1. **Positioning Strategy:**

Netcolink will be a unique product because unlike other home broadband internet connections, it will be more reliable and faster. The targeted population is the middle class which has often been ignored by many internet service providers. At the same time, we entail to provide the best uptime as compared to our competitors.

1. **Product Strategy:**

In order to build a strong brand, we need to gain customer confidentiality. In the business of internet service providers, what most clients look for is an IPS who is able to manage their internet connections offering the best speeds at cheaper rates. This will be our strategy and we hope to provide a reliable service that meets our customer needs.

1. **Pricing Strategy:**

We aim to differentiate our pricing strategy to offer a reliable internet connection at the cheapest possible rates. We already have the machinery in place and this is an added advantage. At the same time, with the kind of population that we are targeting, we will be able to have multiple connections and thus save on our variable costs. In some of the low class areas, we intent to set up Wi-Fi hot spots and thus reduce the cost of routers and cable connections to various homes. This will by a great margin save on our operation costs and it should be reflected in our pricing.

1. **Distribution Strategy:**

Since our connections will be point to point, we intent to lay our fiber optic cables form one link to another. The cables will be terminated y use of routers that provide gateways for LAN connection as well as Wi-Fi hotspots. Thus this will be a direct distribution channel as we are not planning of using any third parties in the distribution.

1. **Marketing Communications Strategy:**

We intent to market the product using various channels such as TV, print and well as social media. We are planning to have roadshows in the targeted areas and carry out door to door campaigns informing the prospective clients of our services.

1. **Marketing Research:**

We are planning to interview various residents on their expectation of an ISP in the locality. This kind of market research will give us a better view of what they expect us to deliver. We are also thinking of accessing the locally available data online about customer preferences.