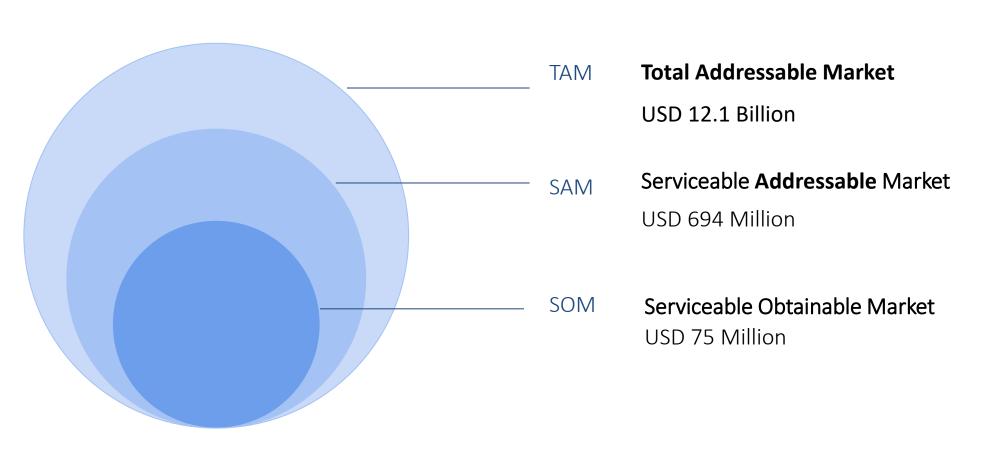
Market Analysis





Source: Mordor Intelligence

Marketing strategy



Objective

- Brand creation
- Reach potential customers
- Demand creation and sale maximization

Target Audience

- Urban professionals
- Homemakers
- Elderly

Key Stakeholders

- Individuals
- Companies
- Govt



Media

Designing

Packaging

Promotion

User Feedback

Strategic pillars

Target Audience Engagement

Creative Research

Key Features



Grievance Redressal

Helpline

Engaging Target Audience



Testing

Pilot testing

User feedback

Media

Print

Electronic

Social

Digital

Promotions

Events

Demo

Dialogues

Branding

Packaging

Storytelling

Designing

Positioning

Brand ambassadors and influencers

Business Model



Customer

Customer:

- Predictable Revenue
- Sell once, earn forever
- High Rate of Customer Retention
- Automatic renewal generate high revenue

Subscription

Subscription:

- Predictable expenses
- Lower barrier to entry

Sale:

Sale

- Ownership
- One time cost
- Immediate Access
- Immediate Revenue
- Control over pricing
- Customer Relationships
- Potential for Up-sell or cross-sell

