

# AMERICAN TOURISTER SWAGPAACK

## What are we going to sell?

The product that we are going to sell is the American Tourister Swag pack. It is a backpack exclusively designed for youth, including teens and preteens. It is not like any backpack, it has many features like being water-resistant in nature, etc. It is a product which is specially made for teenagers. The backpack comes in different designs and colours.



## What makes us different ?

As the name suggests **swagpacks**, has top-end designs that appeal to the tastes of teens and adults alike. What does one seek in a good backpack; **good quality; ample space** etc. Many companies boast these qualities but what makes us different is **designs; colours** and our huge range of the same.



## How can backpacks be symbols of fashion and trends ?; how can they make us happy?

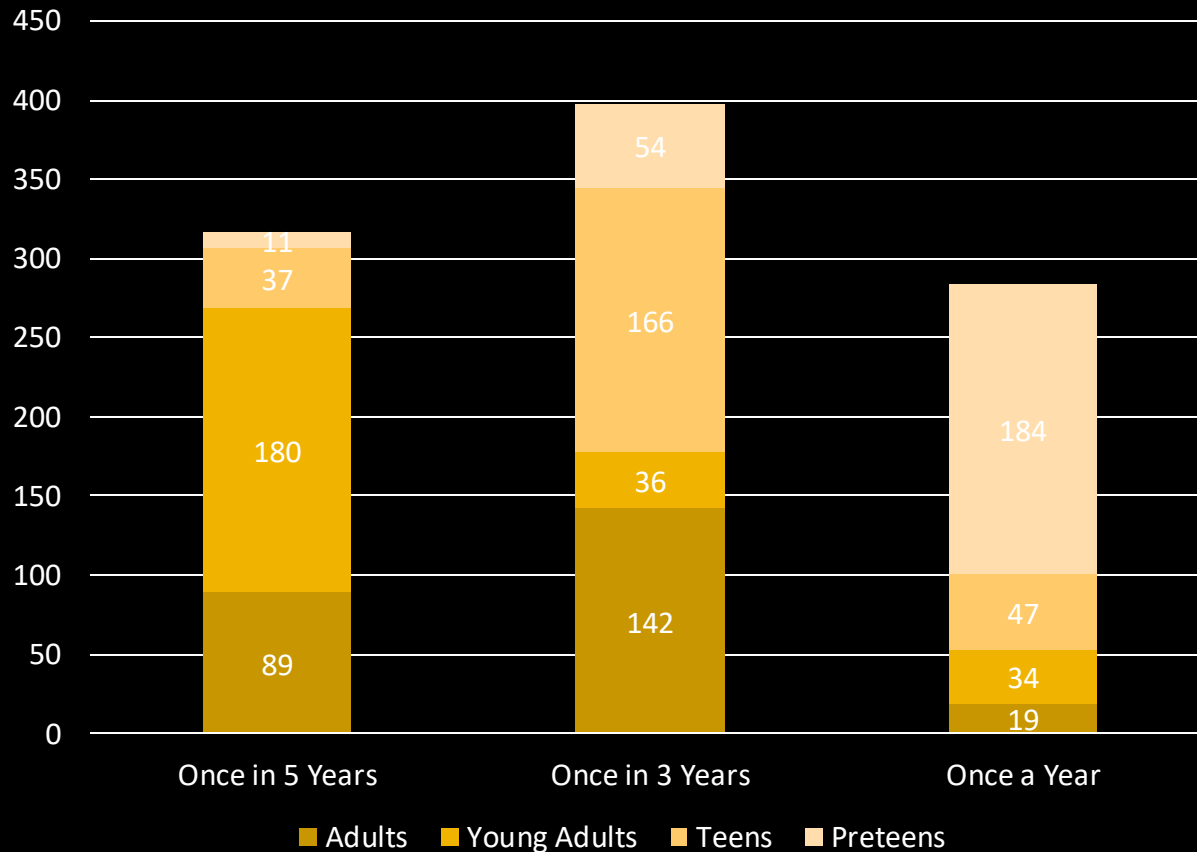
Well, swagpacks does all that. **WE MAKE BACKPACKS INTERESTING**. Unlike buying from some normal company which has dull colours and designs that make one feel like he/she is in the 80s, swagpacks is dynamic; in vogue and have a huge range of designs; the only problem being it is difficult to decide what to buy. On top of all that swagpacks are quite affordable. With prices ranging from Rs 850 to 2500, We give everything from quality design to the best price.



POV: OTHER BACKPACK COMPANIES

# TARGET AUDIENCE

How often do people change there backpacks ?



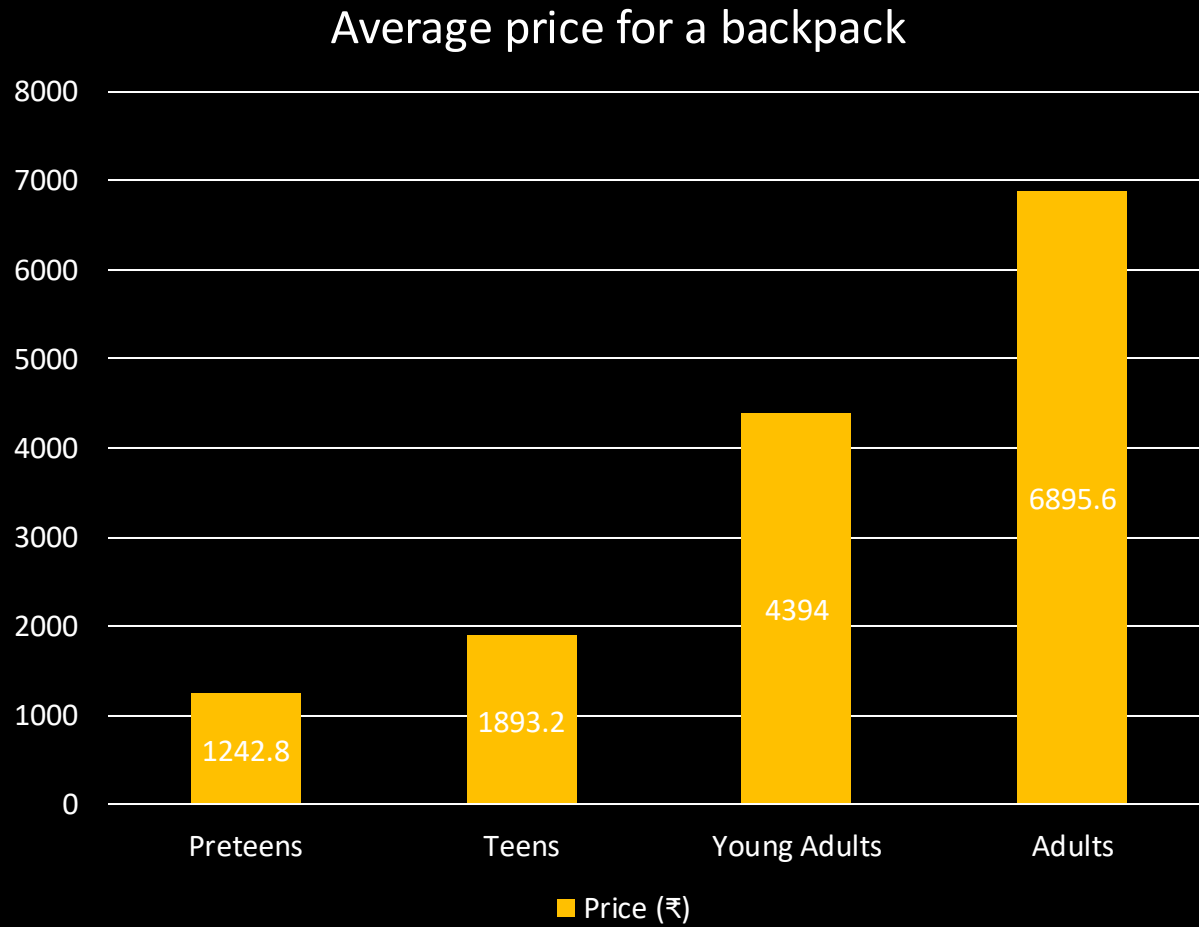
## INSIGHTS:

From the given data we can visualize that more preteens change their backpack in a year than the other age groups. Maybe they change their backpack more frequently because of new sessions starting etc. The frequency of changing backpacks in 3 years is the highest for Young adults. The frequency of changing backpacks once in 5 years is highest for Adults.

## ACTION STEPS:

I think the target audience should be PRETEENS because their frequency to buy a backpack in a year is more than others. According to me, the action step would be to design the backpacks according to trendy fashion followed by the most trendy influencers.

# TARGET AUDIENCE



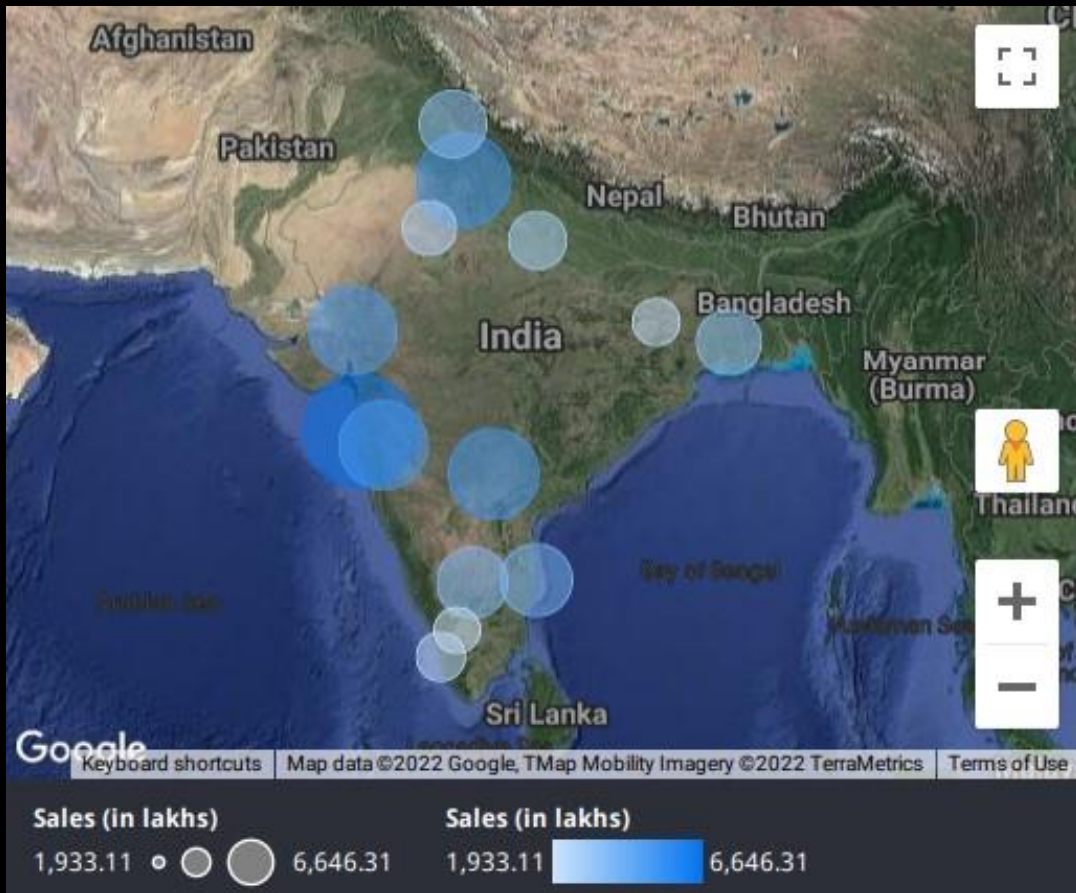
## INSIGHTS:

1. Data suggests that the average price consumers are willing to pay for backpacks ranges from (1250-6900)
2. However since we are targeting teens and preteens the average price our customers are willing to pay

## ACTION STEPS:

Based on the insight the most effective price range would be from Rs (1000 - 2400). Lower prices would make the product accessible to more people and it would help us increase our sales and outreach. As there is a huge income disparity among people in India a wider range of prices would make the product attractive to teens and preteens from different financial backgrounds

# TARGET AUDIENCE



## INSIGHTS:

From the above data we can see that the sales of American Tourister swag packs are divided across the whole country:-

1. Most sales were made in Mumbai followed by Delhi and Hyderabad.
2. The least sales were recorded in the east portion of India i.e. Kolkata and Ranchi.
3. The sales were also recorded low in the south.

## ACTION STEPS:

After visualizing about data, the action step should be that we should boost sales in the eastern part of India as the sales have been the lowest in that region. We can create awareness by using social media. We can use the subject as their festivals and give them discounts and good offers. Also, more outlets should be open in that region so people are aware of the brand.



# HOW? WHEN? WHERE WILL WE REACH THEM?

## How will we reach the target audience?

We can reach the target audience i.e. preteens all over India through social media. As every teenager today owns a smartphone so this is the easiest way to reach them.

## When will we reach them?

As most teenagers and preteens require backpacks during new sessions being started in schools, we can launch new features related to the product or reasonable offers a month before school is started i.e. MARCH.

## Where will we reach them?

Now after this, with the help of the most trendy influencers we can make sure that our message reaches our target audience. According to the internet, the most followed influencer in India is Virat Kohli. Now with means of different social media apps like Facebook, Twitter, Youtube, etc, also by collaborating with Virat Kohli, we can send our message to the target audience



# WHAT WILL WE SAY TO THEM

## BE THE TREND

Well, swagpacks is all about what's in vogue at the moment. Consumerism has had the most impact on the younger generation. While buying something they give great impetus to trends. Consumers buy things that appeal to them.

Swagpacks with its contemporary aura appeals to the teens.

Having a swagpack is supposed to make one feel like he/she is the coolest guy/girl in the school.

In order to cement our image in the minds of the teens as "trendy", we need more influencers to promote our brand. With Virat Kohli endorsing our brand we are taking steps to achieve that goal.



# HOW WILL WE MEASURE THE SUCCESS OF OUR STRATEGY?

## Social Media Presence

We aim to improve our social media presence. Improvement can be measured on grounds of more likes on our posts; more people viewing our stories; more people tagging us in their posts/stories.

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## Influence of our Websites

We also aim to improve the number of viewers our websites get during a certain period. More viewership helps us increase brand awareness among our customers.

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## Sales

The most important indicator of our success will be the sales since all the activities are directed towards increasing sales. If we can reach more people through social media and make people more aware about our brand then we will increase our sales and cement our position in the market as the best backpack brand. We hope to increase sales in all regions of the country. If sales increases along with profits our strategy will be a success.

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