



# 3 Unique Selling Points

We all know the term USP, that is **Unique Selling Point**.

Shortly said for the Ecole Supérieure de Commerce et de Gestion [ESCG] there are college products who are unique, if you compare them with the other college organizations in Benin.

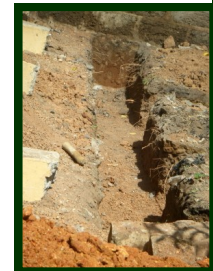
At this moment The ESCG in Parakou holds 3 USP 's.

It is important to make and form those USP products [ see here below] in such a way that they **benefit** the ESCG student.

- In 2012 the start of the 4-year training analysts. INMES level. We are now in the process of setting up the Lab. locally. 1<sup>e</sup> step is the use of a lower ceiling with its lighting. The Lab room will also have air conditioning.



- Students who want to go to the University must be in the possession of the BAC certificate. The ESCG offers these students the opportunity of going intern [ a month ] before the BAC. In this way they get additional support from the teachers and so they have an increased chance of succeeding. At this moment we build toilets and showers for them.



- In 2012 the start of English Conversation lessons for Students of the University or Entrepreneurs who do business abroad with countries where the English Language is needed.

