



Group R - Presentation 3

Automated Super Market

Marketing Mix

Course : ENCS 6042 – Communication for the innovation process

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- The Principal determinant of whether a business can sell their product profitably.
- The organization determines that the product meets the demands and preferences of consumers in the target market by evaluating four interconnected decisions.



PRODUCT

- What is a product?

It might be a good, service, or idea composed of a collection of physical and immaterial attributes.

- Differentiation is the process which we take as a major consideration of creating an actual or perceived distinction in a product in order to attract buyers.
- Considering goods of the supermarket the main criteria would be
 - Brand
 - Quantity & Quality
 - Availability
 - Diversity
- Every store in town sells the same goods, however our store would offer brand choices for each product in all quantities.

Services

In-store navigation

Automated supermarkets provide easy, time-saving navigation, especially in large retail facilities with many selections. Location-based AI chatbots on mobile apps let users identify products and services to relieve them.

AI for smart shopping carts

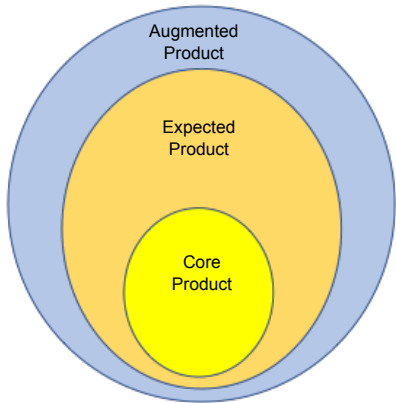
The alternative to mobile applications would be smart shopping carts, as described in our earlier presentation, which are incorporated with navigation and also include a credit card reader, allowing customers to check out without cashiers.

Smart Shelves Technology

This is implemented to manage out-of-stock concerns, monitor the products selected by customers and keep track of them, and detect the presence of ethylene gas, which is emitted when perishable goods begin to deteriorate.



Total Product Concept



PRICE

- Considerations for pricing our products and services include the following:
 - Costs
 - Customers
 - Positioning
 - Competitors
 - Profit
- Loss-Leader Following strategy will be followed i.e., it is a pricing strategy of selling high-demand items at atypically cheap prices. The primary objective is to attract people in quest of deals. These individuals are likely to purchase additional things, even only out of convenience, ensuring the store's profitability.

Price Flexibility

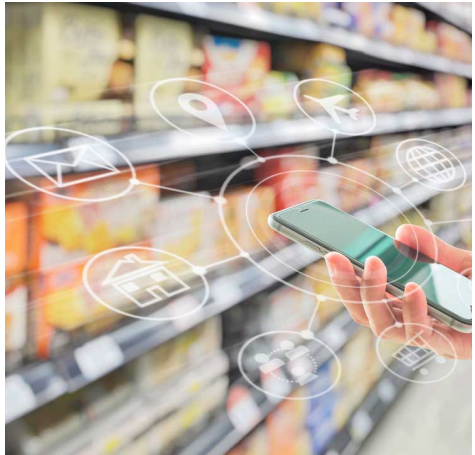
- Dynamic pricing is based on the use of machine learning and artificial intelligence to find the optimal pricing approach for various products. For this purpose, algorithms examine data from a variety of sources, including previous sales, rival prices, stock levels, and unique events.
- Cross-selling a discounted item (e.g., buns) with a full-priced complementary item (hot dogs) is a method of dynamic pricing. This method reduces food waste by reducing the price of perishable items close to their expiration date.

CROSS-SELLING



Place

- Site selection is crucial, as we used a Geographic Information Systems report that demonstrates the comparative feasibility of the sites you select for research to identify the best matches.
- In the grocery industry, place must be studied from the perspectives of both distribution center and shop location.
- Some of the factors used to select the locations are:
 - Traffic
 - Competition
 - Area
 - Access
 - Noticeability
 - Population density



Product placement strategies



Promotions



Thank You
Feel free for
Questions?