

\*Dekho, marketing ki strategy bht simple hai  
Pehle apne product k features batao unko ki how is it better than any other product  
Pehle market karo product ko  
Sales toh later concept hai  
Marketing imp hai filhal uski  
If you have better features than any other company then flaunt it.  
Kam margin ya zyada margin pe sell karna later concept hai.  
Pehle features justify karo business ya consumers ko  
Uske baad margin ka sochna  
Aise bechne jaaoge toh ni hoga  
Strategy build karo  
And sorry for the late reply  
\*Good  
Abhi sales pe jump mat karo  
Market karo product apna  
\*Apne baaki k gps trackers walo ko dekho ki unke kya benefits hai  
Phir usme apne benefits add karo  
But dont point them out  
Competetion me mat jaana unse  
As they are well proclaimed tum naye ho market me  
Toh marketing strategy competetion ki nahi better product ki banana  
\*Point out karte he bawaal hojaega  
Tumhare liye  
Isliye just features and benefits and how its advanced  
Dont show. Ki better kisse hai but show better kyun hai  
\*Filhal sales ya costing pe focus mat karo  
Keep it in the parking lot  
Focus on marketing it  
Because the more it will reach out to the customers  
The more benefit you ll have  
\*Dekho simple cheez hai  
Customer 2 type ka hota hai  
1 brand k peeche bhagne wala  
2nd jo pros and cons dekhta hai  
Business jo hota hai usme 2 type hoti hai  
1 jo costing pe bhagte hai  
2 jo apni growth k liye benefits pe jaate hai  
3 jinko smart work chahiye hota hai  
\*Haan filhal apna set of customers ya business set karo  
Apne particular area ko target karo  
Filhal India target karne mat jaao