

**Description:**

As a manufacturer, Going to a launch a new product to local business people

**Plan**

We must see what are all the competitors available and their demand of similar product in market.

And need to gain the knowledge which level of business people to approach for our product to launch and get the contacts as much as possible

**Prepare**

Now check who will provide raw material for our product making in low cost with good quality.

Here are some factors keep it maintain are

Investment cost, Product quality, deciding the price with good profit margin, etc...

**Process**

Then we start production and give the samples to maximum shop keepers and get their feedback.

**Analyze**

After that we have to get the feedback from all the shopkeepers on our product and analyse in terms of product quality and price related or profit margin, we have to play some strategy accordingly on this to compete with existing market holder for similar product.

**Share**

With the Feedback we will make changes and get the orders from shopkeepers and make them satisfied.

**Act**

Now product will be launched and continue with daily productions and make the shop keepers to sell our product only by providing some offers.