**Name of weight distributing bag:** Aufero Onus

**Tagline:** Want shoulders to be burden free, Aufero Onus will do it with glee!

**Composition:**

Outer layer: Upholstery fabric - ecofriendly

Thin inner layer: Kevlar - Semi biodegradable ... but we will use in lesser amounts

Bottle holder's: Fiber glass

**Improvements:**

1. Waterproof

2. Fireproof

3. Number lock

4. Memory foam near the back to mold the bag into the shape of the back.

**APP/Website DETAILS**

**App/Website name: -** Aufero Onus - Aufero Onus bag store

**What the app/website provides: -**

1. Chance to customize your own bag

a. Color

b. Size

c. Outer Design - Plain or you know designed.

2. View 3d model of the bag ... 360 degrees rotation

3. Purchasing the bag

a, also you can use amazon and other stuff to get the bag

4. App provides info about the app (Composition and all)

5. Reviews.

**Website link:**  http://auferoonus.ml

**NOTE: This is not related to the app/website ... But the bag will have a one year warranty and you need a bill or online record to use the warranty .**

**PRICE :** Normal customization and normal designs = 1250 ...

Extra customization with their own design = 1750

Festive designs : 2000 rupees

Sectors : Aufero is our brand name

* Aufero : Onus ( School )
* Aufero : Spuma ( suitcase )
* Aufero: Itinerare ( travel )
* Aufero : Incutim (work )
* Aufero : Urbs (Handbag / Carrybag )
* Aufero : Peregrinus ( For safari's )

* Aufero : Halcyon ( For dense vegetation

**Competitors :**

All bag companies ... Since our bag is really good smile

**Partners :**

Company of free water bottle

Delivery companies .

Big stores for there sale

**Customer relationship :**

* 1 year warranty
* Reviews on app
* Problem in bag? You can email it to - [aufero.onus.rocks@gmail.com](mailto:aufero.onus.rocks@gmail.com) /
* A community tab where you can share experiences and designs.

**Cost :**

* Normal bag - no customization = 1000 rupees
* Simple customization: 1250 rupees
* Extra customization (need premium prescription): ₹1750

Resources:

Outer layer: Upholstery fabric - ecofriendly

Thin inner layer: Kevlar - Semi biodegradable ... but we will use in tiny amounts

Bottle holder's: Fiber glass

WHERE WILL WE GET THEM?

We need industrial support from metamorphosis!

Value proposition :

* Durable
* Affordable
* Weight distributing
* Unique customization
* Can book a appointment if help needed in customization with a extra fee of 100 rupees .

Revenue :

* Extra Customization
* Other variants of the original bag
* Appointments for customization
* Membership feature ( track info in app )

Activites :

* Extra customization
* Social Media Influencers
* Youtube reviews
* ads
* Big store sales
* Festive discounts
* Festival Exclusive designs ... Rs . 2000 ( Premium designs ) Rs . 2500

Channels :

* Youtube channels
* Lucky draws
* Amazon etc .
* Ads ( Tv , websites and all )
* Wholesales , retailers , distributors .

CUSTOMER PROFILING !

Age = 5 to 60

Men - yes

Women - yes

Tier 1 ,2

Section : A , B , C

Groups :

School college students

Office workers

Safari - Explorer and scouts

Dense vegetation .