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**Project Report**

**“Project Title**”

Company Marketing Report

**Submitted by:**

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**Under The Guidance OF:**

**Prof**. Dr Ali Raza

Department of Marketing

**Company Name:** Animer

**Logo:**



**Make World Colorful**

***Mission Statement:***

Let's create colorful experiences with ease. Animer is much easier in the digital era and marketing solutions. Our Animer permit everyone to scale their creative mindset easier than ever in history. In short, Animer is in every artist's heart, to speed up their creativity throughout the world.

**Vision Statement:**

Animer will make the future of artists by saving and creating and merging new creative ideas through AI technology and making easier for the artists and designer, so they would change the world through digital experiences.

**SWOT Analysis:**

**S->Strengths**

**W-> weaknesses**

**O->opportunities**

**T-> threats**

**Regarding the Software Animer:**

**Strength:**

Animer is the compant that create software for the people who want built-in artwork, Al's made creative design models and complete designing tool as well. As people have to use different software for both built-in templates and self-made templates. But when it comes to time then Animer will be there to save the time of any designer. Because they can get a lot of work done and even can edit that with high profile editing tools like Adobe's software. Our Price will be lower than the competitors as well.

* **Internal Strength:**

Internal strengths could be an organization’s solid financial base, a well-educated workforce, or high-tech equipment. Futhermore, upper management should always be forward-thinking and set goals that exploit the organization’s strength.

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* **External Strength:**
* External factors that may strengthen a company includes economic conditions. For Example Employment rates and trends , interest rates, disposable income trend. Also includes technological advances , appropriate location and good fame about company services and products etc.

**Weakness:**

Some people may not have a good grip on Animer in the beginning because it is the first software-based on this idea. So they may face some difficulties during designing and may not like some AI's Artwork because it will improve time to time.

**Internal Weaknesses:**

Internal wesknesses occurs due to Lack of an experienced persons, Lack of Skills and Lack of trainings.

**External Weaknesses:**

External weaknesses include bad fame of company, Inappropriate location, Strict rules and regulations etc.

**Opportunities:**

As there will be both free and paid versions and even trail for paid customers to test its paid version. If people have to design some basic designs then they can start with a free version and can earn to start using the paid version. In which he can access all the advance tools and 24/7 support as well.

**Threats:**

Al's Artwork can take months to improve their Artwork. That is why they may not be much interested at the beginning for Animer. And even in the beginning, our software may require a little bit more CPU power to run on their systems.

**Products and services we offers:**

Animer is a software creator but with three software's benefits in one. First of all the users will get millions of ready-made templates. Second, they will get Al-based help to build new design ideas and to merge their ideal designs to grow their creativity. The last one, they will be able to edit their artwork with very advance tools. First, two tools will be free for at least 3 years after the software launch. After that, only the first one will be free for the lifetime that even help to gain engagements of new users.

They only deliver products and services within the following market segments of the software industry:

1. Web Application Development: HTML, CSS, JavaScript, Type-Script, React, Angular 2, Node.js, MongoDB, Firebase, and Server-less Architecture.
2. Android App Development using Java
3. iPhone (iOS) App Development using Swift
4. Artifical Intelligence, Machine Learning(ML) and Deep Learning using Python.
5. Software Defined Networks (SDN) using Python
6. Fin-Tech Research and Development using Python
7. UI/UX Design

**Pricing strategy:**

Our pricing strategy will be Subscriptions based. User can subscribe to monthly and yearly based subscription. There will be a free version as well and even 1-month free trial after payment verifications. Because this strategy is already liked by users and it is the market's demand.

* There are some users of free versions of editor but they want to shift on premium tools with cheap pricing and those people can help us to get profit and even if we will face worst break problem . then we still can handle at least for to get back our investment through our free subscripts by showing them ads.

**Promotional strategies**

As most of the audience of designing software come on YouTube to learn and improve their skills. We will advertise on social media platforms as well. And even join some premium site to learn designing skill like udemy. And they are not much familiar and even some worker do analysis the artwork no print media. So from this information, we came to know that we can advertise our Software through YouTube promotions, hire YouTube teachers who influence their students, and even we can use little bit print media. And we will launch our courses premium sites but will give 100% free coupon to the target audience so they get in touch with our software. We will let them use our trial version.

**Advertising budget**

We will use budget's 40% in google Adword (24% YT and 16% Google-SE), 30% will use for SMM, 20% will give to the Influencers in the field And 10% will use for 100% free course Coupons and long trail time.

**What would be the distribution, how it would reach to its consumers:**

They will come to our site to download the Software and even if they want to buy subscriptions they can buy on our site. When they successfully download the software then they can use a free version or can use trail version with just registration. But when they will buy subscription we will mail them there product key and password that they will enter to start using the premium version of the software.

**Discuss what strategy you will adopt to enhance the product life cycle of your product or service:**

The main strategy will be the cloud hosting of their Artwork that they can access anywhere or on any device. Storage capacity will depend on their subscriptions. And we will update the software time to time for their best experiences and will send them weekly designing tips through the mail so they should be engaged with Animer.

**Value for the customers:**

First of all they can access some basic tools free of cost with just Gmail registration, And even if they are much interested but first they want to try then there is a option for the user so they can get trail version for to test all the tools and get the idea of the value of the Software then they can buy the software on their experience based decision.