**ERWY: Sales plan**

**Erwy will be functioning as a limited B2C company as it is affiliated with the Injaz company program and it takes into consideration of gardeners’ occupation, therefore it deviates from B2B model.**

1. **Executive summary**
   * **Erwy is responsible for reducing the plant care burden off our customers and nurture plants they own in their absence, in order to be able to see the effortless growth of your alluring flowers and plants and our company makes sure that M.A.I doesn’t not require second guessing.**
   * **Having fully blossomed pots every winter is a dream come true thanks to Erwy.**
   * **The motive has been through a cactus named jack that has been bullied during the sick leave of its owner.**
2. **Target Market**

* **While most plant related products in the market are to increase the nutritional benefit of the plant, and very few have self-irrigators, Ewry is the one and only that ensure the plant is not overwatered or underwatered by taking into consideration the application of nutrients automatically overtime.**
* **While other products in the market offer similar solutions, MAI stands out with its blend of efficiency and user-friendly design. It's not just a product; it’s a plant care partner.**

1. **Our entrepreneurs’ skills**
   * **Al Noor international School students are taught that giving up is not an option as well as their numerous experiences in different preceding programs that helped develop skills such as convincing and negotiating and diplomacy.**
   * **The sales team have outstanding chemistry and can think on their feet when required.**
   * **Listening more and talking less is one of the policies that sales take into consideration carefully, by being able to talk less with more efficiency will being able to understand the customer.**
   * **We would go beyond in risk taking under two conditions one of which the results are rewarding and helpful but only if resources are available to solve any inconvenience.**
2. **Sales pricing and promotion**
   * **Promotions to be used include the following**
     1. **10%(finance debatable) discounts for special periods of time**
     2. **50%(finance debatable) off if coupon found inside packaging**
     3. **Loyalty reward programs**
   * **BOGOFs will not be provided by Erwy**
   * **Personal deliveries to loyal customers**
   * **MAI free installation**
3. **Strategies and Tactics**
   * **QR code inside packaging for customer review will be used later as customer surveys**
   * **Paying a one time price**
     1. **Saves the customer a lot of money instead of buying a new plant every time they travel or forget about the plant, MAI is a one time purchase**
     2. **Instead of hiring a gardener every month**

* ***A person would rather have a microwave than a paid person to heat their food***
* ***Explaining the benefits of effortless plant growing***

1. **Strengths and weaknesses**
   1. **Strengths**
      1. **Product uniqueness**
      2. **Gross profit**
      3. **Huge audience**
      4. **Sales promotion strategies**
   2. **Weaknesses**
      1. **Product Price**
      2. **Product size**
      3. **Vulnerable to negotiations**
2. **Revenue goals**
   1. **Erwy aims to have a minimum of 400BHD revenue by the end of each month**
   2. **Assuming our profit margin is somewhere near 70%**
   3. **Erwy needs to sell atleast 15 M.A.I.s per month to achieve this goal**