

Kuriana Floating Guava Market, Barishal



Worldwide Famous Floating Market

01



THE DAMNOEN
SADUAK FLOATING
MARKET IN THAILAND

02



THE CAI RANG
FLOATING MARKET
IN VIETNAM

03



THE DAL LAKE
FLOATING MARKET
IN INDIA

SHORT-DOCUMENTARY





Floating Concept:

01 Water-Based Trading

Vendors sell goods directly from their boats, while buyers also move around on boats to purchase items.

04 Seasonality

The guava floating market thrives during the monsoon season when the rivers and canals are full

02 Boat as a Stall

In floating markets, small wooden boats act as mobile stalls

05 Cultural Significance


Interdependence between people and their natural environment, and often reflect centuries-old trading practices.

03 Adaptation to Geography

In regions with an extensive network of rivers and canals, where the use of boats is more practical

06 Tourism and Local Economy

Experience of floating on boats, bargaining with vendors, and witnessing the vibrant, water-bound marketplace.



Unique Attractions

1. Floating Market Experience
2. Lush Guava Orchards
3. Traditional Wooden Boats
4. Cultural and Traditional Insights
5. Seasonal Harvest Festivals
6. Fresh Local Fruits and Produce
7. Scenic Boat Rides
8. Photography Opportunities
9. Local Handicrafts
10. Eco-Tourism

Market Positioning and Awareness for Guava Garden

- Create Memorable Experiences
- Establish Emotional Connections
- Build Trust and Loyalty
- Point of Differentiation
- Point of Parity

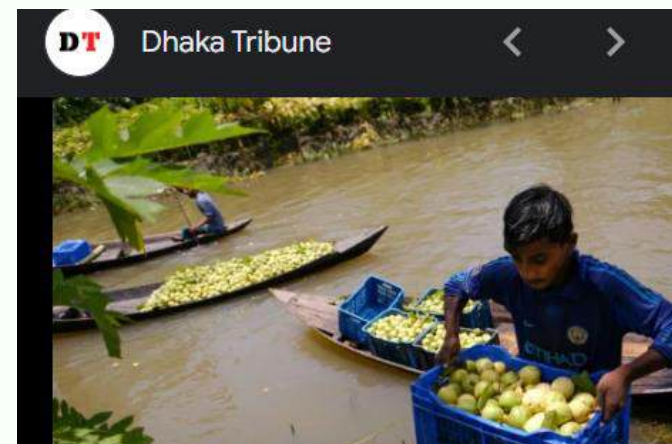


Advertising strategy



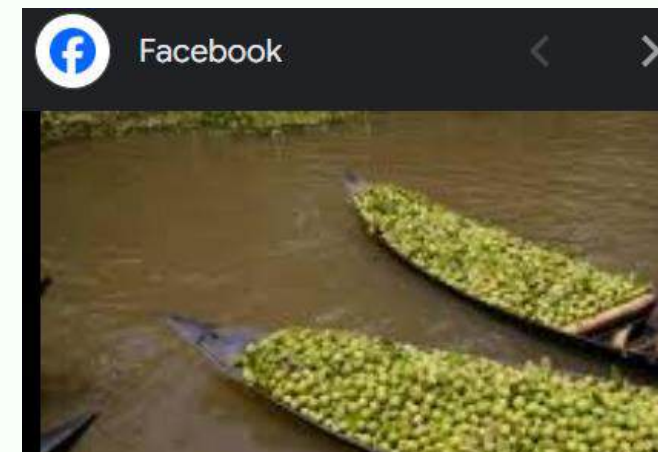
Electronic media

1. Mass Audience Reach
2. Storytelling and Emotional Appeal
3. Endorsements and Celebrity Power
4. Consistent Branding
5. Education and Health Messaging
6. Creating Perceived Value



Print media

1. Awareness and Education
2. Market Trends
3. Success Stories
4. Advertising and Promotions
5. Policy Advocacy
6. Consumer Engagement



Social media

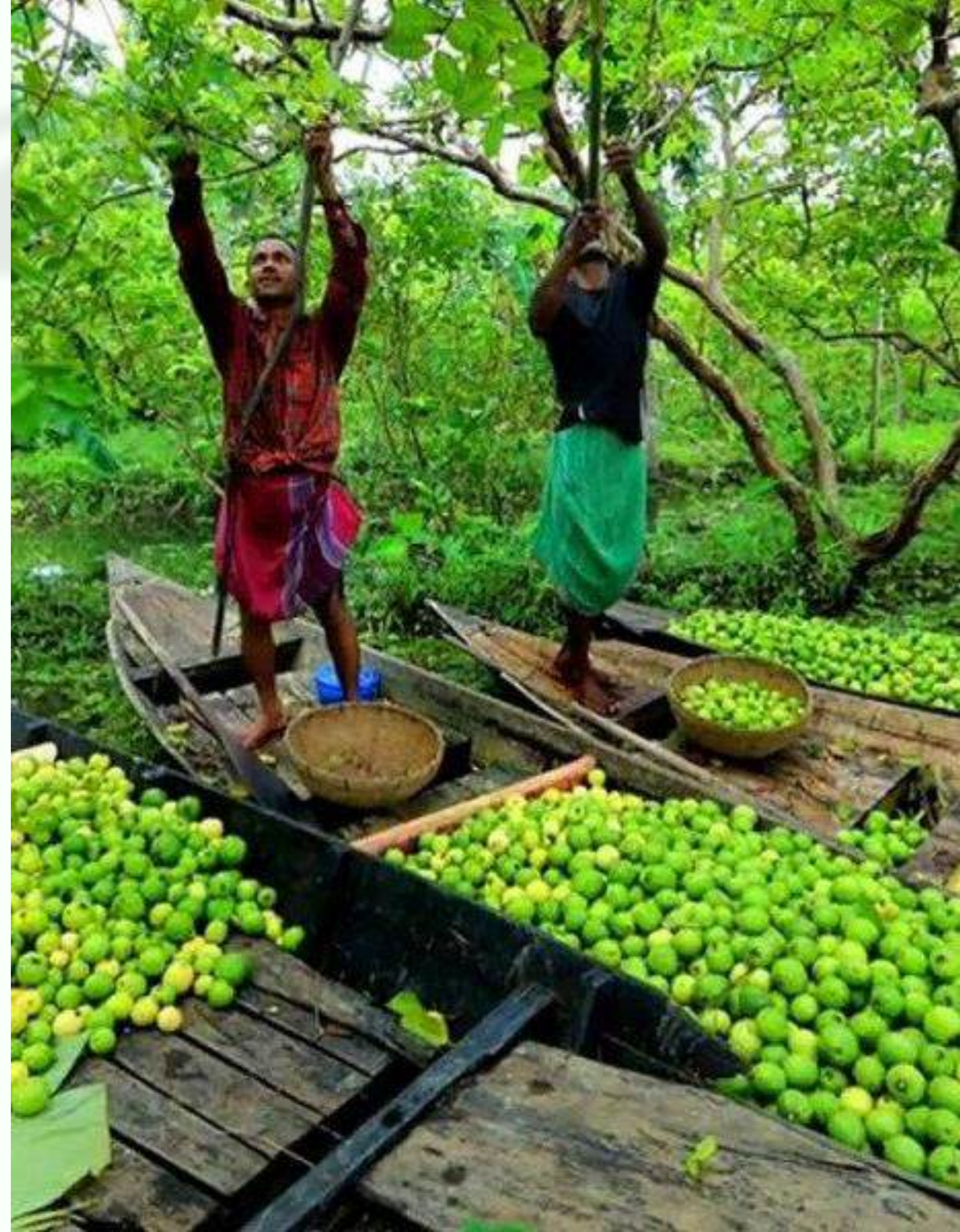
- (1) message boards and forums,
- (2) chat rooms,
- (3) blogs,
- (4) Facebook,
- (5) Twitter,
- (6) YouTube



Word of mouth

Integrating Marketing Communication to Build brand equity

- Advertising and promotional Activities
- Build an Online Presence Website ,Apps



Offering Unique Visitor Experiences

Guided Tours

- Historical and Cultural Boat Tours
- Seasonal Fruit Tour
- Sunrise or Sunset Boat Rides

Interactive Activities

- Floating Guava Tasting Tour
- Photography Sessions
- Pick-Your-Own Guava Experience

Workshops

- Traditional Boat-Making Workshop
- Local Food and Recipe Workshop
- Guava Harvesting Workshop

Events

- Boat Races
- Guava Festival
- Floating Market Night Festival



- 1. Budget Guesthouses:** Affordable with basic needs.
- 2. Hostels:** Great for backpackers.
- 3. Mid-Range Hotels:** Comfortable, with air conditioning and Wi-Fi. Centrally located.
- 4. Luxury: River View Hotels:** Scenic views and upscale facilities.

Transportation:

- 1. Auto-Rickshaws (CNGs):** Budget-friendly, negotiate fares.
- 2. Local Buses:** Cheap but crowded.
- 3. Boats:** Scenic rides to the market.



Accommodations & Transportation



Engage the Local Community and Partner with Tourism & Strategic Partners

- Vendor Participation
- Community-Focused Events
- Training & Development
- Tourism Collaboration
- Public-Private Partnerships
- Community Involvement



**Gathering Feedback To Find
Out The Desires And Problems
Of Customer's**

Long-Term Vision & Expansion: Kuriana Floating Guava Market, Barishal



Expand Product Offerings

- Historical Significance
- Current Diversity
- Potential for Growth
- Benefits of Expansion



International Recognition

- Unique Attraction
- Global Appeal
- Sustainable Tourism
- Vision for the Future

THANK YOU FOR WATCHING

