

# Marketing Plan of Hi Tec Helmet Company



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# Hi Tec Helmet Company

## Introduction

It is world's first company which offers helmet with Hi technology which not only navigate the driver but also helps in safe drive.

# Vision and mission

- To successfully create unique concepts in the field of Helmets with a mixture of modernity and technology. Taking best of both the worlds along with incredible infrastructure, Hi-Tech company would like to be the largest producer of the best quality.

# Objective of the Organization

- ***Long term objective-***

Our objective is to attain a position in the top 3 brands in helmet market with the market share of 35% within 4 years.

- ***Short term objective-***

To attain the break even within 1 year.

Success full entry into the international market.

# GOAL

- To become the market leader by capturing more than 40% of the total market share by 2016.

# MARKETING MIX

# Marketing Mix

- **Product:**

- Helmets with new technology.

- Kinds of Helmets are:

- 1) Helmet for Bike Driver

- 2) Helmet for Racing car drivers

- 3) Helmet for Bi cycle Racers.

# Product Mix

- ① 1. **Breadth** (The number of product lines carried)- HI-TECH product line is dealing in one line that will keep the driver safe & will drop him at his destiny.
- ② 2. **Depth** (The variety of sizes, colors, and models offered within each product line)-
- ③ HI-TECH is providing variety of sizes, colors & different models for different users which means they have choices to select.



# PRICE

- Hi Tec helmet follow the skimming pricing strategy as we come into the market with the innovative concept for the safety of the driver and targeting to the elite class and professional racers has company will follow the skimming pricing strategy by selling the product at high prices.

# Promotion

- ⦿ Advertisement in Motor Bike magazines.
- ⦿ Sponsorship will be provided to the Racing events in which Hi Tec's Helmet will be used.
- ⦿ Test drive of racing bike and cars while wearing the Hi Tec Helmets.
- ⦿ Advertisement through Commercial advertisement.

# PLACE

- Helmet will be placed at showrooms of the Racing bikes and cars.
- Exclusive showrooms for sale of helmets.
- Tie- up with stadium where the races are conducted to promote the sales.
- various distribution channels.

# PACKAGING

- The packaging of the helmets will be made in standard box. It will be packed in two boxes and a poly bag. The inner most packaging is of poly bag and after wards gets packed under two boxes. The upper most boxes contain the attractive stickers, detail about the product and company.

# POSITIONING

- Positioning will be made through the high advertisement through commercial ads, through movies and through attractive design of the helmets.

# PEOPLE

- Hi Tec Helmet company is very much oriented towards the service. For this all the employee are very much customer oriented and try to satisfy the customer needs by fulfilling their needs, making product available at their reach and effective after sales services. At the same time take care the people as well by providing fare wage and salary, taking care of all Human resource norms and over time is strictly prohibited.

# **MARKET PLAN**

# Executive summary

- Our launch is helmet with navigator technology which is useful for all kind of Two wheeler and four wheeler racing cars as well as bi cycle. The helmets consist of the sensor .
- The product testing indicates that the product is very much driver friendly which protect the driver from all kind of un expected accident and and also have good capability to face the accident at the speed of 180 Km per hour.



- The product is targeted to the high class customer or high end customer and professional racers. As Hi Tec Helmet are the first mover in this Hi technological helmets hence price strategy of the product will be skimming and the price of the helmet will be vary from Rs 2500 to Rs 7000 as per the feature of the Helmet to take the benefit of first mover.

# Current situation and trend

- Most of the well known brands are STUDDS, NUVO, VEGA, STEELBIRD, Schuberth, Scorpio Helmets and etc.
- In India in most of the states wearing of helmet become compulsory for 2 wheeler drivers as well as people sitting at the back and for children over an age of 5 year. This rule brings a revolution in the market of Helmet. It raises the helmet market by 30 % of India.

# Key Issue

## Strengths

- ⦿ Good Innovative concept.
- ⦿ Customer's protection oriented.
- ⦿ High quality helmets.
- ⦿ Highly comfort & safety features.
- ⦿ Good access to distribution network.
- ⦿ Resources are not easy to imitate by the other competitor.

## Weaknesses

- ⦿ Prices are very high then the competitors.
- ⦿ Limited resources are available.
- ⦿ Not affordable for every class.

# Key Issue

## Opportunities

- Unfulfilled customer needs, give us the good opportunity in the market
- New & innovative technology provide an advantage of first mover.
- Removal of international trade barriers arriving.
- Hi scope of racing cars and bike in both national and international market which itself increase the size of potential market.

## Threats

- Acceptance of new Product with its innovative technology.
- Uncertainty of the political as well as economical environment of international market.
- Less variety of products.
- Other competitor can also enter into the market with same technology.
- Consumer behaviour is very difficult to predict.

# Marketing Strategy

- The overall marketing objective of the organization is to success fully enter into the market with Hi technology helmets, gain the acceptance of the product and capture a substantial market share (15 %).
- High promotion through the advertisement in bike magazines, commercial ads, hoarding and etc.
- Skimming pricing strategy will be follow as entering with the innovative product by having high organization can easily recover the cost and gain a substantial large amount of profit before the competitor enter into the market with same category of market.
- There is requirement of high investments in R & D [Research & Development].
- Tie ups will be made with the professional racers to promote the product.

# Action Plan

- A good investment will be incurred in the advertisement in Motor Bike magazines.
- Sponsorship will be provided to the Racing events in which Hi Tec's Helmet will be used.
- Test drive of racing bike and cars while wearing the Hi Tec Helmets, Advertisement through Commercial advertisement.
- Sales point of helmet will be at showrooms of the Racing bikes and cars.
- An exclusive showroom of Hi Tec helmets.

# Control

- The monitoring of the plan and functioning of the organization is made by evaluating the performance quarterly and compare it with the standards and if the performance is as per the standard then there will be no change in the functioning but if there is any gap between the actual performance and standard then needful changes will be made. If the variation is huge then the contingent plan will come into performance.

# Contingency Plan:

- If the helmet with navigation technology gets fail then company will introduce helmet with out navigator in different attractive designs and the price of the product will also gets reduce and company will start serving their navigator helmets to defence.



Thank  
You