

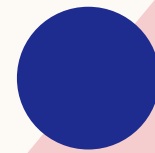
Trinity

**(FIRST PROJECT)
REAL LIFE SCENARIO
CASE STUDY**

Abhishek Shukla

AGENDA

- ✓ Planning
- ✓ Preparation
- ✓ Process
- ✓ Product Analyzation
- ✓ Share
- ✓ Final Act
- ✓ Conclusion



INTRODUCTION


In This project we are going to manage budget and making some strategy for real life marketing situation. If somebody have specific budget and He/she want to purchase some items related to His/her requirement then what strategy He/she have to opt for easy, time saver, under budget and productive real life marketing.

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PRIMARY GOALS

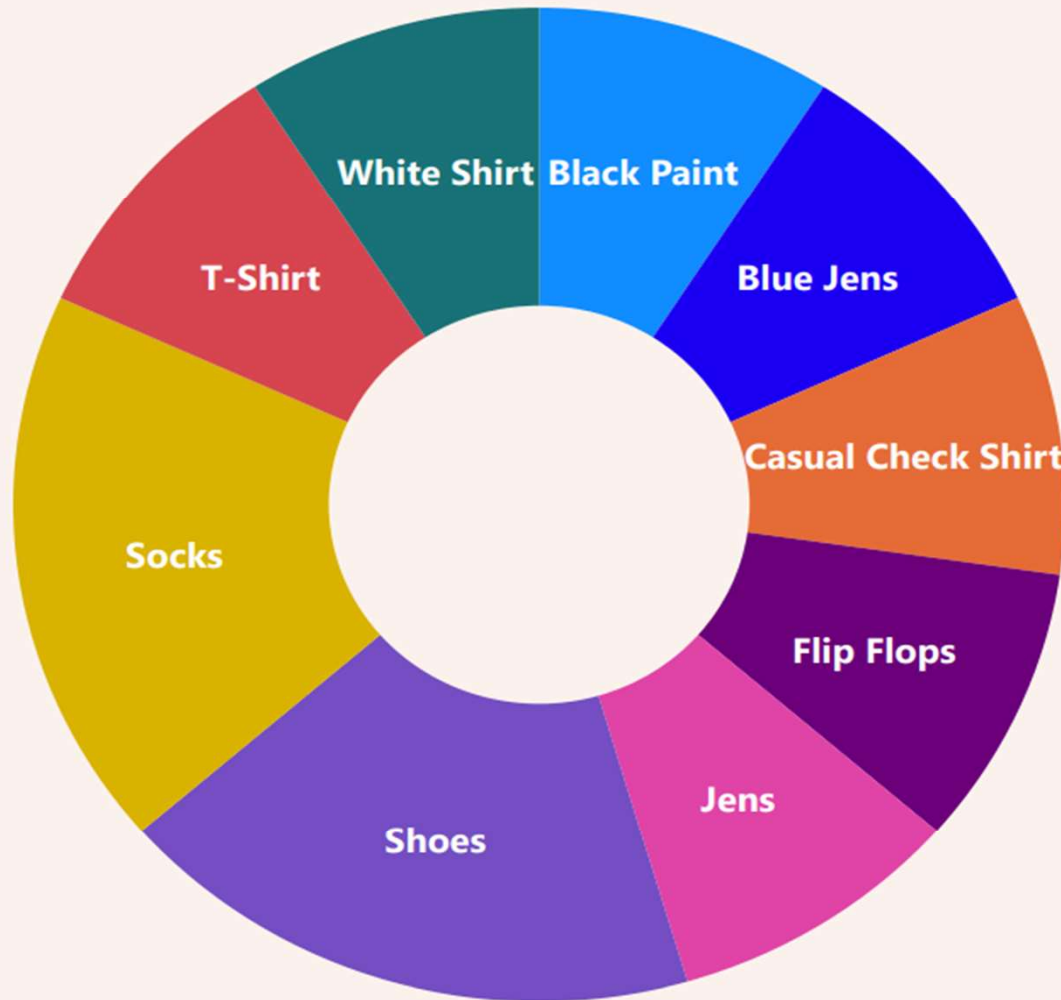
Planning

“ If you want to start anything planning is the very initial and important step of the project which you want to start so let's start with it. **”**



As you know this project is related to marketing strategy so if He/she want to start marketing first He/she has understand what they actually need and then He/she should make a plan/list before going to market it makes marketing easy, time saver, according to budget and productive real life marketing.

PRODUCT WISE CHART



- To understand the marketing strategy by example of the John and Dezy this product chart is related to them there is some product which belongs to John and Dezy.

Items

- Black Paint
- Blue Jens
- Casual Check Shirt
- Flip Flops
- Jens
- Shoes
- Socks
- T-Shirt
- White Shirt

“ John and Dezy has some product according to there needs, before going to marketing they have to Analyze the actual need of the product according to the uses and condition. i.e. Products information is giving in to the table – To start with given existing items and check them what product you really necessary to purchase consider which ones are worn out, no longer fit, or need replacement. ”

Sn	Items	Gender	Purchase Year	Purchase Price	Current Price	Condition Of Item	Uses
1	Black Paint	Male	2017	₹ 1,499.00	₹ 1,999.00	Average	Alternately
2	Blue Jens	Male	2019	₹ 2,199.00	₹ 2,999.00	Average	Daily
3	Casual Check Shirt	Male	2021	₹ 2,499.00	₹ 3,199.00	Good Condition	Occasionally
4	Flip Flops	Female	2021	₹ 999.00	₹ 1,199.00	Not Good	Daily
5	Jens	Female	2022	₹ 1,799.00	₹ 2,299.00	Good Condition	Alternately
6	Shoes	Male	2020	₹ 3,999.00	₹ 5,999.00	Not Good	Daily
7	Shoes	Female	2021	₹ 2,999.00	₹ 3,999.00	Average	Alternately
8	Socks	Male	2022	₹ 599.00	₹ 799.00	Average	Daily
9	T-Shirt	Female	2021	₹ 999.00	₹ 1,499.00	Average	Alternately
10	White Shirt	Male	2017	₹ 1,199.00	₹ 2,199.00	Average	Weekly
11	Socks	Female	2021	₹ 499.00	₹ 699.00	Not Good	Alternately

PREPARATION

“ John and Dezy has to make a proper list and check there budget after that make a plan what is necessary to buy then going for the market and purchase products according to there needs. ”

PROCESS

“ John and Dezy should decide about the market place accordingly the product type then they have to take some vehicle convince to reach the market place fast and easy and take some time in His/her hand to search best product in the decided market place.”

PRODUCT ANALYZATION

“ To analyze the product John and Dezy should start with given existing items in there table/list and check them what product you really necessary to purchase consider which ones are worn out, no longer fit, or need replacement according to there uses. ”

In the given table product are categories with some colour code according to there need of purchase John and Dezy has to Analyze the table before going to the market to make a better decision in the table –

- ☐ **RED** – most ascensional thing right now.
- ☐ **MUSTARD** – 2nd most ascensional thing in the table.
- ☐ **BLUE** – least ascensional thing in the table.
- ☐ **YELLOW** – 2nd least ascensional thing in the table.
- ☐ **GREEN** – in good condition.

According to the colour code John and Dezy has to prepare the plan to purchase the necessary things to save there Money and Time.

Sn	Items	Gender	Purchase Year	Purchase Price	Current Price	Condition Of Item	Uses
1	Black Paint	Male	2017	₹ 1,499.00	₹ 1,999.00	Average	Alternately
2	Blue Jens	Male	2019	₹ 2,199.00	₹ 2,999.00	Average	Daily
3	Casual Check Shirt	Male	2021	₹ 2,499.00	₹ 3,199.00	Good Condition	Occasionally
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11	Socks	Female	2021	₹ 499.00	₹ 699.00	Not Good	Alternately

SHARE

“ To this Methods John and Dezy has purchase the ascensional product according to there needs and also save money and time, this is the most effective way to reduce unnecessary expenses and experience a quality time without forget any necessary things . ”

FINAL ACT

“ When John and Dezy has prepared the own product requirements list then they should go to the market and buy the ascensional product according to the budget and then they should come back to the home with required product. ”



CONCLUSION

“ This priority list method is the most effective way to reduce unnecessary expenses and experience a quality time without forget any necessary things . ”

Trainity

THANK YOU

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My First Project for Trainity