

SAMBANG

FLOATTER

Experience 'everything' on water..

Team name : LIMITS

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FLOATTER- The sponge boat

Experience 'everything' on water ...

Once upon a time, there was a ship called the "TITANIC". But it sank in the year 1999 when the movie was being made... Why did this happen? The answer to the million dollar question was simple, it collided with an iceberg. So the creators of FLOATTER came up with FLOATTER.

MARKETING

What's different?

* Suppose Floatter hits an iceberg ,DONT PANIC!, this is no ordinary boat . So nothing's going to happen. Ever heard of a sponge colliding?

* A hole in FLOATTER? Don't worry, FLOATTER itself has many holes. Also if there is a hole, the water gets drained automatically.

* For all u nature lovers, u can grow your own garden in your boat. Small plants can grow on sponges. So you can have your own Bonsai garden in your boat .And on the seas, you can eat your favourite vegetable. Also lonely travellers can talk to the plants before they actually get mad.

* Cleanliness freaks can take a 'sponge' bath

*This is a boon to the packers and movers. The advantage is that you need not spend big money on fragile goods. OOPS did the packer drop the television straight on to the boat? No problem at all.

* Parking, docking, loading, unloading, do not worry about spending money on all these. You need not even land in the port, land on the beach and do all these. And if you are specific about a port do not worry about the docking charges, you will just need a small space to squeeze your boat in and when we say 'squeeze', we really do mean it.

* Ever heard of an expandable boat? You can actually stretch the boat if you want to stretch yourself. FLOATTER can be expanded to increase the size.

* This boat can be used in tactical warfare. It is a cheap boat that can be used in naval warfare. RADAR waves from a submarine will not even detect your boat.

* Want to paint your house? Do not spend hours with a paintbrush in your hand. Instead use our FLOATTER and paint your wall in a single stroke. This also serves the additional advantage of giving your boat a new colour.

* If you are lucky, then spongebob squarepants may show up.

SALES

Anyone who is living near any body of water with not enough money to buy a yacht but with enough brains and also, anyone who is not willing to risk his life in a voyage would buy a FLOATTER. We are planning to recommend this boat to the navy which spends billions of dollars every year for developing high tech ships and boats. An army, instead of spending 2 billion US\$ on building a stealth bomber which cannot be detected by RADAR can use FLOATTER instead since it too cannot be detected by any RADAR. FLOATTER is a boon to all the packers and movers. Also on huge ships FLOATTERS can be used as lifeboats and they also do not occupy any space on the ship as they can be hung on the sides. A FLOATTER for a man on a ship is almost as important as his life jacket. Hence any cruise ship which considers the life of its voyagers aboard important would surely buy a number of FLOATTERS. Venice would be the big customer base to which we could supply a large number of boats to avoid traffic on the heavily crowded streets.

ADVERTISEMENTS

TV AD

The first scene shows Pamela Anderson's face in close up. She says " Hi I'm Pamela Anderson. Right now I'm having a good 'ride' ... you might be wondering how and who is taking me on a ride. The answer is simple – I'm riding a FLOATTER... and oh my gosh!!, am I really heavy? Yeah I'm...coz I have a lot of stuff on me." Next the camera zooms out and they show Pamela with a lot of luggage. Then she says 'If something can hold me then it can hold anything else in the world'.

This would enhance our popularity.

SERIAL

We plan to revive the series 'Sea hawks' in which cine star Madhavan popularly known as 'maddy' was introduced. The story is about the adventures of the coast guard. It has mostly action scenes at sea. All the fights would take place in FLOATTERS. This too would enhance our market image.