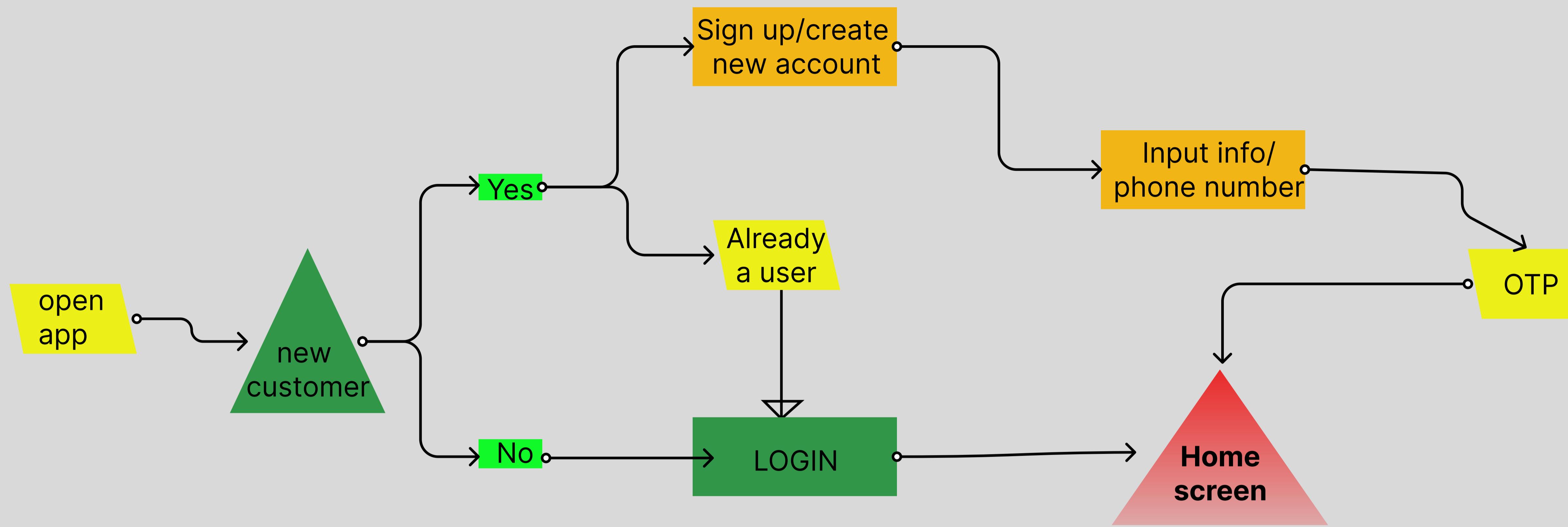


1.)Customer Onboarding

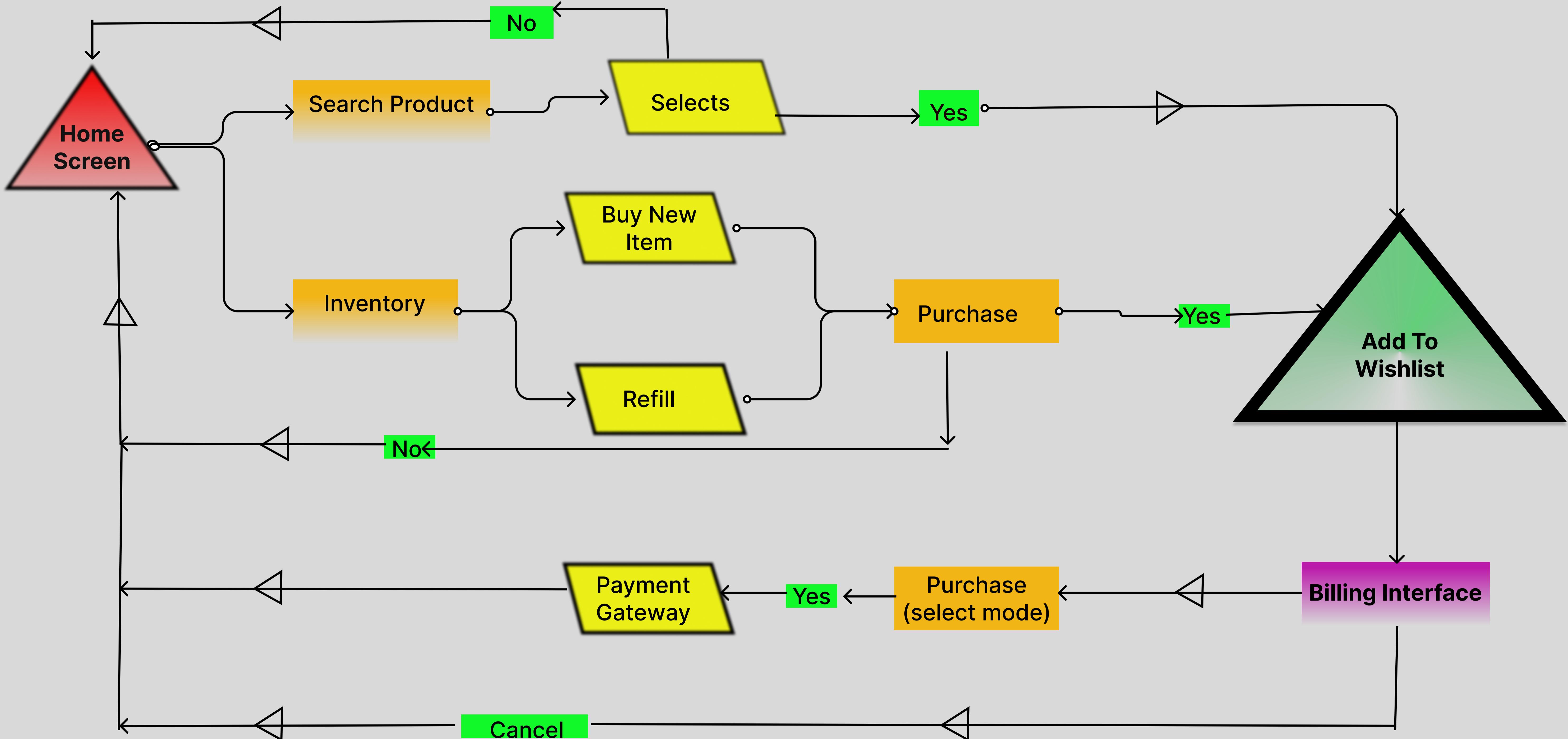


The wireframe shows a sign-up form with the following fields:

- A circular profile picture placeholder with a large 'X' over it.
- Greeting text: "Hello!" followed by "create a new account".
- Text input field: "Full Name" (placeholder: "John Doe")
- Text input field: "Contact No" (placeholder: "9876543210")
- Text input field: "Email ID" (placeholder: "john.doe@example.com")
- A "Sign Up" button.
- Link text at the bottom right: "Already have an account? Login"

Wireframing of SignUp Page

1.) Making a Purchase



PRICING STRATEGY

Given the manufacturing cost of a single jar is 4\$ (inr 328.09) , let us structure the price of the jar keeping in mind the following details:

■ SKIMMING PRICING :

- Indian Mindsets and market are price sensitive and often goes for a product seeing its price rather than quality or features.
- Considering the base price (cost) of this product is already high (Rs 328.09) , it is hard for this product to gain pace across middle and lower classes after amounting to its selling price.
- Taking advantage of the fact that Richfeyn has nearly no or low competition in market across India , we can use Skimming Pricing tactic to Target High End (Upper class) consumers at first while keeping prices relatively high , gaining initial profit and subsequently, lowering it to target middle and lower classes.
- Products like washing machine , car and television were once considered luxury and furthermore , with lowering of their prices and growing Indian economy, it is rather now a necessity.

■ MARKET-BASED PRICING :

- Set the price based on the market demand and competitors' prices.
- Richfeyn has no major competition and the target market for the product could be rich consumers or health/fitness conscious. Search Engine Optimization and target marketing should be done to attract the customers.

■ Cost-Plus Pricing :

- Pricing: Manufacturing cost of \$4 + desired profit margin.
- Justification: This straightforward approach ensures that you cover your manufacturing costs while allowing you to set a profit margin that aligns with your business goals. It's a common and transparent pricing strategy that is easy to understand for both you and your customers.

Following the skimming strategy , the price should be around

Manufacturing cost = \$4 (328.09 Rs)

Employee and labour = \$2.5

Transportation cost = \$1.5(may vary acc to location)

Net Profit(Per Jar)=\$1.25

Total = \$9.25 (inr 758.46)