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Wework Company

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### **Wework Company**

Wework Company is majorly involved in providing office spaces to encourage collaboration of entrepreneurs and start-ups. The company headquarters are in the United States of America. The products offered include highly effective internet, free refreshments and telephones services. The company has successfully applied an element of attractiveness, timeliness, durability and value to end consumer to utilize the opportunity for their products. The company applies the element of attractiveness by providing spacious and beautiful offices that suits the customer's desires. The company uses highly attractive layouts and designs to attract potential entrepreneurs. Similarly, the company makes sure that the location of their offices strategically suits the needs of the potential entrepreneurs. The attractiveness of the company offices and services facilitates an increase in sales and overall profits.

The timeliness of the company services also gives the company a competitive advantage of against the competitors. The company provides high speed internet services that ensures timeliness in the time of need. The effectiveness of the data bundles provided the offices makes the company more reliable. Additionally, the organization of the company workers plays a major role in facilitating timely completion of offices in the customer's suitable place and at the right time.

The durability of the company products is another key element that facilitates the organization to adequately utilize the market opportunity. The company provide offices that are suitable for entrepreneurs starting their businesses. The durability element is assured through provision of offices in good and strategic places. Additionally, it ensures that the offices provides are spacious enough to cater for future expansion hence assuring the continuity of the customers' operations.

Giving value top the end user is another essential element given by the company. The value of the offices provided by the company is made suitable to the employees by ensuring the offices are located in a strategic position with is not far from the employees home. Similarly, provision of free refreshment in the offices adds more value to the employees.

The application of brand elements such as likeability, flexibility and memorability contributes to the success of the company's operations against the competitors. The company provides highly effective data bundles and beautiful offices makes more people to desire the offices and their services. Additionally the spaciousness of their offices and the strategic of the offices which makes them convenient for both customers makes the offices more admirable to potential entrepreneurs. The flexibility of the company through its logo that can easily change according to preferred font and colour makes the brand more flexible. The name of the brand, Wework, is simple and easy to remember hence making the brand memorable to potential entrepreneurs.

**References**



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