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Introduction

Why I have chosen this
product?

I.PRODUCT

(Separating Sheet)

1.Product Profile

Name: Generic(ex-Noodles)

Brand: MAGGI

Logo: 

Tagline: *Taste bhi health bhi ;Good Food Good Life; Me n Meri Maggi*

Range:



USP: *Maggi can be cooked and prepared in 2 minutes*

Social Message:



2.Brand Name: *Your Product Name -*
Why did you select this name?

3.LOGO & TAGLINE

LOGO IMAGE

Tagline :

4.USP-*Of your product*

5.Labelling-*Create your Label*

Reflect-brand, logo, tagline, USP and Social message

LABEL—*front and back*



6.Social message

7.KEY FEATURES:

8.STANDARDISATION & GRADING

9.Product Range-*one or two
lines of explanation with pictures.*
(*Include 5 Product ranges*)

10.PERMISSIONS AND LICENCES

11.MANUFACTURING PROCESS

12.PACKAGING

- ❖ *FIRST LEVEL PACKAGING*
- ❖ *SECOND LEVEL PACKAGING*
- ❖ *TRANSPORTATION PACKAGING*

13.COST EFFECTIVE TECHNIQUES OF PRODUCTION

14.COMPETITORS PROFILES:

(Any 5 Competitors)

- ❖ *INTRODUCTION*
- ❖ *CEO*
- ❖ *MARKETS*
- ❖ *PRODUCT RANGE*
- ❖ *PRICE RANGE*
- ❖ *TAGLINE*
- ❖ *LOGO*
- ❖ *USP*

II.PRICE

(Separating Sheet)

15.PRICING MEANING

16.FACTORS CONSIDERING FOR
PRICING YOUR PRODUCT

17.SELLING PRICES OF YOUR PRODUCT

Range	Cost to Manufacturer (₹)	Price to Wholesaler (₹)	Price to Retailer (₹)	Price to Customer (₹)
1				
2				
3				
4				
5				

18. PROFIT MARGIN OF YOUR PRODUCT

Range	Manufacturer (₹)	Wholesaler (₹)	Retailer (₹)
1			
2			
3			
4			
5			

19.SELLING PRICES OF YOUR COMPETITORS

Competitors	Cost to Manufacturer (₹)	Price to Wholesaler (₹)	Price to Retailer (₹)	Price to Customer (₹)
1				
2				
3				
4				
5				

20.PROFIT MARGIN OF YOUR COMPETITORS

Range	Manufacturer (₹)	Wholesaler (₹)	Retailer (₹)
1			
2			
3			
4			
5			

III.PLACE

(Separating Sheet)

21.CHANNELS OF DISTRIBUTION: REASONS FOR SELECTION

22.TRANSPORTATION: REASONS FOR SELECTION

23.WAREHOUSING: REASONS FOR SELECTION

IV.PROMOTION

24.PROMOTIONAL ACTIVITIES: (*ANY FIVE*)

25. TRADE SALES PROMOTION

SCHEMES FOR

- *WHOLESALE*
- *RETAILERS*
- *CUSTOMERS*

26.COST EFFECTIVE TECHNIQUES OF PROMOTION

CONCLUSION- (*Project Conclusion and
your learning from the project*)

BIBLIOGRAPHY