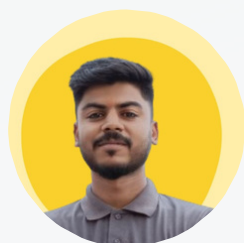




ATLIQ HARDWARE BUSINESS MODEL



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I AM SHIVAM MUNDHRA
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**DOMAIN UNDERSTANDING PLAYS A VITAL
ROLE ALONG WITH TECHNICAL SKILLS.**

**SO, LETS GET STARTED WITH THE ATLIQ'S
BUSINESS MODEL.**

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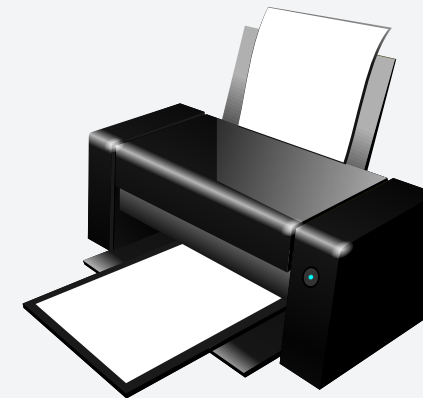
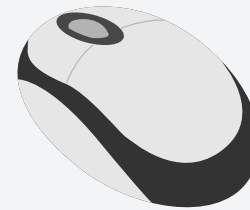
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WHAT DOES ATLIQ DO?

**ATLIQ MAKES HARDWARE PRODUCTS SUCH AS
PC, MOUSE, PRINTERS AND ETC.**



AND SELLS IT TO CUSTOMERS

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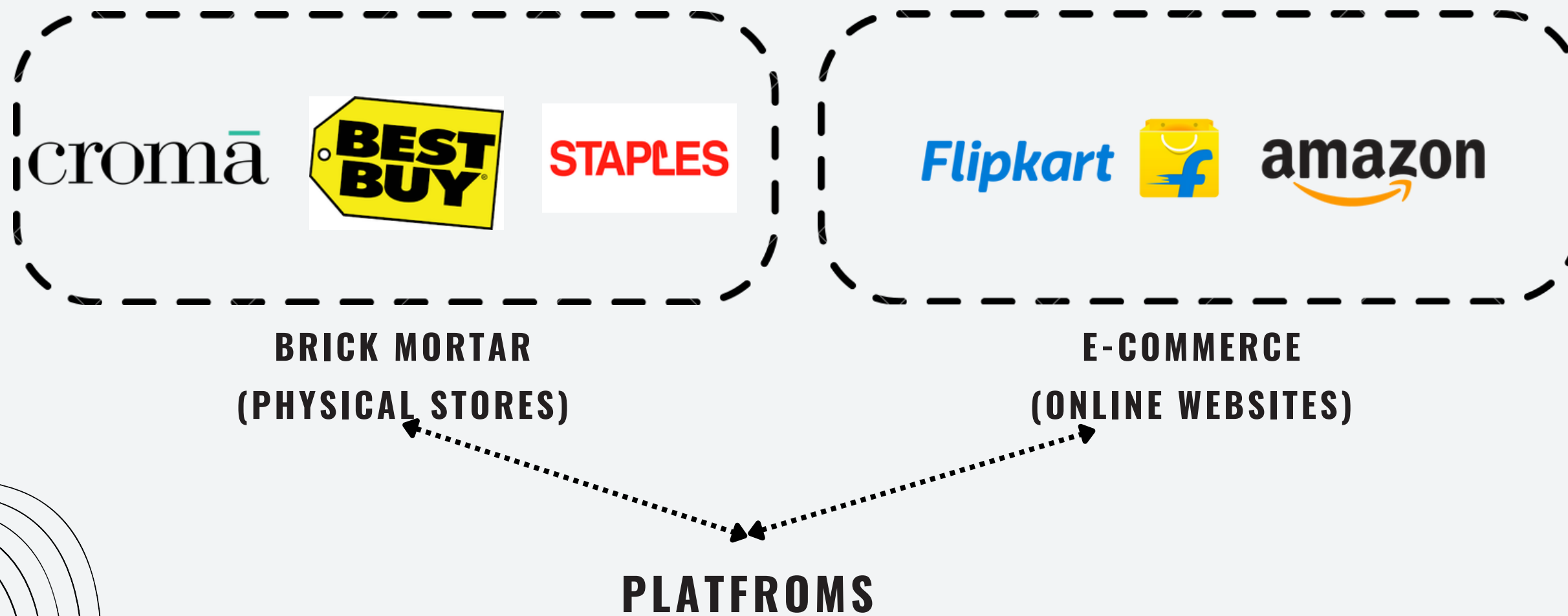
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WHO ARE ATLIQ'S CUSTOMER?

ATLIQ'S CUSTOMERS ARE
CROMA, BEST BUY, STAPLES, FLIPKART, AMAZON



NOTE: PLATFORM HERE REFERS TO THE PLACE WHERE ATLIQ SELLS ITS PRODUCTS.

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MANUFACTURING TO CONSUMER

- THE PRODUCTS ARE MANUFACTURED AT THE FACTORIES
- THEN THEY ARE SEND TO THE WAREHOUSE FOR PACKAGING AND DISTRIBUTION
- DISTRIBUTED TO THE CUSTOMER AND THE CUSTOMER SELLS IT TO CONSUMER



NOTE: CUSTOMERS HERE REFERS TO STORES AND CONSUMERS ARE PEOPLE LIKE US WHO USE THE PRODUCTS.

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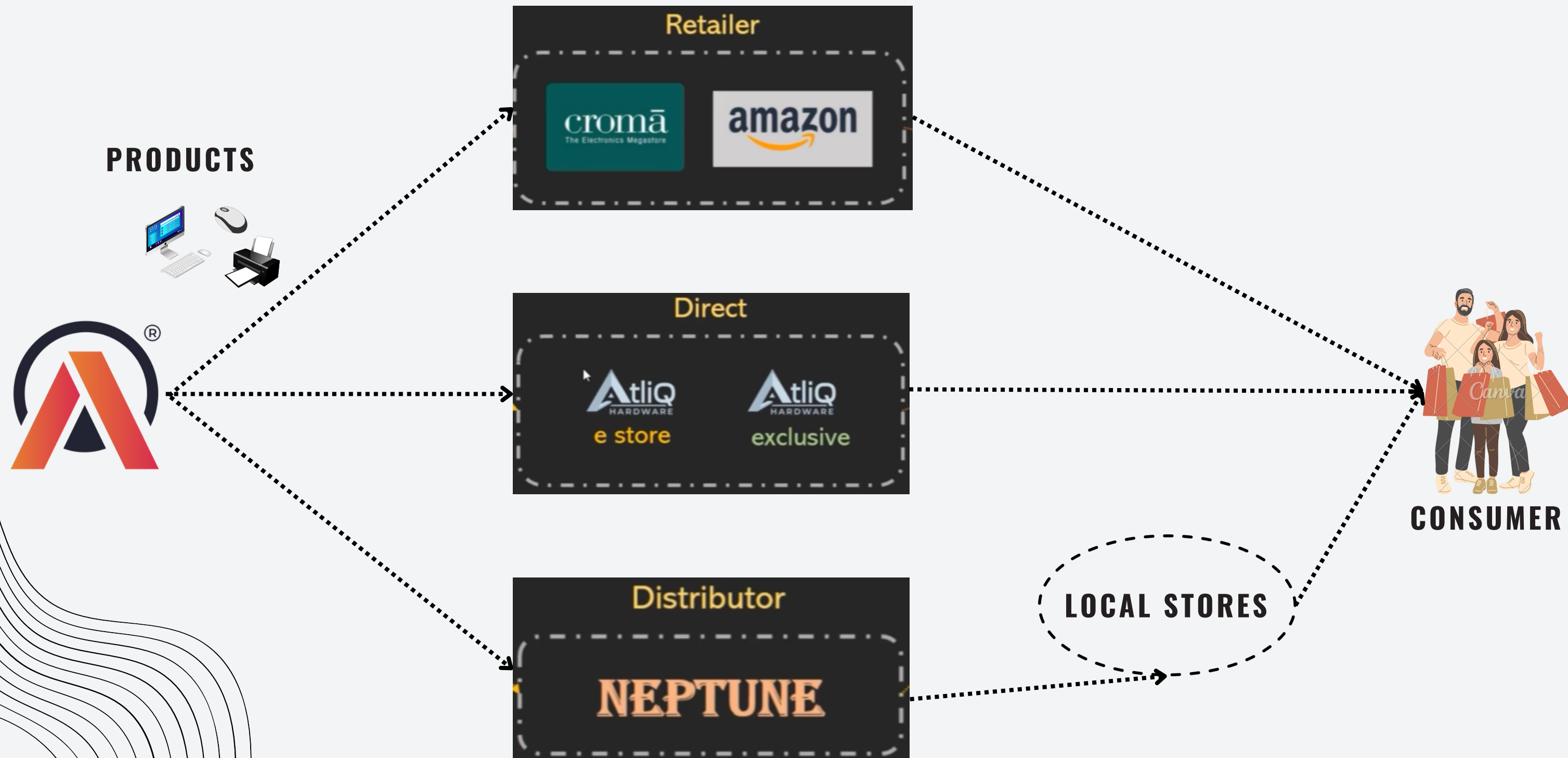
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HOW THINGS WORK?



NOTE: THIS WHOLE WORKING SYSTEM CAN BE SAID AS CHANNEL

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LET'S UNDERSTAND THESE TERMS

- **RETAILER:** WHEN WE SELL PRODUCTS TO A PHYSICAL STORE OR E-COMMERCE WEBSITE AND THEY SELL IT TO THE END CONSUMER.
FOR EG: (CROMA, AMAZON) ARE RETAILERS
- **DIRECT:** WHEN WE SELL OUR PRODUCTS DIRECTLY FROM OUR STORES TO END CONSUMER.
FOR EG: (ATLIQ E-STORE, ATLIQ EXCLUSIVE) ARE DIRECT
- **DISTRIBUTOR:** IN SOME COUNTRIES WE CANNOT SELL OUR PRODUCTS DIRECTLY DUE TO GOVT NORMS OR ANY ISSUE THEN WE SELL OUR PRODUCTS TO BIG DISTRIBUTORS WHO SELL THE PRODUCTS TO THE LOCAL STORES AND THEY SELL IT TO END CONSUMER.
FOR EG: (NEPTUNE) ARE DISTRIBUTORS

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KEY POINTS

- **HERE CUSTOMERS ARE STORES LIKE CROMA, AMAZON AND CONSUMERS ARE PEOPLE LIKE US WHO USE THE PRODUCTS.**
- **PLATFORM REFERS TO THE PLACE WHERE WE SELL OUR PRODUCTS.**
- **CHANNELS REFERS TO THE DIFFERENT NETWORKS THROUGH WHICH THE PRODUCTS IS SOLD FROM ONE END TO ANOTHER.**

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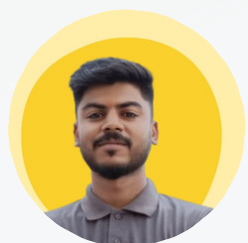
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THANK YOU



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