular.

The Ideal Time to Visit Rainbow Mountain

There are two distinct seasons in the Peruvian Andes: The dry season, generally from April through October, and the season of rainfall, which lasts from November until March. (With the months of heaviest precipitation being January and February). Since these months typically coincide with the season change, April and October are lovely. Rainbow Mountain in Peru frequently experiences snowfall during the rainy season due to its high altitude and chilly air. The hikers should pack appropriate clothing for all types of weather because it could shift quickly.



TRAVEL

What to Pack?

- A water bottle filled to the brim.
- Food for the hike (ensuring to bring back trash with you). Residents also offer snacks and beverages near the trailhead, such as soda, water, and candies.
- If you wish to purchase a horse ride, Peruvian soles in smaller bills (S/.20 and S/.40) are required.



- Hiking boots that are cozy and have good traction.
- A cozy cap.
- Wearing layers of clothing will help you stay warm in any weather.
- Sunglasses and sun protection. Considering how intense the sun's UV rays are at high altitudes, it is crucial to remember this.
- A camera to record the 7 color Peru Rainbow Mountains.

How high is Rainbow Mountain? How Does Altitude Sickness Affect People?

One of the top worries for tourists to Rainbow Mountain Peru is the potential for altitude sickness. Since altitude sickness can develop at elevations greater than 2,500 meters (8,000 feet) above sea level due to a lack of oxygen, its elevation of 5,200 meters (17,060 feet) is significantly higher than the minimum height at which it can develop.

Mountain sickness, or "soroche" as it is known in Peru, can cause headaches, nausea, dizziness, fatigue, and shortness of breath. Rarely, these symptoms could progress into more severe illnesses. Individuals with a history of cardiac issues should not walk the mountain because of the stress lower Oxygen levels imposed on the heart. Be careful to speak with a doctor about your concerns before traveling to Peru if you are unsure whether you should trek at Rainbow Mountain Peru. When you have determined that Peru hike is safe for after discussing any health issues with your doctor, be careful to maintain the following advice in mind:



TRAVEL

- Always allow yourself a day or two or exercise strictly to adjust the altitude before hiking.
- Ask your doctor at home whether you can use any recommended medications to speed up adaptation to high altitudes.
- Drink coca tea, a traditional herbal cure for altitude sickness used by the locals for a long time.
- Avoid consuming large meals, alcoholic beverages, and tobacco products.
- Be sure to drink plenty of water.

FAQs

Do you require a guide to Rainbow Mountain Peru?

It is also possible to hike the mountain in one day without a guide or tour group. Your ability to complete the journey without a group largely depends on how you arrange your transportation. To begin the path, you must figure out the best way to get to the Mountain parking lot.

How long will your trip to Rainbow Mountain Peru, be?

2-day. Rainbow Mountain, located in a remote area of the Andes Mountains, was previously only accessible by hikers on the Ausangate Trek. Still, today you can see this show of pure beauty in all its splendor on a shorter 1- or 2-day trip.

Is there snow on Rainbow Mountain Peru?

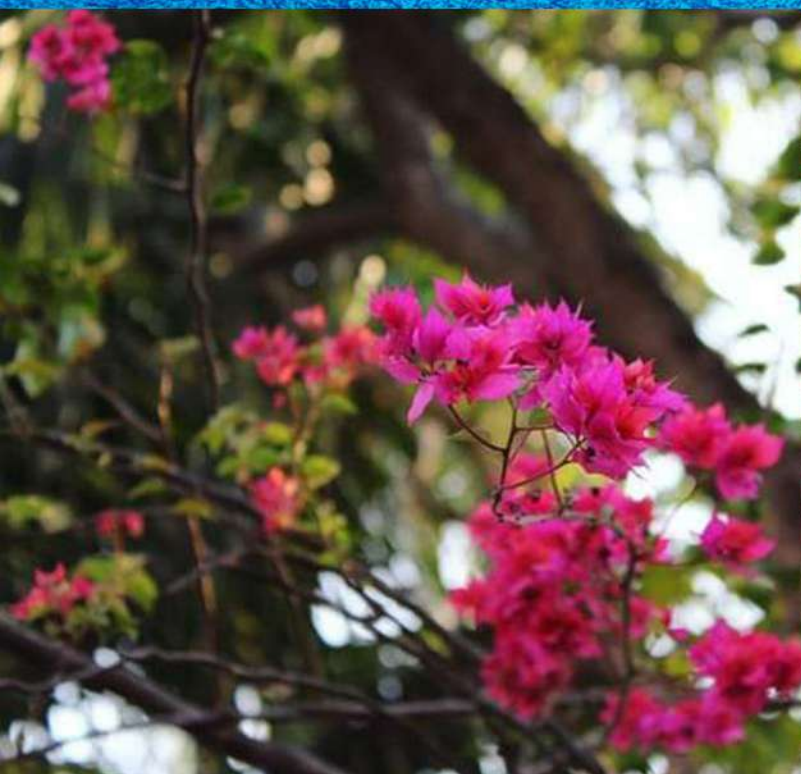
It is advisable to go to Rainbow Mountain throughout the dry season (May to September) rather than the wet season. It often snows, particularly in the wet season, and the sunlight is very powerful.





MOTIVATIONAL QUOTES FOR EMPLOYEE

“ Don't Let Yesterday Take Up Too Much Of Today ”.



**Photography by ~
ARITRA BANERJEE**