Pasangano

*inspired recruitment*

# The Market Niche

Pasangano will work in the education recruitment solutions market. We shall endeavor to be experts in the Science and Mathematics category of educators; Science & Maths Teacher recruitment is our niche.

The Product

Pasangano sells science & maths recruitment services to its customers at competitive market rates

Customer Segments

* African government schools in better paying nations e.g. South Africa, Botswana, Namibia
* Private schools within the African territories across the continent
* Government schools in the Middle East and Asia markets
* Private schools in the Middle East and Asia markets

Marketing Strategy

* Website
* Social Media
* Brochure
* Networking forums
* Recruitment fairs



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