

Introduction



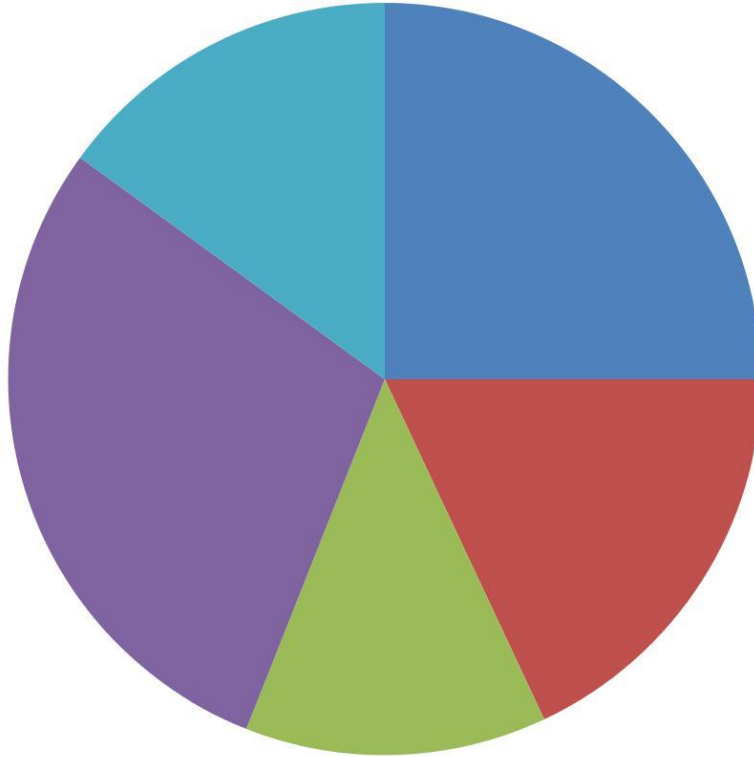
Pens are being used as writing instruments since ages. The history of the pen can be dated back to 1380's when the first patent on the ball pen was issued to **Petrache Poenaru**. Our company has taken inspiration from the feathers that were used by Rajas and Rishis'. The flow that it gave to them in writing different manuscripts is found in our products. Our range target different groups, including grownups, kids, and the honchos of the corporate world. The Pen will surely stand beyond the expectations of users.

Reasons for Selecting the Product

As a Company, following are the reasons for selecting the product:-

1. Due to the cutthroat competition in education, we feel it our duty to provide the students with the best writing tool.
2. We find a great scope to grow in this field.
3. It is a commonly found tool with person of any field. Therefore, we intend to give all the writers the best way of writing experience.

Our Competitors



- Reynolds 25%
- Classmate 18%
- Uni-Ball 13%
- Cello 29%
- Flair 15%



THE JOY OF WRITING™



Reynolds®
The pen the world prefers



uni-ball AIR
ROLLER BALL PEN

uni-ball AIR
ROLLER BALL PEN

uni-ball AIR
ROLLER BALL PEN

**Revolutionary
Air-Tip Technology**

SHOP IT !

THICK + THIN

Three uni-ball AIR roller ball pens are shown vertically, highlighting the "Air-Tip Technology" and the "THICK + THIN" design. The pens are black with red accents. The top pen is labeled "uni-ball AIR", the middle one "uni-ball AIR", and the bottom one "uni-ball AIR MICRO".

Our Range

Puzzle Eazy Flow

- Point Size: .7mm
- Tip: Jumbo bulky
- Ink: DSW
- Waterproof ink
- Instaflow Ink Technology
- sweat absorbing.
- Ball/Dot pen



Puzzle Xecutive

- Point Size: .5mm
- Tip: Jumbo bulky
- Ink: Roller Luxury
- Waterproof ink
- Luxury Ink Technology
- Roller Ball



Puzzle Fountain

- Point Size: .5mm
- Tip: Thin, ink
- Ink: Chelpark
- ButterFlow Ink Technology
- Fountain



Puzzle Jelly

- Point Size: .5mm
- Tip: Thin, ink
- Ink: Gel
- Quick Ink Flow Technology
- Gel



Logo and Tagline



*The Art of writing,
Redefined*

Features

- This pen combines the ball point design with the use of liquid ink and flow systems of fountain pens.
- It's tip is small sphere of 0.5mm in diameter to give you best writing experience.
- Puzzle Pens need less pressure to be applied and writes smoothly.
- It is smudge free.
- Puzzle pen has the best grip with sweat absorption.
- The puzzle pen with light weighted body gives you the Luxury of fountain pens and affordability of ballpoint pens.
- Waterproof ink on most of the surfaces.

Price

Price of our pen will be equal to the market price of our competitors. Three basic pricing strategies are: market skimming pricing, market penetration pricing and neutral pricing. The 'reference value' (where the consumer refers to the prices of competing products) and the 'differential value' (the consumer's view of this product's attributes versus the attributes of other products) must be taken into account.

Product	Wholesale	Retailers	Customers
Eazy Flow	₹ 8	₹ 12	₹ 15
Xecutive	₹ 90	₹ 93	₹ 100
Fountain	₹ 41	₹ 45	₹ 50
Jelly	₹ 16	₹ 23	₹ 30

Brand	Wholesale	Retailers	Customers
Reynolds	₹ 20	₹ 23	₹ 26
Flair	₹ 19	₹ 21	₹ 25
Cello	₹ 25	₹ 27	₹ 32
Uni-Ball	₹ 16	₹ 23	₹ 30

(Ballpoint pens of other brands)

Packaging

- Secondary Packaging: Pen will be packed in cylindrical plastic box (recyclable) with a sponge protection from both the ends. It will protect the tip of the pen and would also provide it with support.
- Tertiary Packaging: The pens will be transported in a hard cardbox carton in following way.
 1. Firstly 100 pens will be wrapped in a thin plastic cover. This packing will be called 'nod'.
 2. Then, these 100 nods will be packed in the hard carton for final transportation.
 3. In this way, it will provide 3-way shield protection and will protect the pen from all kind of damages.

A single hard carton will contain 10 pens.

Channels of Distribution

Our company is selecting two level channels for following reasons:-

- i. This is most commonly used distribution path where two intermediaries are adopted by firms to sell the product.
- ii. The manufacturer sells the goods in bulk to wholesaler who sells in small lot to retailers who supply it to ultimate customers
- iii. For less costly products, longer channels are preferred.
- iv. Our product is not complex, for simple products longer channels can be used.
- v. Our product is non-perishable so it can be distributed with long channel.
- vi. This Company is new, therefore, long channels are advisable.

Warehousing

The company has appointed C&F (Cleaning and Forwarding) agents in various states like Rajasthan, Maharashtra, M.P., Karnataka, Goa, and Tamil Nadu. The goods will be dispatched to wholesalers and retailers through the distributors. Therefore, the stock will be placed in the warehouse of various state under their corresponding C&F agent.

Promotional Programs

- Advertising: It is an important promotional tool, which reaches mass and is economical too.
- We will be advertising on T.V. having a celebrity with an encouraging personality.
- We will be advertising in big posters across public places, in magazines and in newspapers.
- Personal Selling: The company has tie ups with major institutions. The representative will distribute the free sample to the students.
- Sales Promotion: The Company is using product combination as a means of sales promotion. On purchase of minimum 15 units of pens, the buyer/consumer will get an Eco-Friendly ink eraser FREE.

Transportation

We will use mainly road transport for transporting our products to various states. The vehicle will be able to transport 10,000 cartoons or approximately 100,000 pens.

We have many branches in various states managed by colleagues. By road, railway transportation, we will transport our products, to different cities that will grow our goodwill in the market.

Social Message

We aspire to be a major brand in writing instruments
WORLDWIDE by producing High quality pens for the
masses.

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