

# International Bundles

*We Take Care Of All That Matters*

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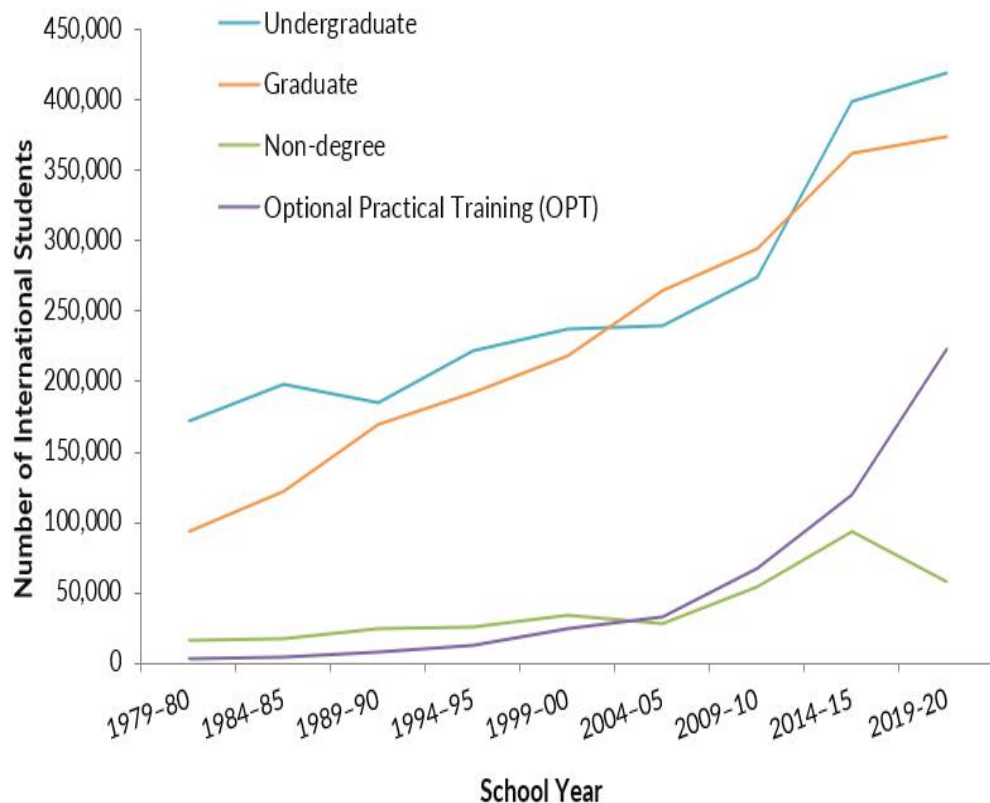
# The Problem We See

- Each year, nearly one million students come to the United States to pursue their dreams. These students either stay On-Campus or find Off-Campus accommodations. The common thing between every international student is that they all need essential supplies as they move to the United States.
- Students tend to pack large bags, try to find local vendors, or order different individual products online at marked up prices.
- With the pressure of moving to a unfamiliar country to start the next part of their careers, there is a need of simple, easy to use service to satisfy that need.

By: Sarvesh Kaushik

# The Problem We See

International Students enrolled in US universities by year



By: Sarvesh Kaushik

# Our Company

- At International Bundles, We take care of all that matters the most for students.
- We provide seamless, hassle-free services in terms of various pre-packed bundles, helping students transition to new environment.
- We strive to maintain consistency, Innovation, Quality, Customer Service, commitment, and reliability by providing most lucrative economical bundles in essential things, clothing, and foodstuff.
- Our users' experiences clearly describe that we know what they need well before they realize it themselves.

By: Sarvesh Kaushik,  
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# Beachhead Market

- Beachhead Market is the part of the global market which represents market area with specific characteristics that makes it an ideal target to sell the products or the services.
- Our Beachhead Market is newly moved in, Indian international students currently staying at IIT Mies Campus or the surrounding neighborhoods.
- During product analysis Beachhead Market is having its own importance. While researching the current demographic market, International Students Community at Illinois Institute of Technology are creating the real value for bundles.

By: Kevin Barrera,  
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# Beachhead Market Techniques

- The first technique is partnering with the consulting firms from international countries. It is the first step international students take before to fulfill their study-abroad dream. As the international student starts to prepare for exams such as GRE and TOEFL, they must also prepare for the crucial processes of preparing SOP's, LOR'S, Visa Interviews resulting in lots of stress and pressure before even making the move.

By: Sarvesh Kaushik

# Beachhead Market Techniques

- To ease the application process most of the International Students prefer to subscribe the consulting firms. If we can collaborate with this firms through B2B. Then we will be included in already built advertising model of this firms.

By: Sarvesh Kaushik

# Beachhead Market Techniques

- The second technique is to use Student Orientation And Registration for advertisement. SOAR is designed to introduce new students with information about the campus, resources, and activities. Since SOAR has a specific timeframe for international students, advertisements such posters around campus or posts on the student community page would work well.
- Establishing a partnership with SOAR organizers helps run an advertising campaign focusing on the student needs. As students take SOAR programs seriously, international bundles will procure a psychological benefit from here, students may think it is an essential thing they must have as a part of the program.



# Beachhead Market Techniques

- The third technique would be to appeal directly to IIT. The university has a moderate to high influx of international students, some of whom have never left their country, been away from home, or lived alone. In the past, IIT has gifted incoming students with tech devices but this does not remedy the actual problem that new students have. International Bundles would be a more thoughtful, and in some cases, useful gift to students who are relocating far from home and the comforts they are accustomed to. Positioning our product as a welcome gift during the first week to international students is the best way to welcome and acknowledge the students. Therefore, it will create an avenue for International Bundles to be introduced to their key customer base.

# Beachhead Market Techniques

- The fourth technique is to reach out with the Office of Marketing and Communication at IIT. Collaborating with the OMC helps boost the advertising of our International Bundles by posting them on the Illinois Tech newsletter namely In The News. That way, international students would have a chance to find out more information about the international bundles by simply clicking the link below the AD title.

# Beachhead Market Techniques

- A fifth technique to consider would be to advertise at o'hare during move-in time for Chicago colleges, as students would no doubt be able to see advertisements.
- A sixth possible technique is to advertise at locations such as tourist spots where new international students are most likely to visit as they explore Chicago for the first time.

# Total Addressable Market

- Our Total Addressable Market includes all international students. There are students that come from different countries across the world to pursue their higher studies in the United States.
- According to [migrationpolicy.org](https://migrationpolicy.org), the total number of international students enrolled in college institutions in the United States was just over 1 million in 2019-2020. Therefore, our total addressable market can be projected as roughly around 1 million
- By observing the breadth of the current customer base in terms of geographic data, it is clear to understand the real market value of the product.

# Total Addressable Market

- The reasonable evaluation of TAM can be obtained by comparing the estimated value provided by the customer and the how much of the value can be reflected in the product pricing.
- With accurate product discovery, our service could secure a Total Addressable Market of one million.

By: Sarvesh Kaushik

# Total Addressable Market Techniques

- The success ratio of the product depends on the exact product discovery. When we are dealing with the Total Addressable Market it is important to have a strong advertising campaign that establishes initial value in the market. TAM advertising campaign will include different techniques.
- In the first technique, we will focus on product development and brand development. This will target different student communities as well as utilize local physical advertising techniques through print advertising, customer testimonials, and by sponsoring events.

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# Total Addressable Market Techniques

- Including promotional coupons for customer referrals would increase word of mouth marketing and bring in new customers. Brand information and discount codes may be printed on thank you cards included in every package that establishes our brand, creates a positive customer experience and helps retain and bring in new clients.

By: Kevin Barrera

# Total Addressable Market Techniques

- The second technique, will be to launch a social media campaign on platforms like Facebook, Instagram, Twitter, YouTube, and LinkedIn. Moreover, the second technique is focused on creating engaging market content. The social media campaign will also target the local University Student groups by engaging student leaders in the advertising campaign.
- We will also utilize E-mail marketing and make use of all the necessary actions to avoid the spam filters to ensure our emails reach our client's inbox.
- To increase email click rates, we will use the students' university name and have testimonials representing previous users of our service.

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