

# Example of the 6 elements in real life

For Businesses, these 6 elements can either be pains or gains. Business owners refer to Matican Group needing help on at least one of the 6 elements. For example, they are not satisfied with the booking process speed or maybe the attractiveness of their website. Matican Group investigates the business, tries to understand the business's target audience then we come up with solutions that help the business create a balance between these 6 elements.

Business owner(s) will define the DNA of their business. For Matican Group, DNA means the priority of 6 elements ordered by Business Owner's mindset. For example, Imagine two businesses serving food. Let's see how the order of 6 elements make them different:

Business One - Fast Food	Business Two - Luxury Restaurant
<ol style="list-style-type: none"><li>1. Timing &amp; Speed</li><li>2. Cost and Expenses</li><li>3. Comfort &amp; Accessibility</li><li>4. Attractiveness &amp; Appeal</li><li>5. Safety &amp; Security</li><li>6. Health &amp; Durability</li></ol>	<ol style="list-style-type: none"><li>1. Attractiveness &amp; Appeal</li><li>2. Health &amp; Durability</li><li>3. Comfort &amp; Accessibility</li><li>4. Safety &amp; Security</li><li>5. Timing &amp; Speed</li><li>6. Cost and Expenses</li></ol>

You can see that the Business One is a Fast Food and the Business Two is a Luxury Restaurant. While both are serving the same Service (food), the way they have prioritized the 6 elements provides a very different user experience.

These two businesses above, serve the same food, price and quality but they are attracting two total different market segment based on their own MG6E and Customer's order

Previously mentioned that humans make decisions based on these elements, so now you will understand that same DNA's will attract each other. In other words, those who look for fast and inexpensive food will go to Business One but those who look for delicious and healthy food will go to Business Two.

We believe in organic growth of businesses where MG helps equip leaders with technologies that enlighten the dark sides of a business for them. We believe in a balance between Technology, People, Processes , and Product / Service.

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