

Case for Phase 1 and Phase 2 :

HCL Infosystems has launched its first HCL Ultrasmart ME ultrabook - the Ultrasmart ME Series 3074 - in India. According to the company, the ultrabook is one of the first devices launched in India to be powered by a 3rd Generation Intel Core i3 processor.

For More details go with <http://ibnlive.in.com/news/hcl-launches-new-ultrabook-at-rs-51990/293131-11.html>

Now you need to launch, advertise and promote this product as a Marketing Executive or Marketing Manager of the company.

Description:

- HCL is a leading global Technology and IT Enterprise with annual revenues of 6.2 billion.
- HCL A Big Conglomerate Which Truly Proves Customer is Second Always!
- The HCL is famous for its laptops ,Its laptops come in hi- tech features with user-friendly option.
- This has to be kept in mind that the clients are the customers.
- Launch of the product is associated with marketing the product in the country.
- HCL group at present sees forward towards innovativeness products in efficient way.
- The details given on the official site of the Product can be used as and when required as the part of the advertisement.