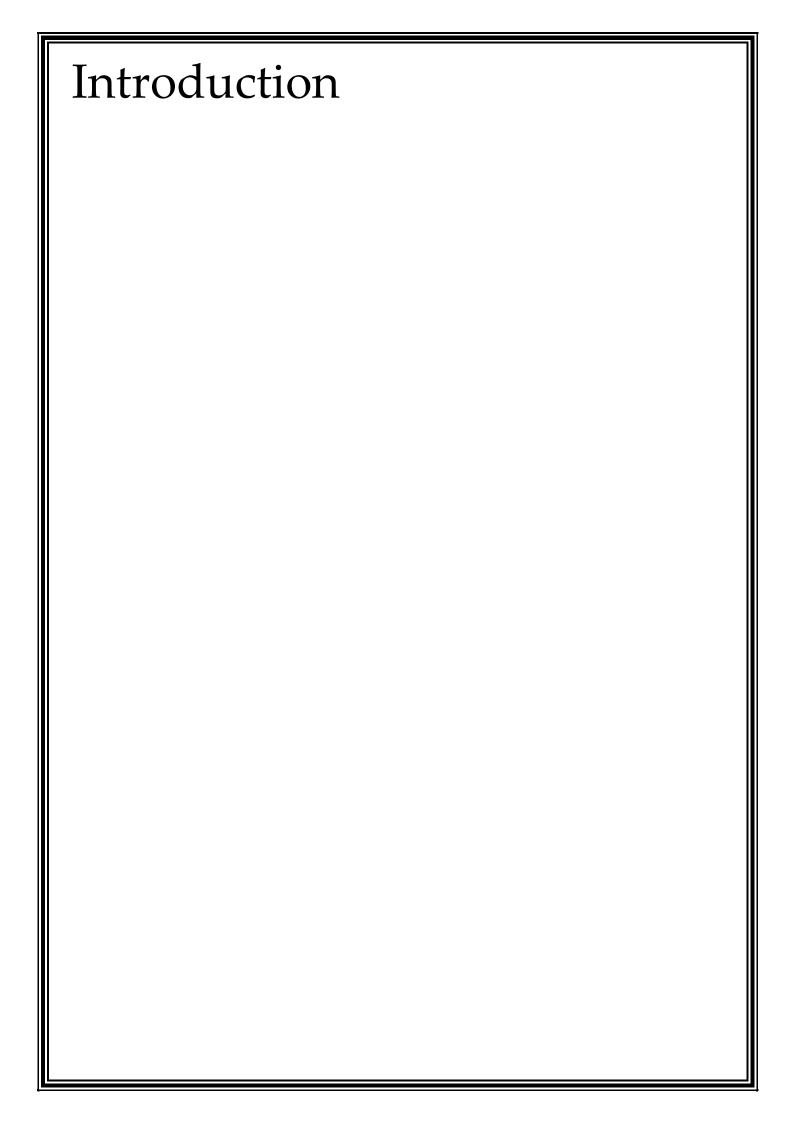
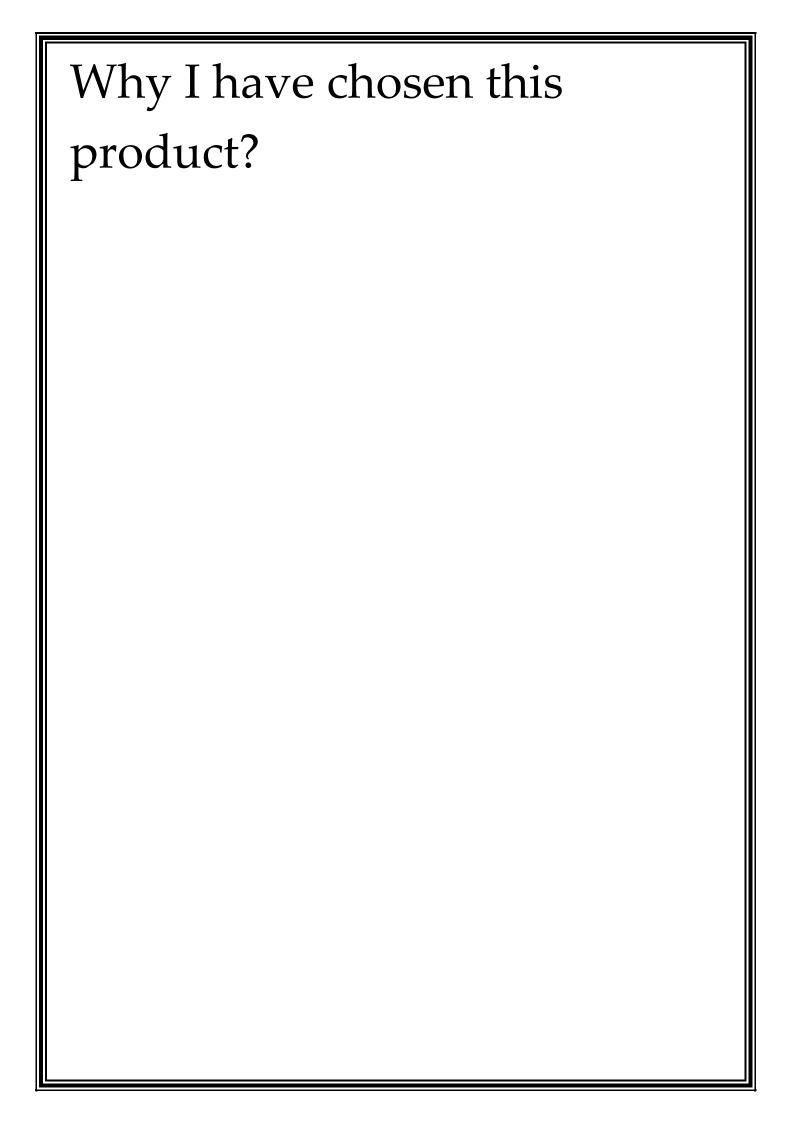
INDEX

S.no.	Content	Pg no.
	Introduction	
	Why I have chosen this product?	
	I. Product	
1.	Product Profile (Brief Summary)	
2.	Brand Name	
3.	Logo & Tagline	
4.	USP	
5.	Labelling	
6.	Social Message	
7.	Key Features	
8.	Standardization and Grading	
9.	Product Range	
10.	Permissions and Licenses	
11.	Manufacturing process	
12.	Packaging	
13.	Cost effective techniques	
14.	Competitors	
	II.Price	
15.	Pricing	
16.	Factors affecting the Price of the product	
17.	Selling price of Product	
18.	Profit margin of Product	
19.	Selling Price of Competitors	
20.	Profit Margins of Competitors	
	III. Product	
21.	Channels of distribution	
22.	Transportation	
23.	Warehousing	
	IV. Promotion	
24.	Promotional techniques/Activities	
25.	Offers to wholesalers, retailers and customers	
26.	Cost effective techniques for promotion	
	Conclusion	
	Bibliography	





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

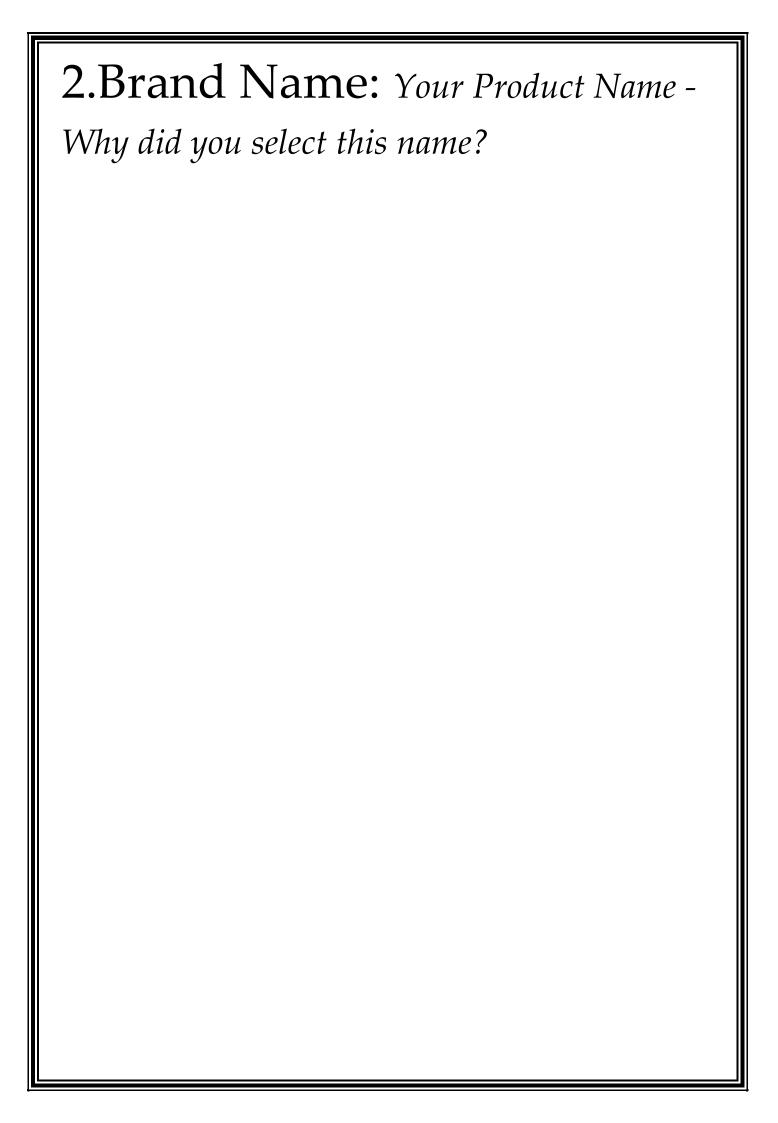
Range:



USP: Maggi can be cooked and prepared in 2 minutes

Social Message:

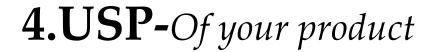




3.LOGO & TAGLINE

LOGO IMAGE

Tagline:



5.Labelling-Create your Label

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

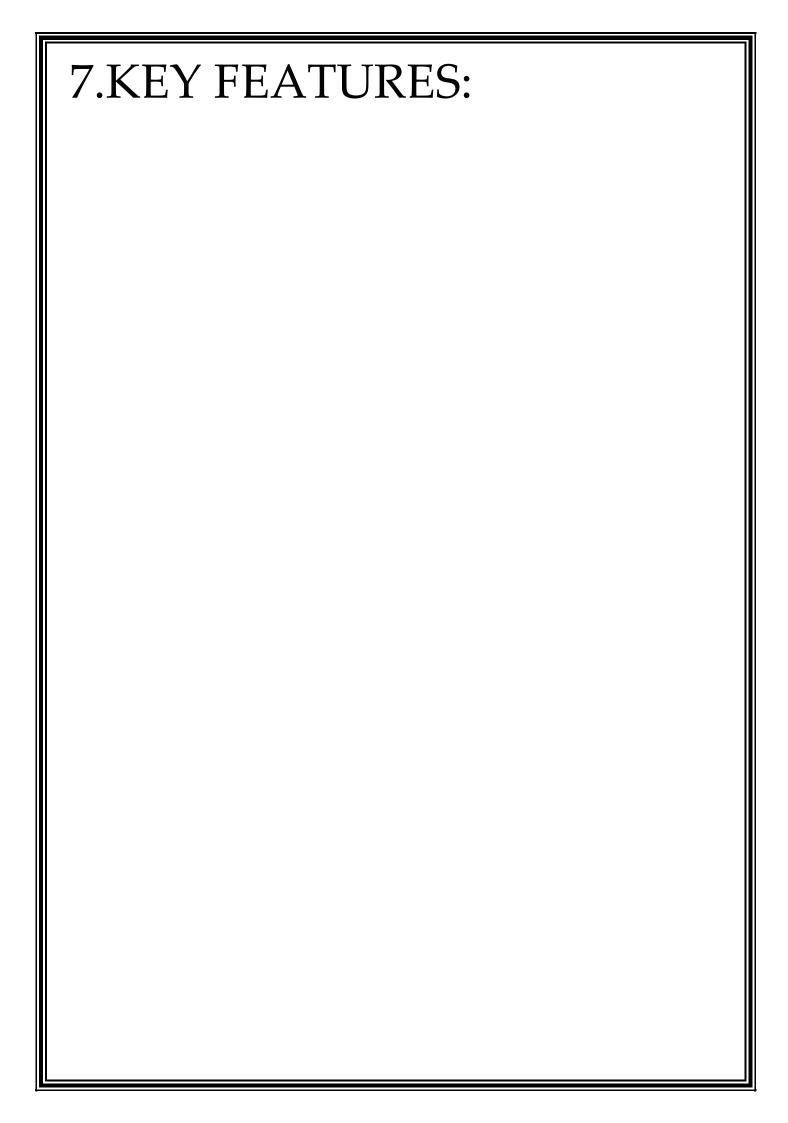
LABEL—front and back

Example--





6.Social message



8.STANDARDISATION & **GRADING**

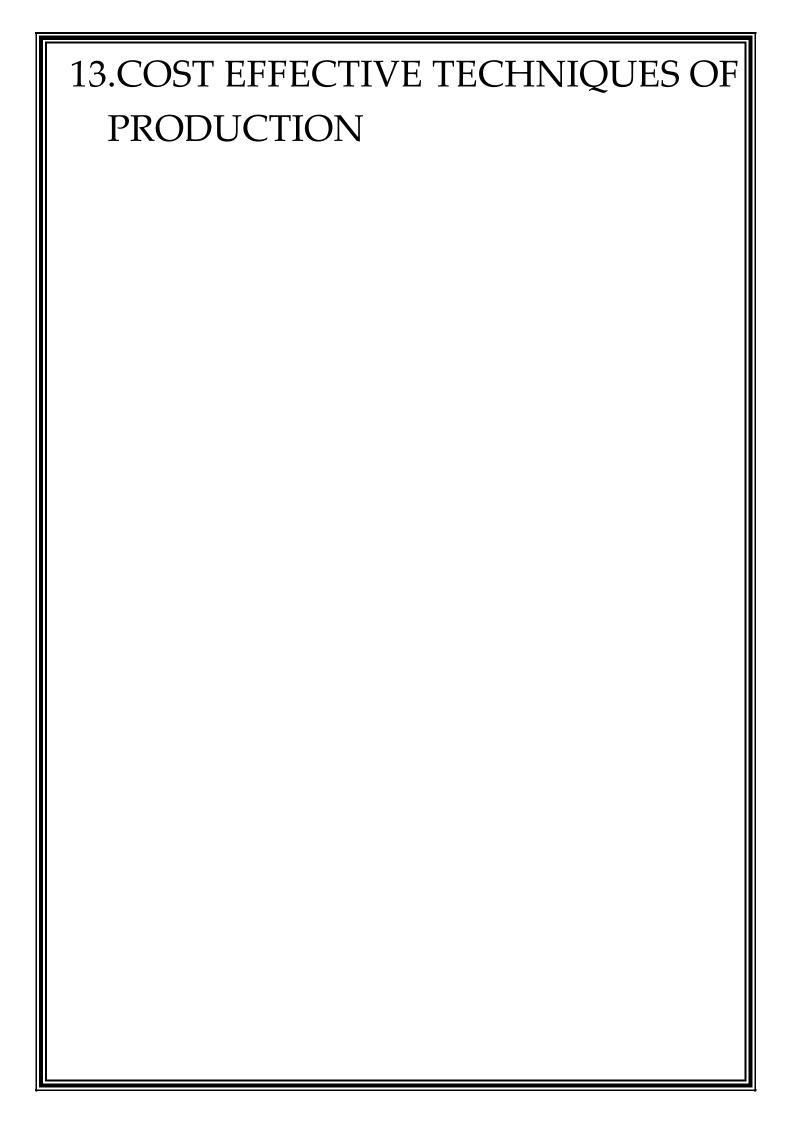
9.Product Range-one or two lines of explanation with pictures. (Include 5 Product ranges)

10.PERMISSIONS AND LICENCES

11.MANUFACTURING PROCESS

12.PACKAGING

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



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
PRICING YOUR PRODUCT

17.SELLING PRICES OF YOUR PRODUCT

Range	Cost to	Price to	Price to	Price to
	Manufacturer	Wholesaler	Retailer	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

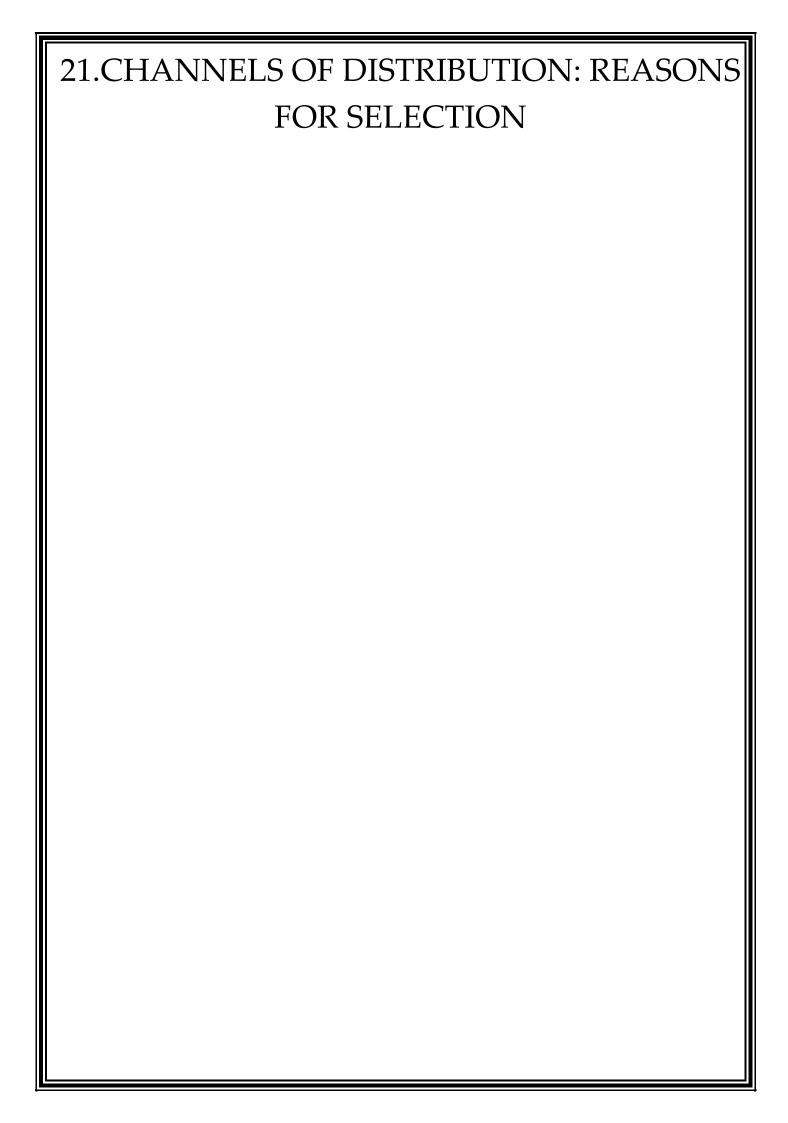
Competitors	Cost to	Price to	Price to	Price to
	Manufacturer	Wholesaler	Retailer	Customer
	(₹)	(₹)	(₹)	(₹)
1				
2				
3				
4				
5				

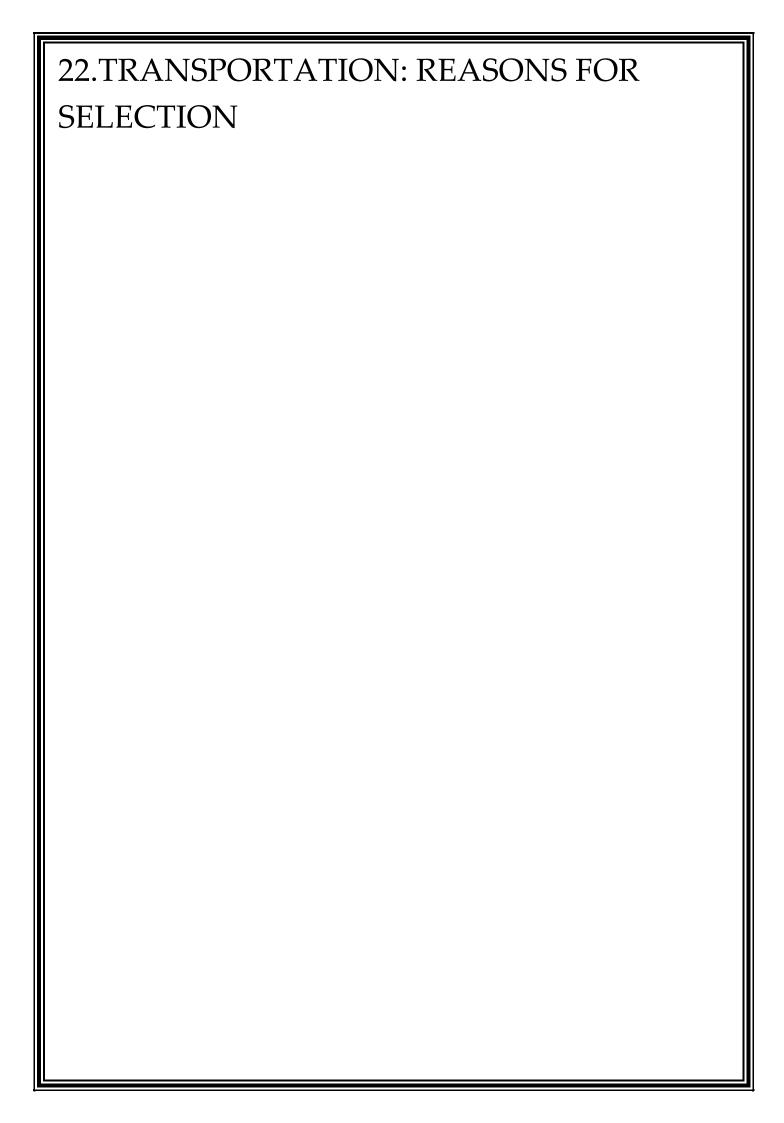
20.PROFIT MARGIN OF YOUR COMPETITORS

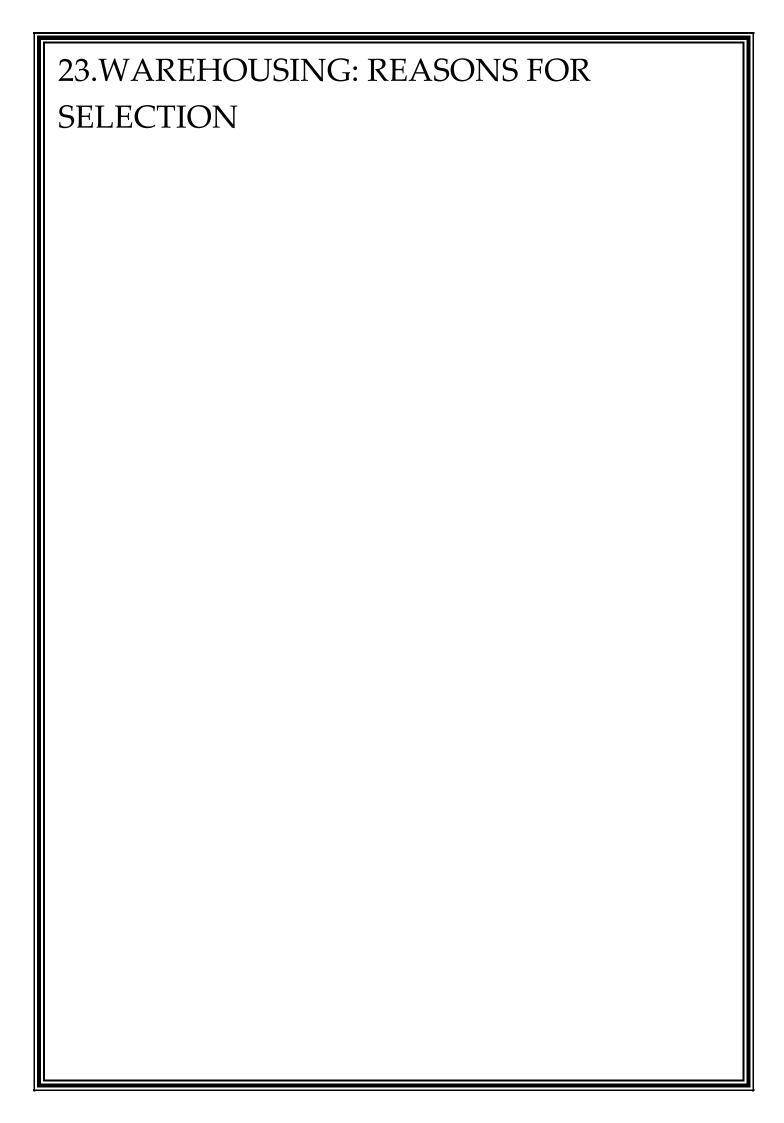
Range	Manufacturer	Wholesaler	Retailer
	(₹)	(₹)	(₹)
1			
2			
3			
4			
5			

III.PLACE

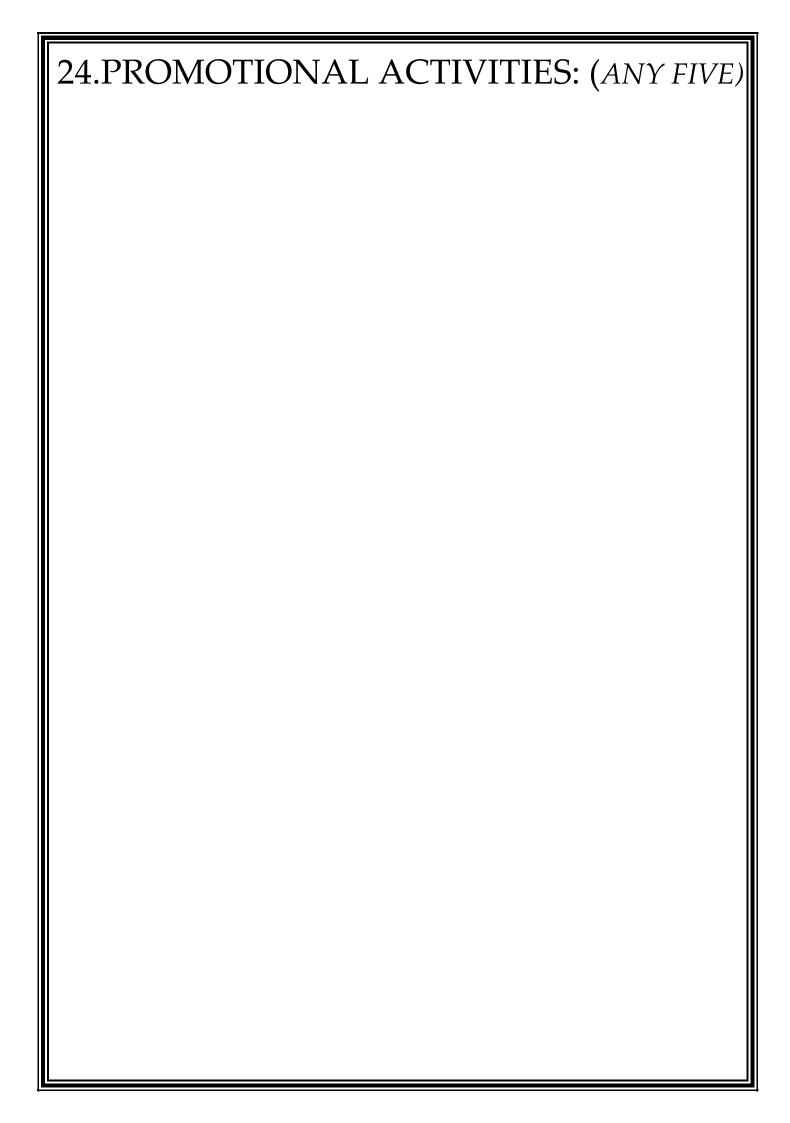
(Separating Sheet)











25. TRADE SALES PROMOTION

SCHEMES FOR

• WHOLESALERS

• RETAILERS

• CUSTOMERS

