

## THE PROBLEM

Urban consumers face discomfort of Air conditioners due to Installation Problems, limited portability and high power usage, necessitating an advanced, compact, and feature-rich portable AC solution to meet their needs effectively.



# OUR SOLUTION

Our product is a portable AC, designed for ambient room temperature regulation to ensure comfortable living conditions. This is an advanced home appliance that combines efficiency, technological sophistication, premium and minimalist design to cater to the modern consumer's needs.

# THE HOME MASTERS ADVANTAGES

### **Smart, Connected & Energy efficient**



Voice command enabled through wi-fi



Cooling
Technology (Twin
Cool Inverter, jet
stream)



Energy Efficiency (Inverter, high ISEER rating)



Copper
Condenser, Facia
– Premium tech
based design





Fastest emerging AC brand in Delhi NCR



Lineage of Tech Enthusiast



Clean Air nano-Claim- 99.9% removal of bacteria and PM2.5.

# TARGET SEGMENT ANALYSIS

### **Demographics**

Our target customers are primarily aged between 18-40 years with high disposable incomes, residing in metro and mini-metro cities. They have the financial ability to invest in premium home appliances.

### **Psychographics**

The target customers are actively engaged in social media, own the latest technology gadgets, and are environmentally conscious. Their limited living space calls for products that offer comfort and convenience without compromising on style.



They are concentrated in urban areas where modern lifestyle and compact living quarters necessitate efficient and space-saving home appliances.





### REASON FOR CHOOSING TARGET SEGMENT

# **Preference for Comfort** and Functionality

Their lifestyle choices indicate a preference for products that offer both functionality and style, aligning with the value proposition of our portable AC unit.

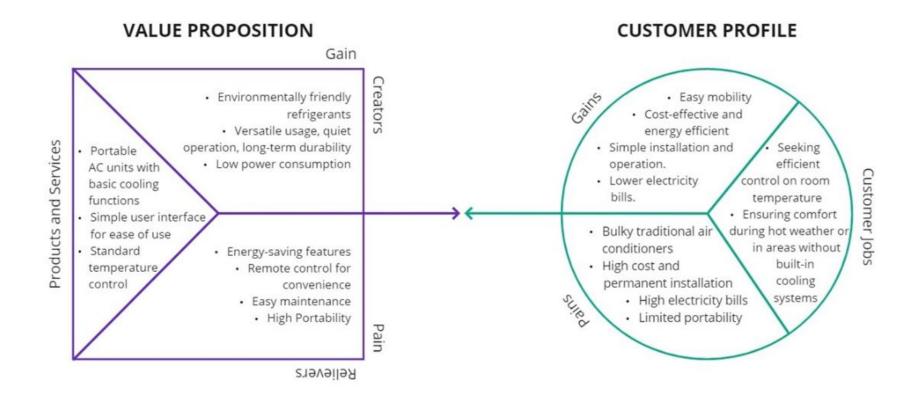
# Disposable Income and Tech Savvy

The chosen segment's high income and tech-savvy nature make them inclined towards investing in advanced, technology-driven products that complement their modern lifestyle.

# **Engagement with Technology**

Their active engagement with the latest technology implies a greater appreciation for the advanced features and functionality of our portable AC, including smart capabilities and energy efficiency.

## VALUE PROPOSITION CANVAS



## VALUE CHAIN MODEL

### FIRM INFRASTRUCTURE

- -Maintaining facilities, equipment, and technology infrastructure to support manufacturing operations, sales, and customer service.
  - Overseeing overall business strategy, finance, accounting, and legal compliance.
  - Managing relationships with stakeholders such as investors, regulatory bodies, and industry associations.

### **HUMAN RESOURCES MANAGEMENT**

- Recruiting and training employees for various roles within the organisation, including manufacturing, sales, marketing, and customer service.
  - Ensuring workplace safety and compliance with labour regulations.

### TECHNOLOGY DEVELOPMENT

- Research and development efforts to improve product efficiency, features, and design and increasing portability factor.
- Investing in innovation for energy-efficient cooling technologies and smart features.

### PROCUREMENT

- Negotiating contracts with suppliers to secure favourable terms and pricing for raw materials and components.
  - Monitoring supplier performance and managing relationships.

#### INBOUND LOGISTICS

- Sourcing raw materials and components such as compressors, fans, coils, and plastics from suppliers at minimal cost.
- Managing transportation and storage of these materials to manufacturing and assembling facilities.

#### **OPERATIONS**

- Assembling components to create portable air conditioner units.
- Testing units for quality control to ensure they meet performance standards and regulatory requirements.
- Packaging finished products with advanced safety techniques for shipment.

### OUTBOUND LOGISTICS

- Distributing finished units to warehouses, retail stores, or directly to oustomers.
- Managing inventory and shipping logistics to ensure timely delivery.

#### MARKETING SALES

- Developing marketing strategies to promote portable air conditioners, including advertising, promotions, and online campaigns with the help of social media
- Establishing distribution channels and partnerships with retailers.
- Sales activities such as lead generation, customer inquiries, and closing deals

#### SERVICE

- Providing customer support for inquiries, troubleshooting, and technical assistance.
- Offering warranty services, repairs, maintenance and exchanges

# Margin

# Margin

# Primary Activities

Support Activities

# PORTER'S FIVE FORCES MODEL



### Supplier Power

Portable AC manufacturers have access to numerous suppliers for components like compressors, fans, and coils

Manufacturers can easily switch suppliers, reducing supplier power

Competitive pricing due to the availability of multiple suppliers

### Competitive Rivalry

Competition among portable AC brands is moderate

Price competition, product innovation, and marketing efforts are prevalent

Differentiation through unique features, energy efficiency, and design is key

### **Buyer Power**

Buyers have a wide Comparison range of portable shopping based on AC brands and features, prices, models to choose and quality is common

Brand reputation and unique features influence buyer decisions





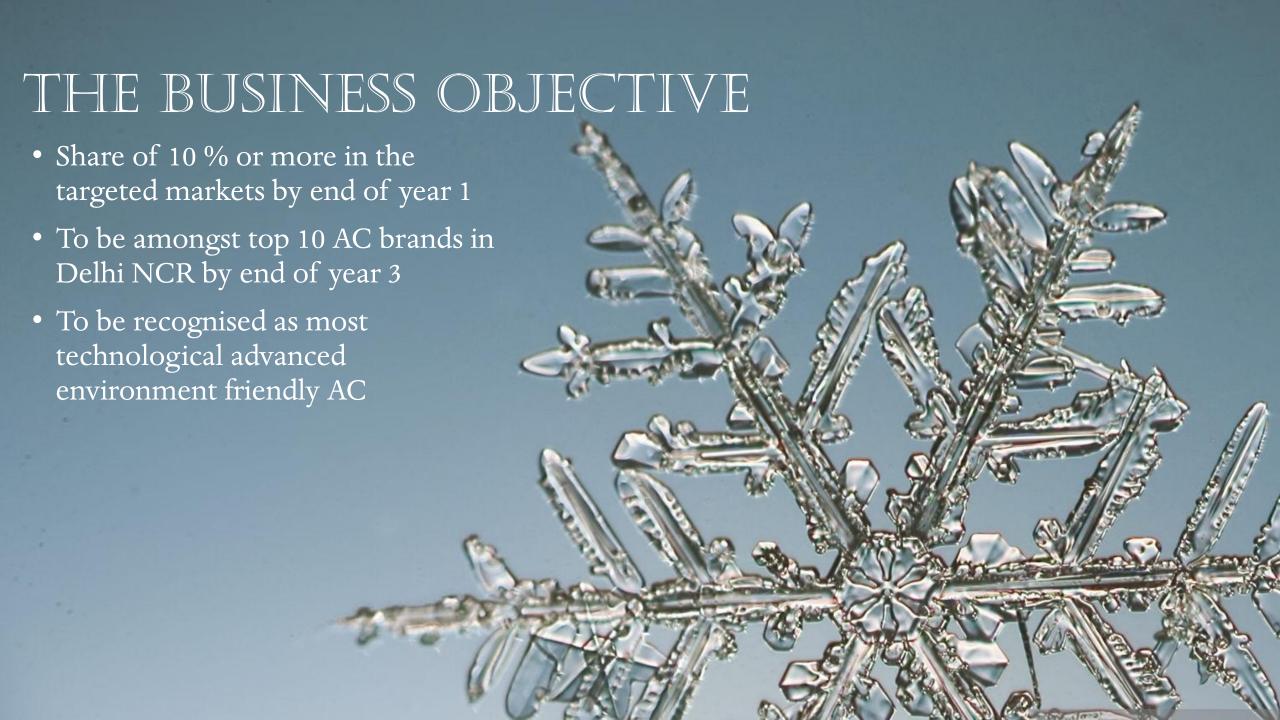


### Threat of Substitution

Alternatives like window AC units and central HVAC systems exist but lack portability

Portable AC units offer mobility and easy installation, distinguishing them from substitutes

Differentiation based on pricing and quality strengthens their market position



# MARKETING OBJECTIVE

### **Short-term Goals (Next 6 months):**

- Increase customer inquiries by 30% through enhanced digital marketing efforts.
- Develop partnerships with real estate firms to secure HVAC installation contracts for new homes and commercial buildings.

### Long-term Goals (Next 1-2 years):

- Establish Home Masters AC as a leading brand in sustainable and energy-efficient AC solutions.
- Expand service offerings to include annual maintenance contracts and premium services.



# THE BUSINESS CHALLENGE

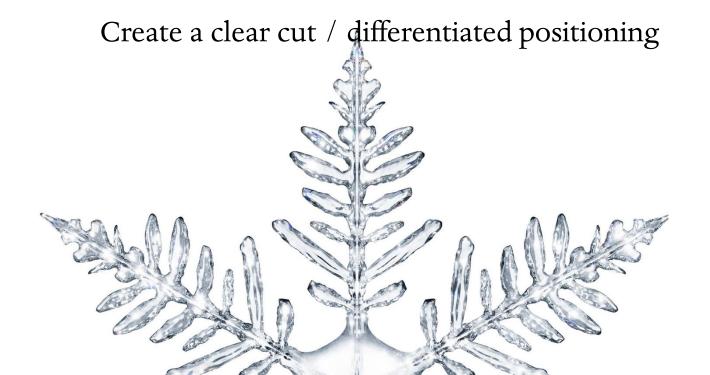
Consumers are on familiar terms with competition when it comes to ACs but they don't think about us.

- Home Masters has not been able to build positioning/product differentiation as yet
- Unaided awareness is low for Home Masters in AC category.
- We do not feature among top 5 brands in this category

## COMMUNICATION OBJECTIVE

Create a meaningful connection between ACs and Home Masters in the consumers mind as the deliverer of complete peace of mind via connected tech

Build a category association between Home Masters& Air conditioners category



# UNDERSTANDING OUR AUDIENCE



fastest-growing major economy

maximum number of young

# An assault on the senses







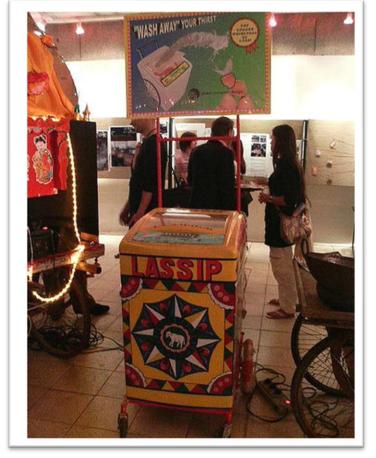






# WE INDIANIZE





Kellogg's launches a hot breakfast; Pizza hut launches a chicken tikka pizza; McDonalds becomes vegetarian

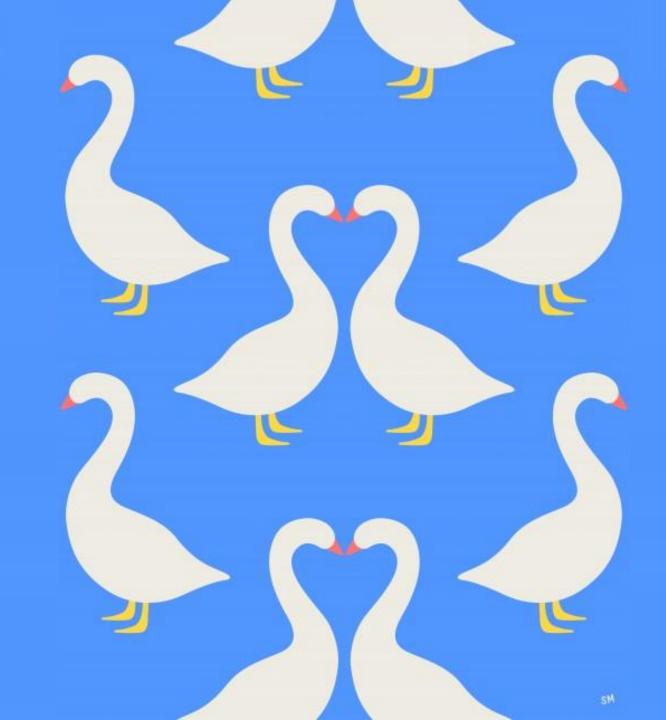


# THE MCALOO TIKKI BURGER BECAUSE

#McDFoodStory

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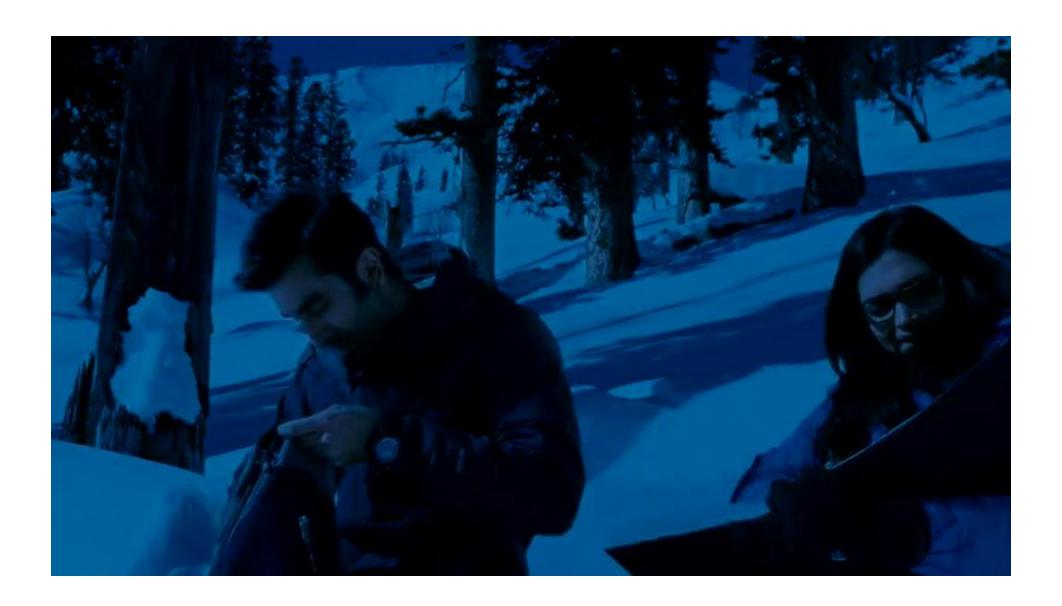
India will have 410 million millennials, who will spend \$330 billion annually, that's more than the total population of the us, and more than the total number of millennials (400 million) that china has today.



# Global citizens

a generation of digital natives;
highly individualistic, always on
the go, look for convenience,
passionate about health and
fitness.



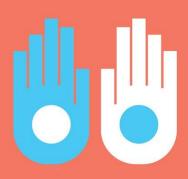


Socially conscious 88% India affluent millennials prefer brands that give something back to society:



Source: BBC Advertising

## Gemini souls



highly individualistic but also believe in the sharing economy digital natives but they also crave real-life interaction highly futuristic but also have a deep sense of nostalgia

Outward projection. Inside is something else (daal-chawal vs sushi) popularised by Uber and Airbnb.

### TRADITION EVOLVERS



# tennu fruit suit karda?

salads to sundaes, we've got it all

order food online on **ZOMato** 

### Urvasi, Urvasi take it cheesy Urvasi

love things extraaaa cheesy? get food the way you like it

order food online on **ZOMato** 

### WITH VAGUE LIMITS.



## OUR CORE TG



### THE FIRST MOVER GENERATION

They expect the best, the latest and the most innovative experience

Primary: SEC A+, A urban, middle class M 22-45

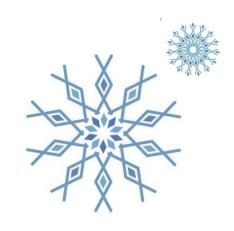
Secondary: Female, urban, middle class, 22-45

Income level: >Rs. 60000 pm

This generation expects the best, the latest and the most innovative experience because that's the way they lead their life.





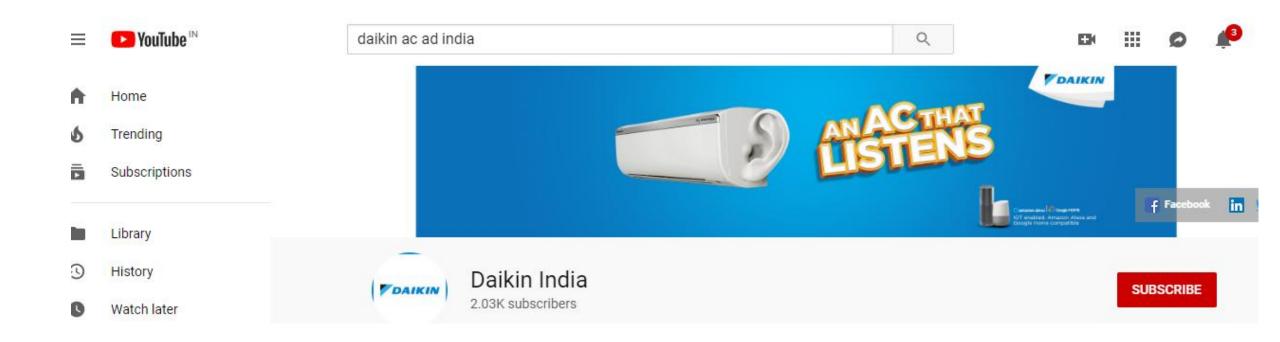


### OUR AMBITION FOR HOME MASTERS: BELIEF.

Fame. Meaning. Distinction.

## THE DISTINCTION CHALLENGE

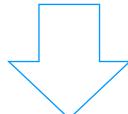
How do we create distinction when our key competitor is offering similar benefits?



# CATEGORY DRIVEN BY TECH MEMORY HOOKS



Consumer consideration driven by a benefit that sticks in their mind.



If you're not in the top 3 of the consideration set, chances of purchase diminish.

# THE HOME MASTERS PROPOSITION

### WHO

The with-it, technophile Millennial

Voice Enabled AC

WHY

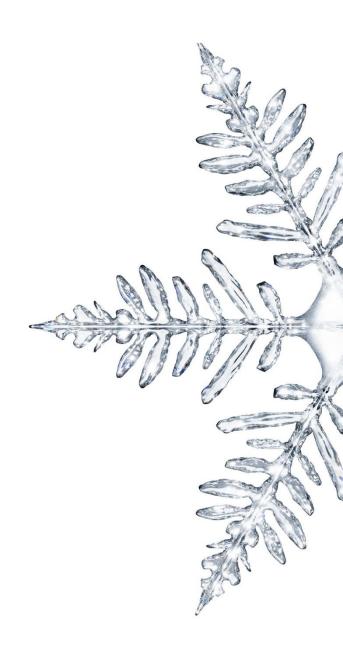
Because they have a lot to do

\_\_\_\_ WIAI

Voice Active Technology



# OUR STRATEGIC APPROACH (4 P's)



## APPROACH

### **PRODUCT STRATEGY**

### Offering Differentiation:

Highlight unique aspects such as energy efficiency, superior customer service, and quick installation times.

### •New Services Introduction:

Consider offering air quality assessments and eco-friendly AC units as part of a broader service portfolio.

# PRICING STRATEGY

•Competitive Pricing: Set prices that are competitive with local market standards while reflecting the high quality of service.

### •Discounts and Offers:

Implement seasonal discounts and promotional offers to encourage new customer signups and reward loyalty.

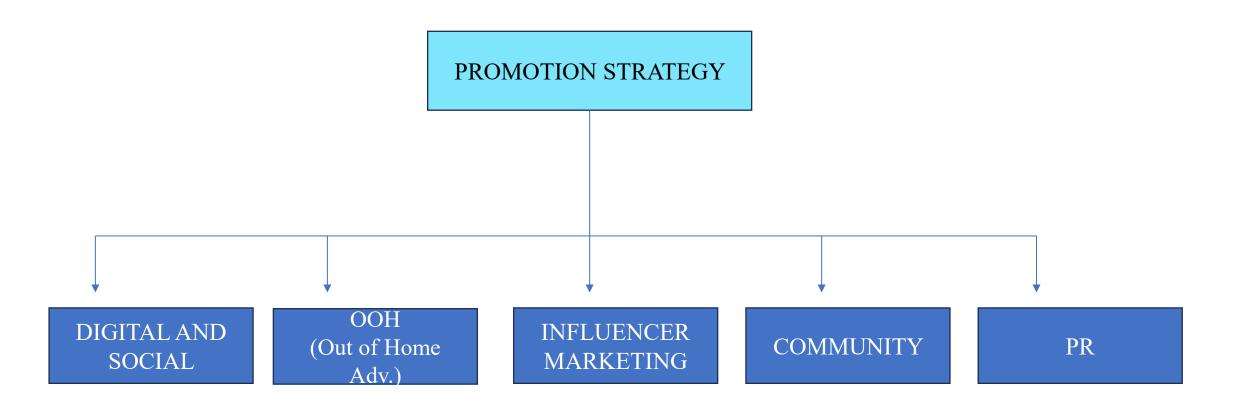
### PLACE STRATEGY

•Local Focus: Target marketing efforts in the local area with tailored promotions designed to resonate with the local community's needs.

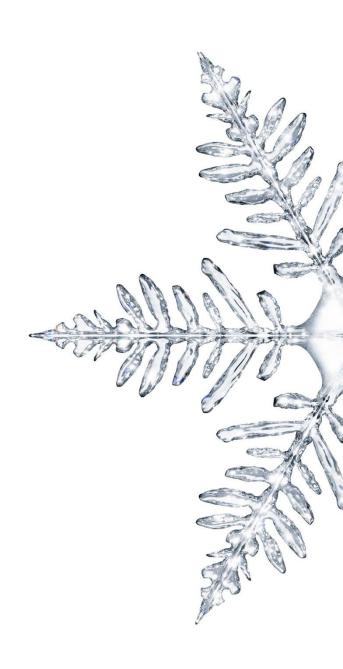
### •Online Sales Platform:

Develop a robust ecommerce platform for direct booking of maintenance services.

# APPROACH



# THE CONSUMER JOURNEY



CONTEXT	Need a new a/c (replacement/ supplement)	Overwhelmed (with information and choices)	Confusion (aware of buzzwords, short-listing)	Deal hunt	Choice-made
STAGE	TRIGGER	CONSIDER	INFO SEARCH	HOT DEALS CHOOSE	BUY
DO/THINK/FEEL	Feel anxious about an impending big purchase	Get opinions and research basis requirement (Tonnage, Variants, features Prices)	Store-checks and peer reviews to get the choice right	Visiting multiple platforms and stores Ensure no deal goes amiss	Anxiety & Anticipation
CHALLENGE	Predominance of competition	Home Masters slow on trust since it is new	Overshadowed by competition at POS	Home Masters ACs rarely included in the final comparison list	Overshadowed by competition at POS
OPPORTUNITY	Establish Panasonic's distinctiveness & meaning	Establish expertise on the subject	Establish the Home Masters distinctiveness	Impactful deal communication	Final decision swings on key functional features
TOUCHPOINTS	Create consideration via ATL, Banners, influencers	Engagement via Banners. Microsite Tech Influencer	Drive choice at retail and in social media	Contextual Banners	Retail

# THANK YOU

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