**Project Design Phase-I**

**Proposed Solution Template**

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| Date | 3 November 2023 |
| Team Id | NM2023TMID03725 |
| Project Name | |  | | --- | | Create a Google My Business profile | |  | |

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | **Problem statement:** Many individuals struggle with dry and irritated skin caused by harsh weather conditions, frequent handwashing, and exposure to environmental pollutants. Traditional soaps often exacerbate this problem by stripping the skin of its natural oils, leaving it feeling tight, uncomfortable, and prone to flaking and redness.  **Problem solving:**  In this problem statement, the issue is dry and irritated skin, which is a common problem that soap products can potentially solve. The soap advertisement would then go on to present the soap as the solution to this problem by highlighting its moisturizing and soothing properties. |
|  | Idea / Solution description | **Idea**: The problem addressed is the environmental impact and potential skin irritations caused by synthetic and chemical-laden soaps. The solution is a new soap product that is eco-friendly, all-natural, and suitable for all skin types.  **Eco-Friendly Packaging:** Thesoap is presented in eco-friendly packaging, highlighting its commitment to sustainability. The packaging may be biodegradable or recyclable.  **Natural Ingredients**: The soap is made from all-natural ingredients, such as organic oils and plant-based extracts, without harmful chemicals, parabens, or artificial fragrances.  **Gentle on Skin**: Emphasize that the soap is suitable for all skin types, including sensitive skin. Show a dermatologist's endorsement or certification for added credibility. |
|  | Novelty / Uniqueness | To create a compelling and unique advertisement for soap, you can focus on the following novel and unique aspects:  **Minimal Ingredients:** If your soap is all-natural with very few ingredients, highlight its purity and simplicity. Mention any certifications it may have (e.g., organic, cruelty-free).  **Artisanal Craftsmanship:** Highlight the artisanal process of making the soap, focusing on the skill and care that goes into each bar. This can convey a sense of quality and authenticity.  **Sustainable Ingredients:** If your soap is made from sustainable or locally sourced ingredients, showcase these in your ad. Consumers are increasingly interested in products that are environmentally responsible. |
|  | Social Impact / Customer Satisfaction | **Ethical Sourcing and Fair Trade:** Source your soap ingredients ethically, supporting local communities and ensuring fair wages for workers. This demonstrates social responsibility and can boost customer satisfaction.  **Environmentally Friendly Practices:**  Implement sustainable and eco-friendly manufacturing processes. Use renewable energy, reduce waste, and minimize your carbon footprint. Customers who care about the environment will appreciate your efforts.  **Donations and Philanthropy:**  Dedicate a portion of your profits to charitable causes. Communicate your philanthropic efforts to customers, so they know their purchases are contributing to social good.  **Transparency and Certification:**  Seek certifications like organic, cruelty-free, or Fair Trade to demonstrate your commitment to ethical and responsible practices. Transparently share your certification and supply chain information with customers.  **Community Engagement:**  Get involved in local community initiatives or events. Engage with your customers on a personal level, and consider organizing soap-making workshops or charity events.  **Product Quality and Safety:**  Ensure that your soap is of high quality and safe to use. Customer satisfaction is heavily dependent on the effectiveness and safety of the product.  **Customization and Personalization:**  Offer customers the option to personalize their soap products. This can enhance satisfaction as it caters to individual preferences. |
|  | Business Model (Revenue Model) | **Product Sales:**  Retail Sales: Soap manufacturers sell their products directly to consumers through various retail channels, such as supermarkets, drugstores, convenience stores, and online marketplaces. They can offer a wide range of soap products, including bar soap, liquid soap, and specialty soaps (e.g., organic, handmade, medicated).  **Wholesale** **Sales**:  Manufacturers also sell their soap products in bulk to wholesalers, who distribute the products to retailers. This allows for wider distribution and exposure to a larger customer base.  **E-commerce:**  Many soap manufacturers and artisans sell their products online through their own e-commerce websites or on platforms like Amazon, eBay, or Etsy. E-commerce can be a significant revenue stream, providing a global reach to customers.  **Subscription Models:**  Some soap businesses offer subscription services, where customers receive soap products on a regular basis (e.g., monthly, quarterly). This can help ensure a steady stream of revenue and customer loyalty.  Custom and Specialty Products:  Soap manufacturers can generate additional revenue by offering custom or specialty soap products, such as personalized soap bars, wedding Favors, or themed soaps for holidays and events.  Private Label Manufacturing:  Soap manufacturers may offer private label manufacturing services to other businesses or brands, allowing them to create their own soap products with unique branding. This involves producing soap on behalf of another company, which can be a lucrative business-to-business (B2B) revenue stream.  **Corporate Gifting and Promotions:**  Some soap companies offer corporate gifting services, where businesses purchase soap products as gifts for their employees, clients, or partners. Custom branding and packaging can be part of this service.  **Ancillary** **Products**:  Soap manufacturers often diversify their product offerings by creating related items, such as bath salts, body wash, lotions, and candles. These additional products can contribute to overall revenue.  **Sustainability and Ethical Initiatives:**  In today's market, some soap companies differentiate themselves by focusing on sustainability and ethical practices. They may generate additional revenue through premium pricing for environmentally friendly, cruelty-free, or socially responsible products.Top of Form |
|  | Scalability of the Solution | **Production Scalability:**  **Capacity**: Can the soap manufacturer efficiently scale up production to meet increased demand? This might involve expanding manufacturing facilities, optimizing production processes, or sourcing raw materials in larger quantities.  **Quality Control**: As production scales, maintaining consistent product quality is crucial. Implementing quality control measures to ensure that all units meet quality standards is essential.  **Distribution Scalability:**  **Logistics**: Scaling distribution requires a well-organized logistics system. Can the manufacturer handle increased shipments, expand distribution networks, and ensure timely deliveries to meet growing demand?  **Retail Partnerships**: Building partnerships with retailers and ensuring that they can effectively stock and sell the soap products is key to scalability.  **Advertising Scalability:**  **Media Channels**: Can the advertising campaign scale across various media channels, including traditional (TV, radio, print) and digital (online, social media, influencers)?  **Budget**: To reach a wider audience, the advertising budget may need to be increased. Can the company allocate additional funds for advertising as needed?  **Content Creation**: Developing scalable advertising content that resonates with different demographics and regions is important. Adaptability and localization of content may be necessary for global scalability.  **Market Reach Scalability:**  **Geographic Expansion**: If the soap manufacturer wants to target new regions or countries, they must adapt their advertising campaigns and distribution networks to suit local preferences and regulations.  **Target Demographics**: Can the advertising solution be tailored to reach different target demographics or market segments effectively?  **Adaptability to Market Changes:**  **Consumer Trends**: As consumer preferences and trends change, the scalability of the advertising solution should include the ability to adapt the messaging and product offerings accordingly.  **Competitive Landscape**: Scalability should also consider how the solution can respond to competitive pressures and industry changes.  **Sustainability**: In the modern context, scalability should also involve considerations for sustainability. This could mean producing environmentally friendly soap products, incorporating sustainability into advertising campaigns, and ensuring the scalability plan aligns with sustainability goals.  **Data and Analytics**: Scalability in advertising often depends on data and analytics to make informed decisions. The ability to collect, analyse, and act on data is a key aspect of scalability. |