



Making boAtheads Stay boAtheads

–Arnav Chauhan

–Harsh Talwar



Motive

To Present a strategy along with measurable KPIs for impact in order to engage, reward and celebrate boAtheads to achieve high customer satisfaction and brand loyalty.



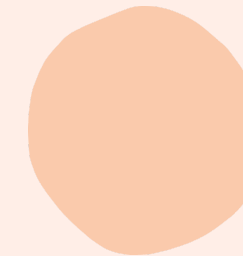
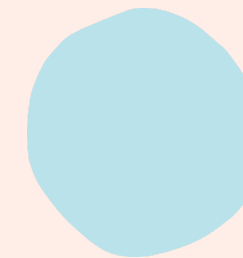
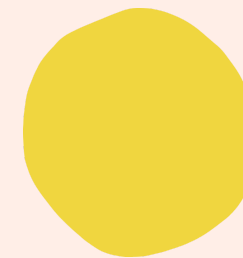
Children



★
Designer
Speakers

-Cartoonish
Design ✓

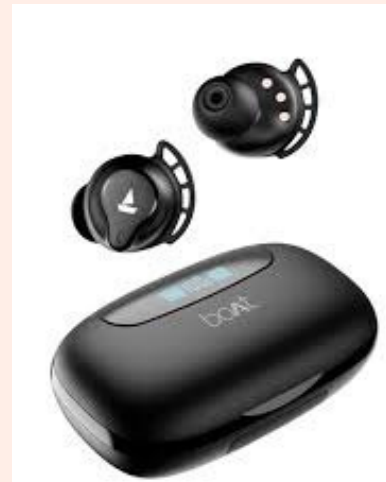
-Bright
Colours: ✓



★
Designer
Headphone



★ Youth & Adults



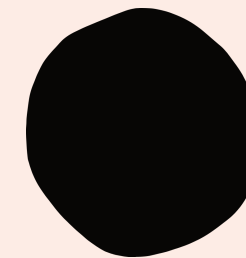
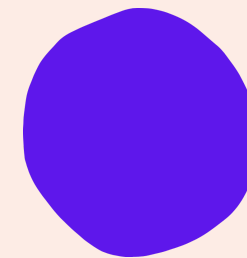
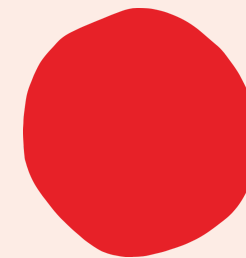
★
Coloured
Lights
Earphones
with Battery
Percentage



★
Strong and
longlasting
charging
cables and
earphones

-Attractive
Lights ✓

-Basic Colours: ✓

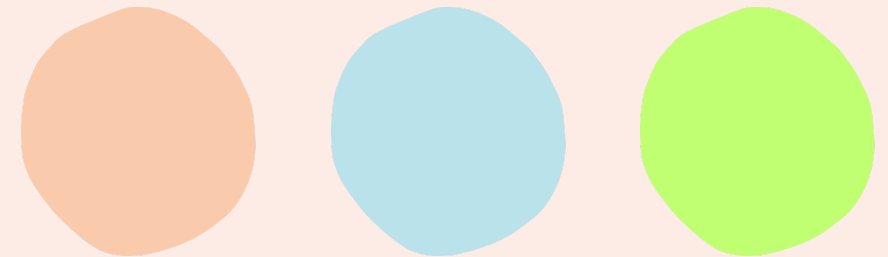


★ Girls

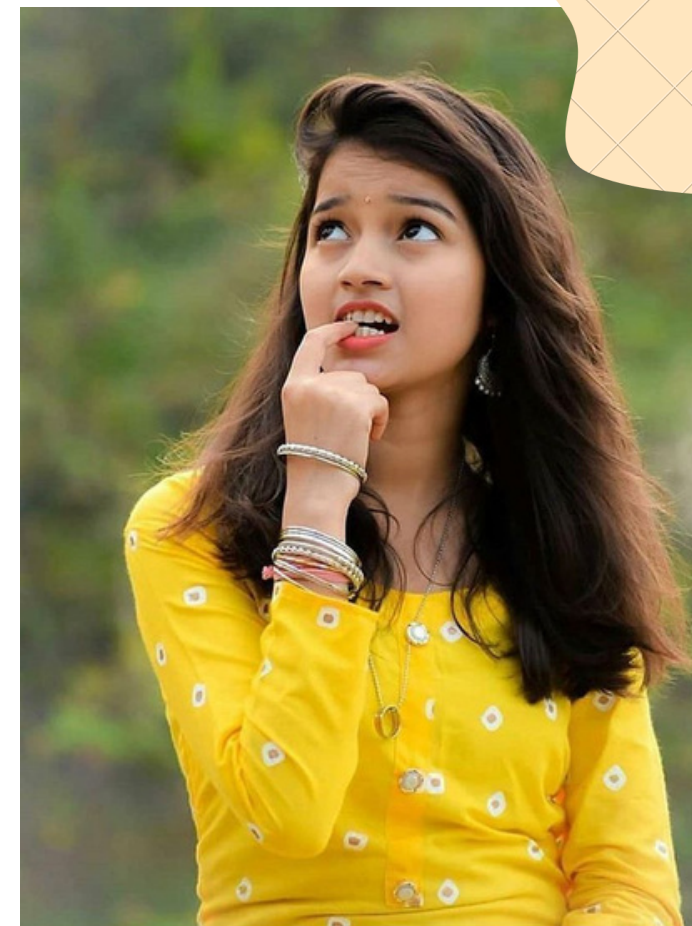


★
Colourful
Lights In
Headphones

- Stylish
Design ✓
- Neon
Colours: ✓



★
stylish and
portable
earphones

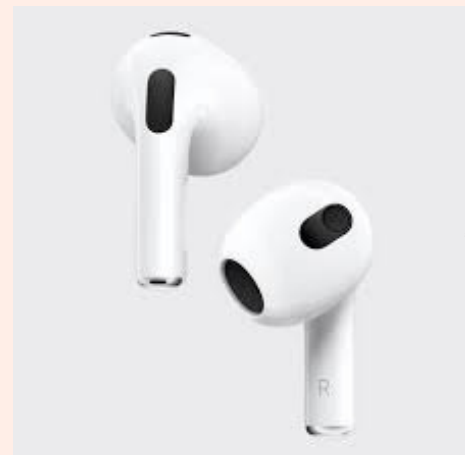
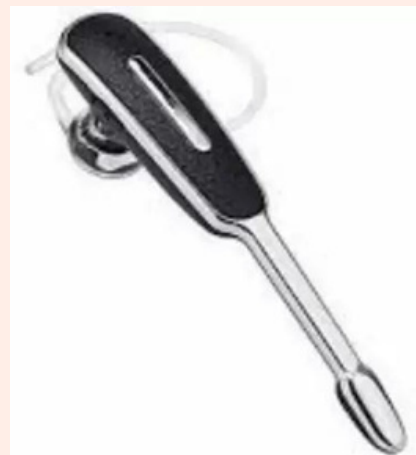




Working Professional



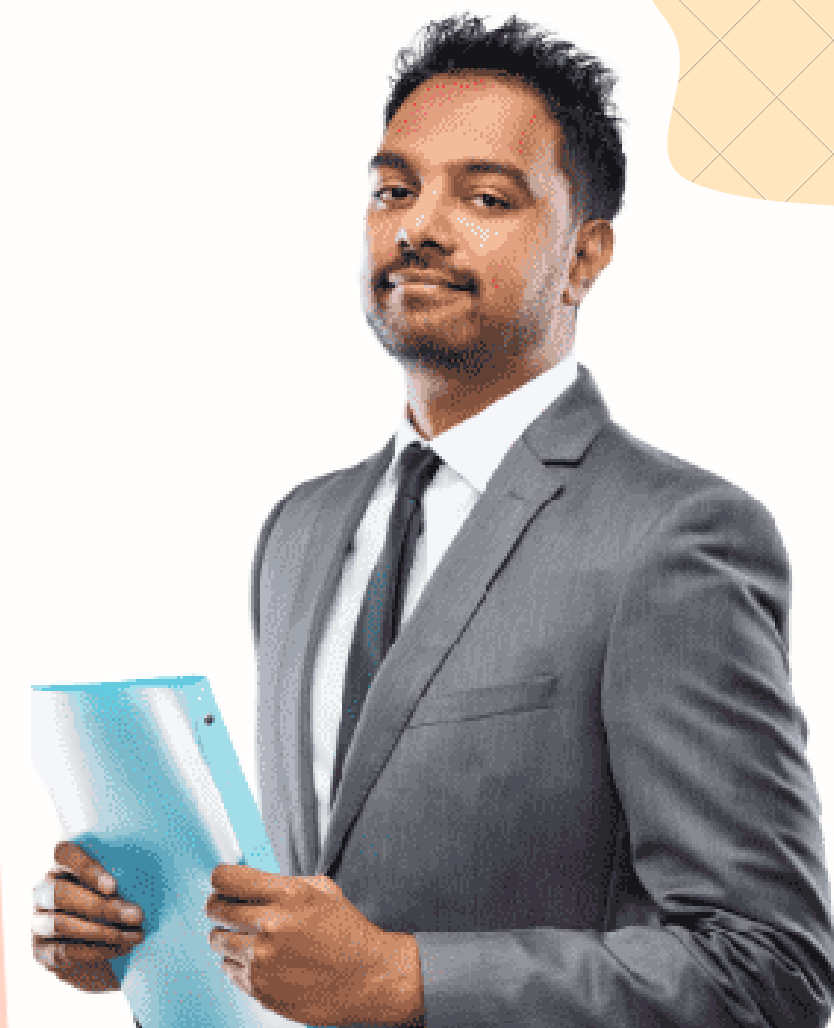
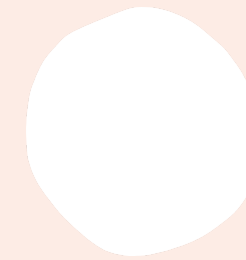
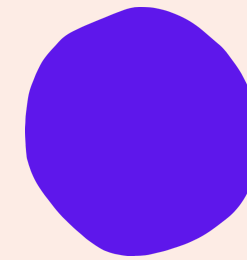
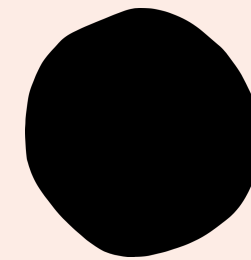
Portable
Lightweight
Earphones



Bluetooth
Earphones

-Basic and Formal
Designs ✓

-Basic Colours: ✓



★ Seniors

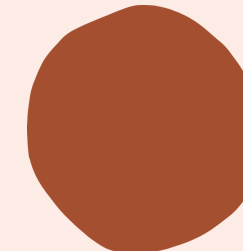
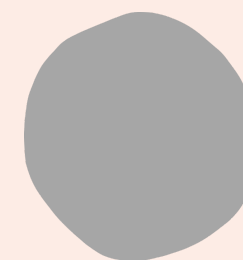
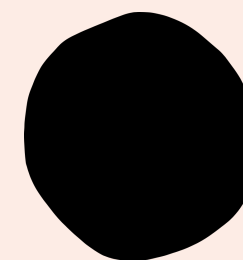


★
Antique
design
speakers
and ai based
home
assistant

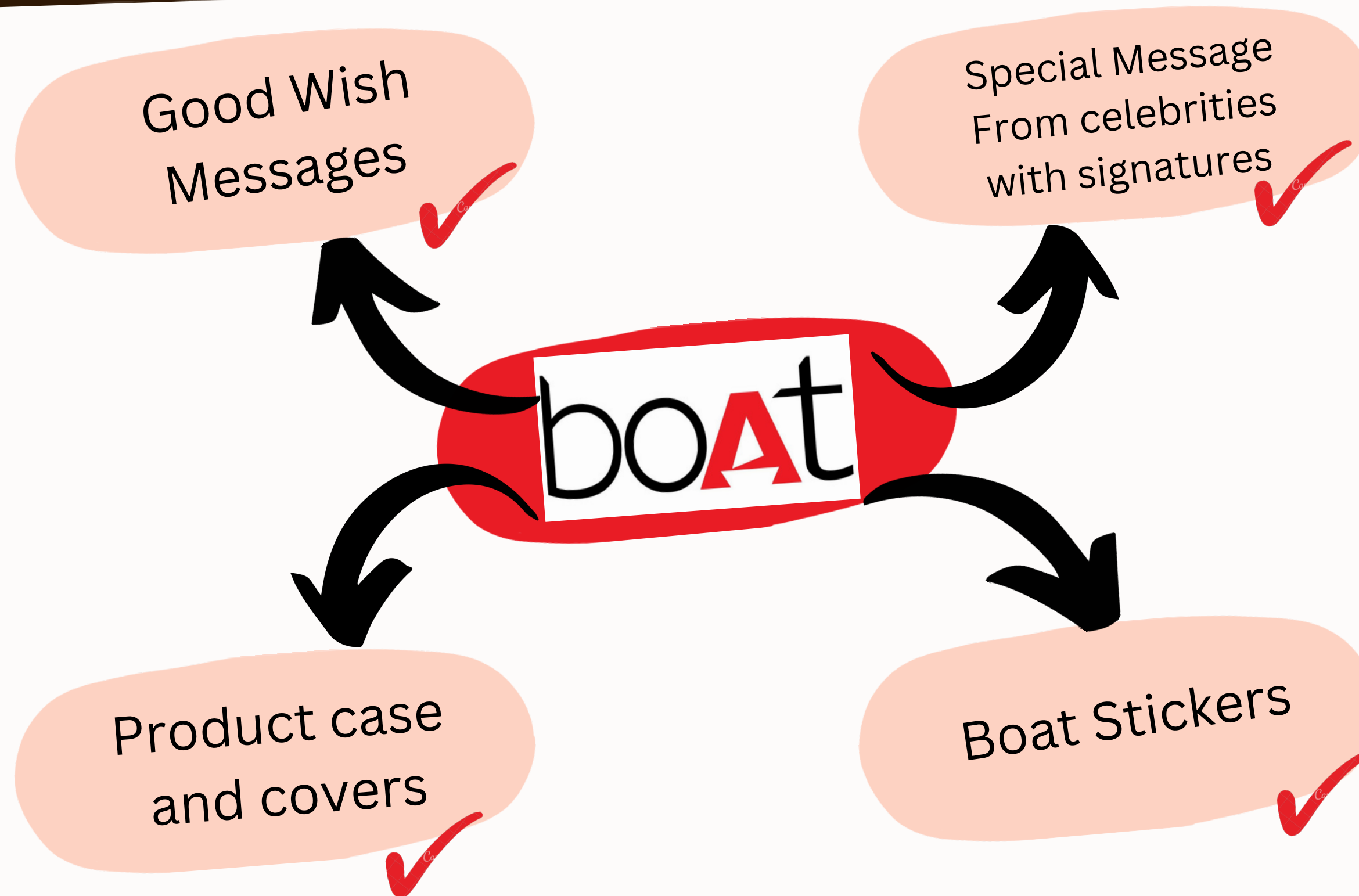
-Antique
Designs ✓

-Dark

Colours: ✓



In Box Items



Other Services

Avilability of
Dedicated boat
service centers ✓

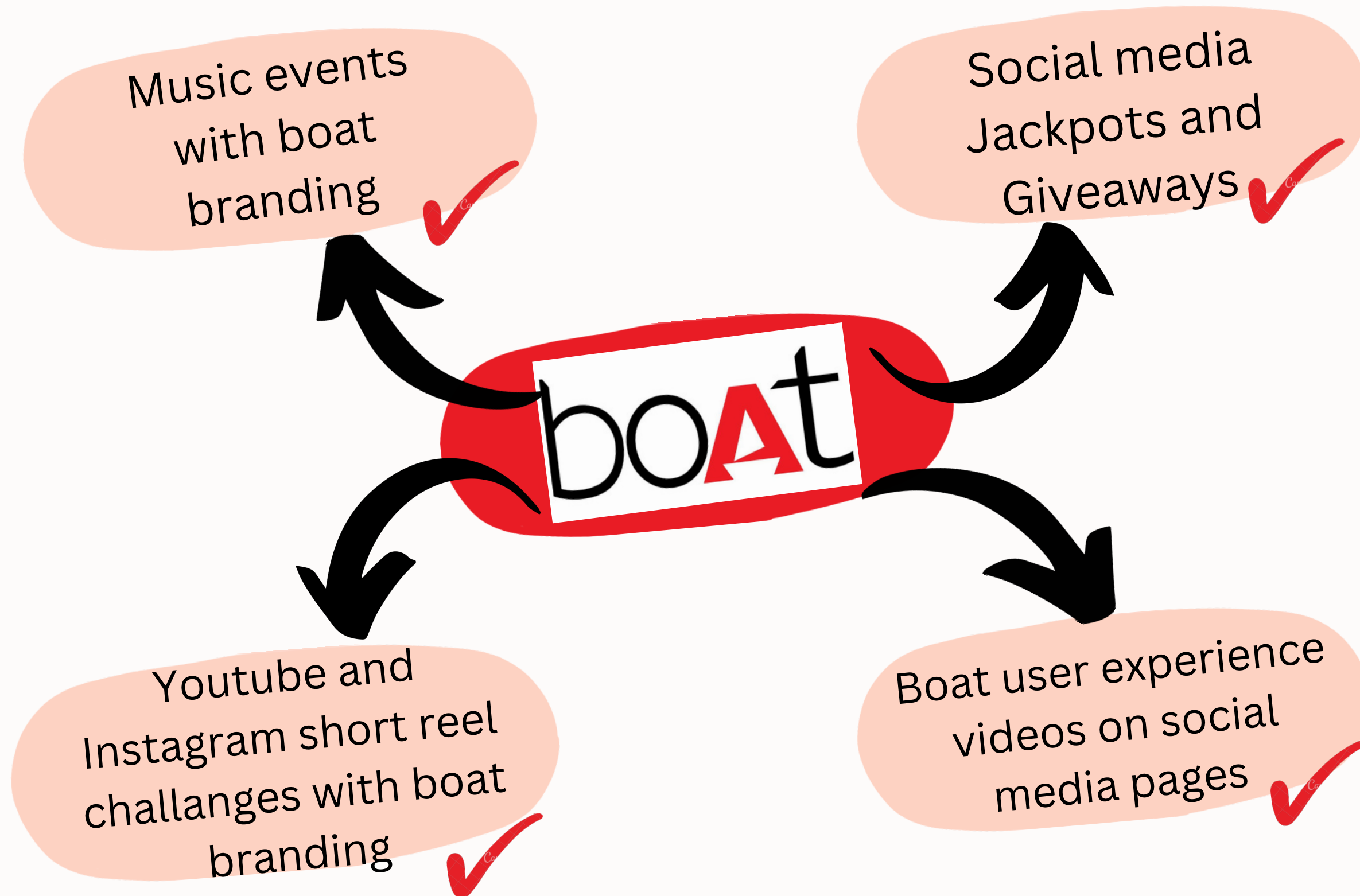
Special application
for boat service
centers ✓

boat

Dedicated
application for
Boat appliances ✓

Boat Music &
Podcast APP ✓

Social Media Interaction



That's a wrap!

Thank you !