



# HALDIA INSTITUTE OF TECHNOLOGY

## PRAYUKTI 2023

ANNUAL TECHNO-MANAGEMENT EXTRAVAGANZA

APRIL 3<sup>rd</sup> – 6<sup>th</sup> 2023

### B-PLAN

#### PROBLEM STATEMENT:

Plan out a marketing strategy to launch an e-commerce application. What will be the steps undertaken by you to promote your app so that the users will prefer your app over the other conventional apps released as to in the market. Plagiarism is forbidden, if discovered the group will be immediately disqualified.

#### RULES:

- Each team can consist of minimum of 2 and maximum of 5 people.
- The event will take place in 2 rounds: Eliminations and Finals.
- Participating teams shall decide the brand name according to the problem statement.
- The submission portfolio must necessarily consist of the following:
  - Corporate Logo
  - Corporate Tagline/Slogan
  - Corporate Logistics: Letter Head (21.59 cm x 27.94 cm), Envelope (22 cm x 11 cm)
  - Business Card (9 cm x 5 cm), Email Signature, Stationery
- The participants are expected to send their brand design portfolio at [prayuktihiith@gmail.com](mailto:prayuktihiith@gmail.com) with subject BP2018 in the following formats: .jpeg, .tiff, .png.
- An abstract must be submitted with a description of their marketing strategy ( docx, doc or pdf).
- For the final round, the team needs to prepare and present a Marketing Strategy for promoting and launching the brand for a period of minimum 6 months, defining the media platforms used and the content and activity on each platform. Presentation time is 15 minutes including setup.
- Presentation must include:
  - Company name: who are you?
  - A literal descriptor slide: what do you do?
  - Tag line and values of the brand: how is it done?
  - Unique company logo: your visual mark
  - Brand guide: your brand standards and other designs
  - Marketing Campaigns: your marketing strategies and corporate branding strategies.

