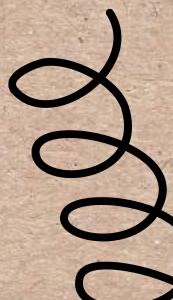


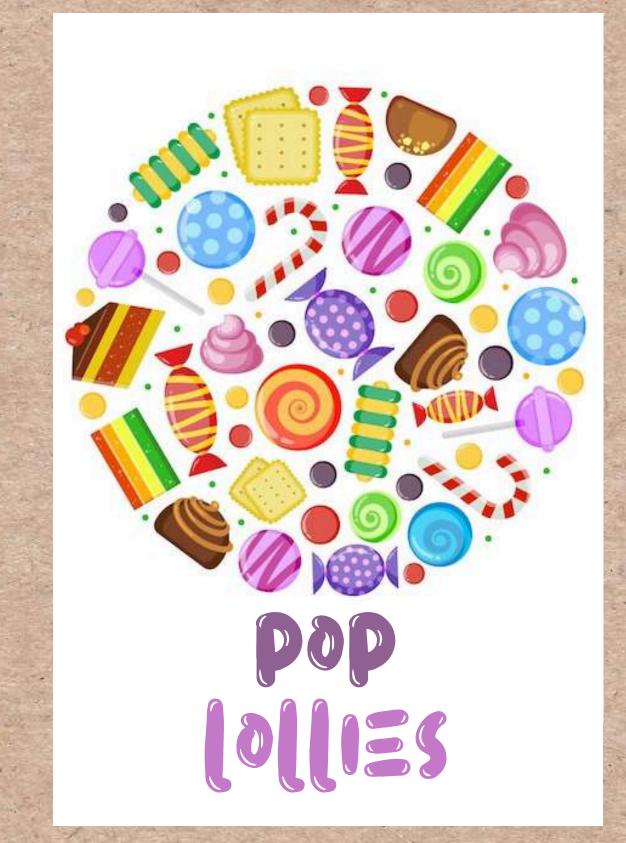


About us

POP LOLLIES IS A DELICIOUS CANDY
BRAND WHICH STARTED ITS
JOURNEY WEEK AGO, WHICH IS NOW
STEADILY GROWING. POP LOLLIES
OFFERS YOU 6-7 DIFFERENT
FLAVOURS OF CANDIES & 4 YUMMY
FLAVOURS OF LOLLY POPS.

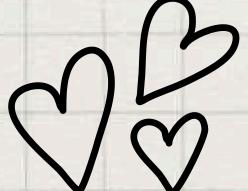


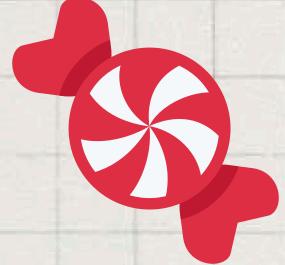






SLOGAN/TAGLINE



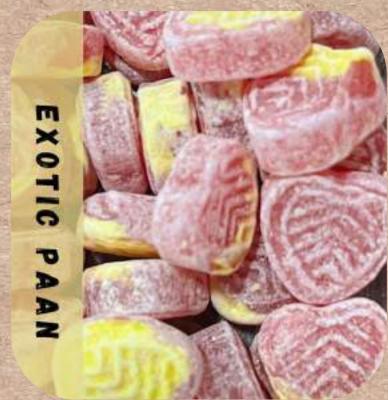


"SWEETER THAN YOUR SUGAR DADDY"

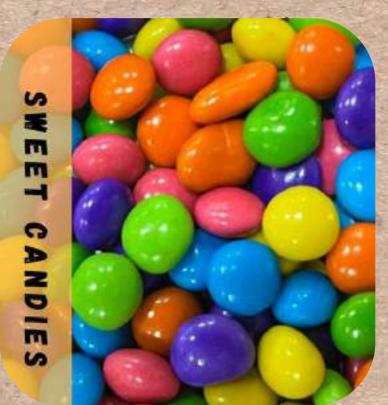


OUR PRODUCTS











OUR PRODUCTS









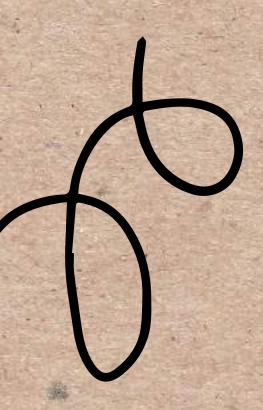




PROCESS OF PRODUCTION/PACKAGING



NOT JUST A PROJECT ANYMORE MEMORIES SWEETER THAN THE CANDIES

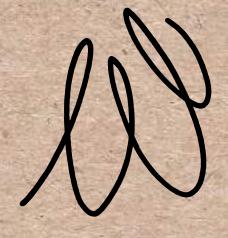


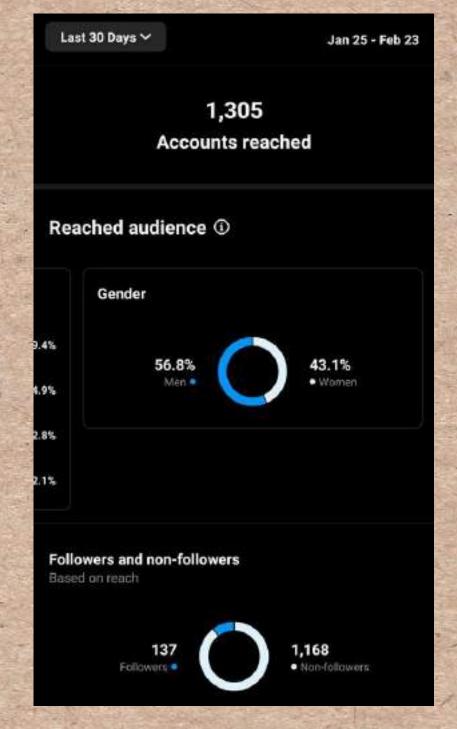
MARKETING OFFERS

30 RS - A CANDY BOX
50 RS - GET 2 BOX OF CANDIES

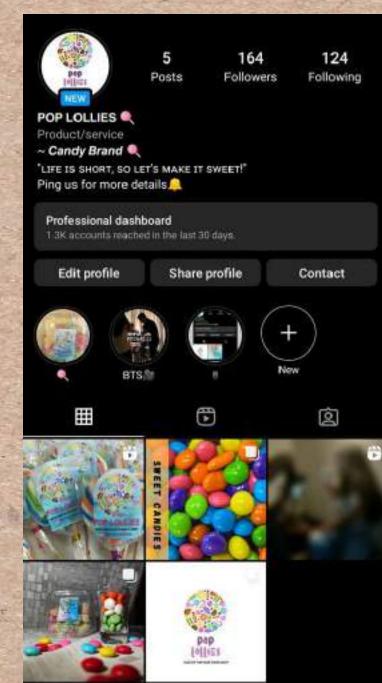
20 RS - SINGLE LOLLY POP 30 RS - GET 2 LOLLY POPS





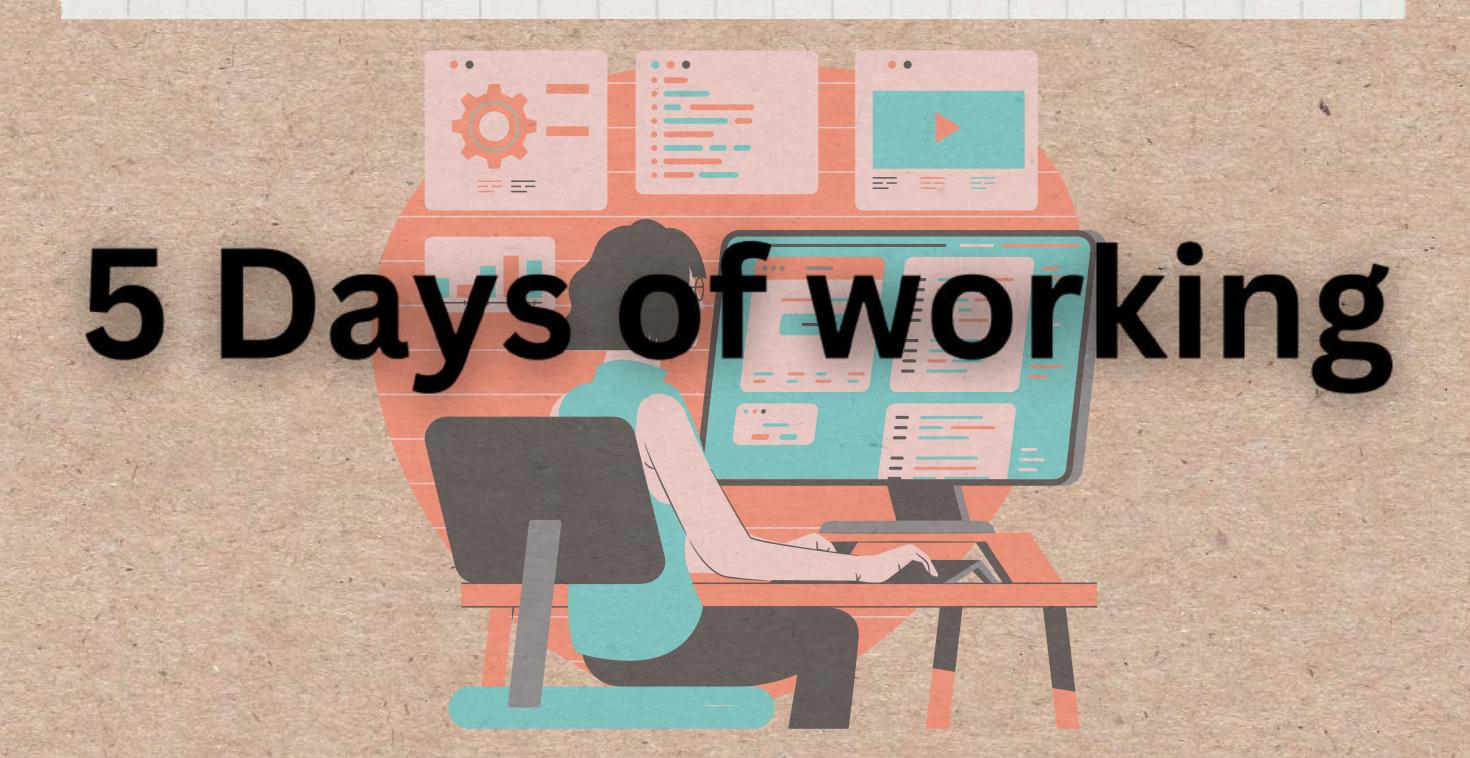












WHO WAS YOUR TARGET AUDIENCE? 5-5-



AS A CANDY BRAND WE CAN SELL CANDIES TO ALL AGE GROUPS, BUT OUR MAIN TARGET AUDIENCE WAS CHILDREN AGE ABOVE 2 YEARS TO TEENAGERS BUT WE ALSO SOLD OUR CANDIES AND LOLLY POPS TO ADULTS AND ALSO SOME GRAND PARENTS WHO WANT TO RELIVE THIER CHILDHOOD.

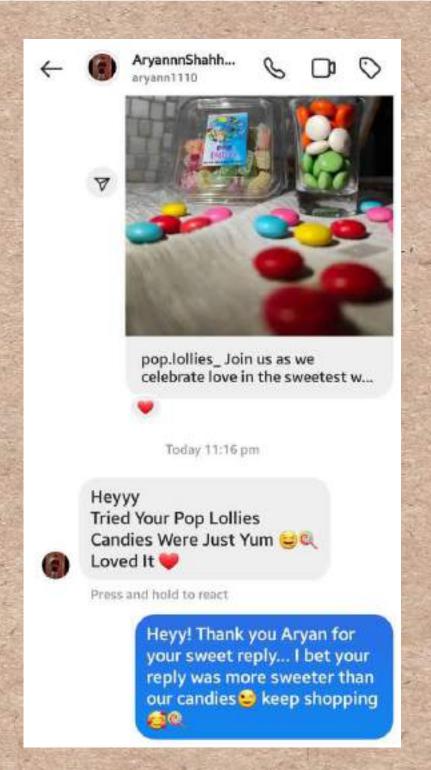
REVIEWS



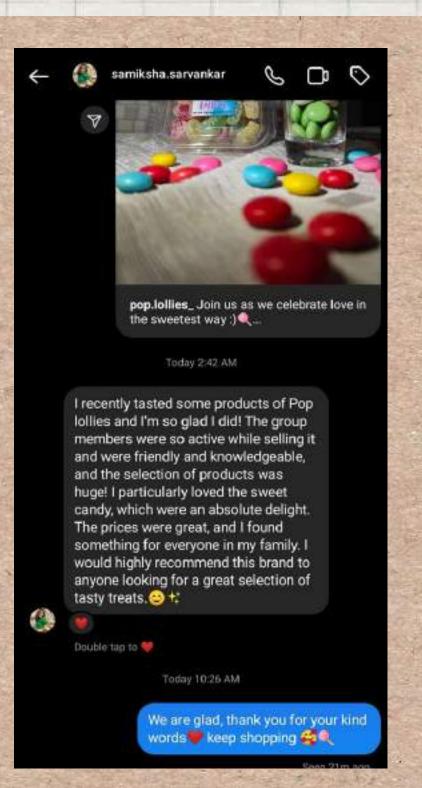




REVIEWS







WHERE ALL YOU SOLD AND TO WHOM?

College staff room
Canteen
Classrooms
Societies & Building





WHERE ALL YOU SOLD AND TO WHOM?

College staff room
Canteen
Classrooms







SALES - COSTING OF EVERYTHING

BOXES DAY 1- 3.5 RS
DAY 2- 3 RS

DAY 3-2.10 RS

STICKERSDAY 1- 40
DAY 2- 70
DAY 3- 40
PROPS FOR VIDEOS166 RS

CANDIES & LOLLY
POPSDAY 1- 315
DAY 2- 885
DAY 3- 1930

PROFIT MARGIN 6

PROFIT MARGIN WAS INCREASING DAY BY DAY AS THE MATERIALS AND CANDIES PURCHASING PRICE WAS DECREASING DAY BY DAY

DAY 1 - 19 RS COST - SP 30 (2 FOR 50)

DAY 2 - 17 RS COST - SP 30

DAY 3 - 15 RS COST - SP 30

LOLLY POPS

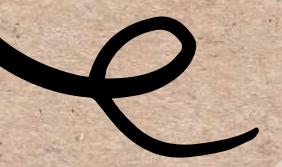
DAY 1 - 10.5 RS COST - SP 20 (2 FOR 30)

DAY 2 - 7.5 RS COST - SP 20

AVERAGE CANDIES GROSS PROFIT MARGIN - 38-42% AVERAGE LOLLY POP GROSS PROFIT MARGIN - 50-55%

WHAT ALL TOOLS WERE USED?

- 1. Personal selling: Selling in person to the customer.
- 2. Sales promotion: Increasing sales by generating brand awareness.
- 3. Social media: Using social media or websites to promote the brand and product.
 - 4. Direct marketing: Communicating directly with the customers.
 - 5. Public relations: Building a positive image amongst the public.



WHEN CANDIES INSPIRE







THANK YOU!

