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Marketing Management II

Project Report on launching a new product:

Robotic Vacuum Cleaner- Wet and Dry

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Marketing Mix

1.Product:

The "Dust Drift" is the latest robotic home vacuum cleaner providing a lot of innovative features tailored to modern cleaning needs in domestic settings.

→ **Principal Features:**

Clean Modes: Combines wet/dry cleaning capacities to deal with mixed cleaning tasks professionally.

Smart Nav: AI-powers navigation makes it precise with intelligent movement and room-to-room navigation for good cleaning.

App Integration: Allows for remote control through app connectivity, supporting Alexa and Google Home for seamless smart home integration.

→ **Additional Features:**

HEPA Filtration: Effectively captures allergens and fine particles, providing cleaner air and a healthier environment.

Compact and Durable Design: Boasts a sleek, waterproof build with a long battery life, ensuring reliable performance over time.

Combining the latest technology with user-centric design, Dust Drift offers a premium yet accessible choice in the robotic vacuum cleaner market.

2.Promotion:

The digital and traditional marketing strategies are used in a strategic mix to ensure that the reach of Dust Drift is maximized across all customer segments.

→ **Digital Marketing:**

Social Media Campaigns: Active engagement on Instagram and Facebook platforms, with features and user testimonials of the product. Collaborate with influencers who deal with home improvement and tech-related products to make the product appear more authentic and visible.

Content Marketing: Engage in creating informative blogs, videos, and tutorials that portray the unique aspects of Dust Drift and the knowledge of buyers.

→ **Traditional Marketing:**

TV Advertising: Target television advertising to the urban and suburban households.

Print Media: Ads in lifestyle and technology magazines, targeting a specific segment of the niche market.

→ **Sales Strategies:**

Discounts: Special festive offers to drive purchases during peak shopping seasons.

Bundles: Accessory bundles, such as spare filters and mopping attachments, to enhance value.

Loyalty Programs: Cashback offers and referral programs to foster customer loyalty and advocacy.

3.Place:

Dust Drift ensures widespread availability and convenience through a multi-channel distribution strategy.

→ **Online Channels:** Available on Amazon, Flipkart, and the company website, which is used by tech-savvy customers who prefer online shopping.

→ **Offline Channels:** Sold in all major retail outlets like Croma, Reliance Digital, urban malls, and electronic showrooms, for customers who prefer to see the product before buying.

- **Direct-to-Consumer (DTC):** Product and subscription services available only on the company website, which gives a personalized customer experience.
- **Experiential Marketing:** In-store demonstrations and virtual walk-throughs give customers an opportunity to test Dust Drift's capabilities first-hand, leading to increased trust and purchase confidence.

4.Price:

Dust Drift uses an all-inclusive pricing strategy in order to attract a wide range of customers while making sure that its products are well-positioned against the competition.

- **Pricing Strategy:**

Entry-Level Models: This model is available between ₹18,000 to ₹20,000. Targeted at budget-sensitive buyers, the entry-level model will have fundamental features such as basic cleaning modes and simple navigation.

Price: They come at around ₹28,000 to ₹35,000. Advanced features include connectivity, HEPA filters, and different cleaning modes appealing to more technical-oriented families.

In terms of pricing, premium is anywhere between ₹45,000–₹80,000 and includes features of AI-based navigation, mapping through multiple floors and high-class clean performance and catering to very rich who spend on everything top class.

The product will be priced at a strategic low, lower than the competitors' products such as Dyson and iRobot but offering comparable or superior features for value-for-money propositions to buyers. The flexible pricing structure would allow the catering of various budgets without compromising on essential functionalities. This will allow Dust Drift to capture a broad customer base. In addition, competitive financing options and exchange offers are planned to further enhance affordability and accessibility. By aligning its pricing strategy with market expectations and consumer preferences, Dust Drift can emerge as a trustworthy and desirable brand in the robotic vacuum cleaner segment.

Competitive Marketing Strategy

1) Market Segmentation

- **Urban Population Growth:**
 - **Current:** 35% (507.5 million)
 - **Projected in 5 years:** 38% (579.1 million)
- **Increase in Urban Households:**
 - **Current:** 126.875 million
 - **Projected in 5 years:** 144.777 million
- **Upper-Middle-Class Growth:**
 - **From 15% to 18%**
- **TAM, SAM, SOM Breakdown:**
 - **TAM:** 126.875 million households
 - **SAM:** 19.031 million households (15%)
 - **SOM:** 5.709 million units (30% adoption rate)

2) Targeting Strategy

- **Primary Target:**

- 15% of urban upper-middle-class households
- **Future Expansion:**
 - +3% growth in 5 years
 - Increasing adoption rates from 30% to 32%
- **Marketing Channels:**
 - **Digital Marketing:** Social Media, Search Engine Marketing (SEM)
 - **Retail Partnerships:** Amazon, Flipkart, Croma
 - **Product Demonstrations:** Malls and high-traffic areas
- **Strategies to Employ:**
 - **Awareness Campaigns:** Through online and offline channels
 - **Promotional Offers:** Discounts, financing options, bundled deals
 - **Customer Education:** Via blogs, videos, and tutorials

3) USP- Differentiation

It reinvents home cleaning by marrying innovation, affordability, and convenience. Its differentiating points include the following:

- **Advanced Customization:** Through AR on the app, users can easily mark "no-go zones" or "priority areas".
- **Auto-Adjusting Modes:** Automatic floor recognition with easy transition between carpets, hardwood, and tiles. Cleaning modes will automatically adjust depending on detected floor types, for instance, adjusting suction power or mop water levels.
- **Real Time Learning and Adaptation:** Self-learning navigation that adapts dynamically to new furniture or layout changes without user input.
- **Energy Efficiency:** Energy-efficient operation with eco-friendly materials and Swappable rechargeable batteries for extended product life.
- **Community- Driven Software Updates:** Open-source or community-driven software that allows tech-savvy users to customize functionality.
- **Noise Reduction:** Advanced noise-cancelling mechanisms to ensure ultra-quiet operation.
- **More integration with smart home devices:** compatibility is improved with Apple HomeKit, IFTTT, and regional voice assistants aside from Alexa and Google Assistant.

4) Branding and Positioning

Value Proposition- Dust Drift delivers a comprehensive cleaning solution with health-centric features, future-ready technology, and affordable luxury for modern homes.

Packaging- Modular, Handy and Colour scheme synergise with eco-friendliness.



Branding Execution-

Tagline: “Cleaning Redefined, effortlessly.”

Digital Presence: Active engagement on Instagram and YouTube showcasing ease-of-use and innovative features

Influencer Partnerships: Collaborations with lifestyle and tech influencers for authentic reviews

Retail Marketing: Pop-up stores in urban malls with live demos to build trust and interest

Positioning Strategy-

Positioned as a high-tech, affordable solution for comprehensive cleaning, tailored to urban professionals, pet owners, and families.

Awareness Campaigns: Highlight the important differences, including dual-mode cleaning and intelligent features.

Experiential Marketing: In-store demos and virtual tours will help get hands-on experience.

Content Marketing: Blogs, tutorials, and videos for the ecologically conscious and technologically savvy consumer.

Service Mix Elements

1. People

Customers	The most sought-after segment for the service will be residents in urban areas with pets or health-conscious enough to come from the family. Young working people prefer smart integration, while the old ease.
Service Staff	People who are trained up for services and are given guidance on using the smart-device application at service centres, which include customer services and salesmen as well as into demonstrations.
Influencers	Collaborations would be with tech and lifestyle influencers who would showcase the features of the services that can be trusted as they review or demonstrate the way the product is good.
Sales Team	This sales team will be responsible for engaging customers directly in retail and kiosk establishments where they would be more hands-on about the product.

2. Process

This relates to the operative flow to ensure a smooth customer journey, from the pre-purchase stage to the post-purchase stage.

Pre-Sales	This relates to the operative flow to ensure a smooth customer journey, from the pre-purchase stage to the post-purchase stage.
Ease of Purchase	This relates to the operative flow to ensure a smooth customer journey, from the pre-purchase stage to the post-purchase stage.

Post-Sales	Package deals for consumables, app integration for scheduling and monitoring the machine, one-touch access to maintenance.
Digital Integration	The navigation is made easy owing to AI-powered smart cleaning. No more manual effort.

3. Physical Evidence

Product Design	A slender and more compact design features a wet-dry arrangement for the HEPA filter carrier and pet-friendly head brushes.
Packaging	Eco-friendly and reusable, the package carries prominent characteristics along with cleaning tools, brushes, and manuals.
Modern Retailing	High-end, up-scale kiosk and retail store displays are a must-have in any urban mall configuration.
Digital Presence	Providing customers with a blog, video resources, virtual demos, and detailed product pages on e-commerce websites
Customer Interaction Points	Pop-up events, experiential campaigns, and virtual walk-throughs for consumer involvement and education.

Dust Drift makes use of People, Process, and Physical Evidence to ensure that the robotic vacuum cleaner market is also highly competitive with a supreme customer service experience.

Customer Relationship Management Plan

1) First 100 Customers Conversions

Targeted Promotions:

- Exclusive Launch Offers: Give 10% discount and offers such as Dust Drift + maintenance kit to lure the early adopters.
- Time-Limited Offers: Offer the first 100 customers an early bird offers

Influencer Partnerships:

- Collaborate with 5 key influencers from the technology and lifestyle segment to reach the first set of customers in the 19.031 million SAM households.

Social Media Campaigns

- Activate targeted Facebook and Instagram ads for the 15% SAM segment focusing on urban upper-middle-class households
- Data-driven targeting for a high probability to buy based on the TAM data from 126.875 million households

2) Customer Retention

Best-in-class Customer Support

- Have a 24/7 helpline with a rapid response team to get to customer issues quickly.
- Online diagnostic tool to be installed for easy troubleshooting and maintenance.

Feedback and Improvement:

- Monthly customer satisfaction surveys will be conducted to gather feedback and improve the product features continuously.

Loyalty Programs:

- A loyalty rewards program with points for every purchase and referrals will be implemented to increase customer retention by 10-15%.
- Offer loyal customers an exclusive discount and early access to all new features to support the product lifecycle 1 vacuum per 5 years.

3) Make Them Loyal and Advocates

Referral Incentives:

- Develop a referral program where existing customers get paid ₹1,000 for every successful referral, targeting converting 5.709 million SOM units.

Engaging Content:

- Share user-generated content and testimonials on different social media platforms to build community and trust.
- Host webinars and live Q&A sessions to connect directly with customers

Exclusive Benefits:

- VIP membership, which includes priority support and extended warranties. They maintain a community forum, where such users can share tips and experiences with each other.

Social Media Marketing Plan

A social media marketing plan is crucial for businesses and organizations because it provides a structured and strategic approach to using social media effectively.

Increases Brand Awareness

- Social media platforms allow businesses to reach a broad audience.
- A well-crafted plan ensures consistent and engaging content that builds brand recognition and loyalty.
- Social media posts and ads can direct users to your website or landing pages.

Strategy	Facebook & Instagram	YouTube	LinkedIn	Objective
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Content Creation	Product demos, influencer partnerships, user testimonials.	Tutorials, feature highlights, unboxing videos.	Thought leadership articles, case studies.	Build brand awareness and showcase expertise.
Advertising	Targeted ads for upper-middle-class urban households.	Pre-roll ads showcasing product benefits.	Sponsored posts targeting professionals.	Drive traffic and generate qualified leads.
Engagement Campaigns	Polls, contests, and hashtag challenges.	Interactive video Q&A sessions.	Industry-specific discussions and networking.	Enhance customer engagement and community building.
Budget Allocation	40% of the total social media budget.	30% of the total social media budget.	10% of the total social media budget.	Ensure effective utilization of budget for maximum ROI.
Analytics & Optimization	Engagement rate, follower growth, ad performance metrics.	Video watch time, click-through rates.	Lead generation and B2B connections.	Monitor performance, refine strategies, and achieve campaign objectives.

Sales Promotion Plan

Strategy	Entry-Level Models	Advanced Models	Premium Models	Objective
Exclusive Launch Deals	10% launch discount, optional add-ons at discounted rates	15% launch discount + free accessories (brushes, filter packs)	20% launch discount + premium add-ons (extended warranties, exclusive kits)	Drive early adoption and product visibility
Digital Campaign	Facebook ads & Instagram reels, YT reviews and LinkedIn for visibility	lifestyle influencers and celebrities, running campaign regarding cleanliness	Using all previous points & including premium lifestyle website ads	Maximize online reach and brand awareness by running ads
Demos and Workshops	Live demos at local electronics stores	Interactive virtual demos, Q&A webinars	Exclusive in-home demos for high-end customers	Educate consumers and build product credibility
Seasonal Promotion	Bulk purchase deals, referral discounts during holidays	Festive bundle offers with accessories and maintenance kits	Luxury gifting packages for special occasions	Boost seasonal demand and drive conversions

Financing Options	Flexible EMI options with low down payments	Zero-interest EMI plans through partnered financial institutions	Premium financing plans with perks (free servicing for a year)	Make high-ticket products more accessible
Partnership	Collaborations with electronics retailers for in-store promotions	Partnerships with smart home solution providers	Tie-ups with real estate firms for luxury home packages	Expand market reach and build customer trust

Total Budget Allocation: 8% of Sales revenue

Conclusion

The "Dust Drift" robot vacuum cleaner offers a premium product with an accessibility angle in a very competitive market for smart cleaning. The total approach, therefore, is from the innovative product features to strategic pricing and diversified distribution channels and targeted promotion, will ensure a good penetration and satisfaction of the customers in the market.

Product Excellence: The dual cleaning modes, AI-powered navigation, and smart integration with devices like Alexa and Google Home position Dust Drift as a technologically advanced, user-friendly product customized for modern homes.

Targeted Promotion: A well-rounded marketing plan will include digital campaigns, influencer partnerships, and traditional advertisements, thus ensuring maximum audience engagement and the unique selling points of the product.

Competitive Pricing: The tiered pricing approach groups the multiple segments of the customer into budget-conscious buyers through premium consumers. This will ensure affordability without reducing quality or innovation.

The type of marketing will be experiential marketing, financing options, and post-purchase support to build stronger relationships with customers and increase brand loyalty.

By addressing the needs of the customer through advanced technology, strategic positioning, and superior service, Dust Drift can redefine home cleaning and become the trusted, go-to brand in the robotic vacuum cleaner segment. Such an approach does not only bring about immediate adoption but also establishes a strong base for sustained market leadership.