

Marketing Chakravyuh:

A smart plan for the Modern Pedaling Desk Chair

Team name:

Falcons

Team members:

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- Segmentation, marketing & positioning:

MARKET SEGMENTATION

Geographic

- Tier 1 cities in India: corporate offices
- Tier 2 & 3 cities: schools, colleges and WFH corporate employees

Demographic

- 25-60 years of age
- All genders



Psychographic

- Corporate mindset
- Result oriented
- Rational thinkers
- Balance seekers

Behavioural

- High disposable income
- Health aware
- Experimentative
- Seeking value for money
- Trend followers
- Global outlook



POSITIONING STRATEGY

Tagline: “*Because your body needs to work too*”

Modern chair revolution that ensures mobility while working.

“No more excuses!”



TARGETING

- Big organisations employing people for long hours desk bound jobs in tier 1 cities.
- Premium schools and college in tier 2 and 3 cities ready to invest on employees and student’s health.
- Individuals working from home.

- The 4 Ps:

1

Product

- State-of-art concept
- High quality
- Premium product
- Durable
- Comfortable
- Portable
- Easy to assemble

2

Price

- Towards the higher end because it is non-repetitive purchase.
- Plus, quality cannot be compromised to reduce price.
- Suggested price range from secondary research: INR 45-50K

3

Place

- In tier I cities in India: corporate offices, individuals at home.
- In tier II & III cities in India: premium schools and colleges for staff. Individuals on WFH.

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Promotion

- Directly meeting organisations, premium schools and colleges to buy our chairs for their employees
- Trade fairs
- Social media: Via Instagram reels in India and TikTok's elsewhere as the next 'it thing'.