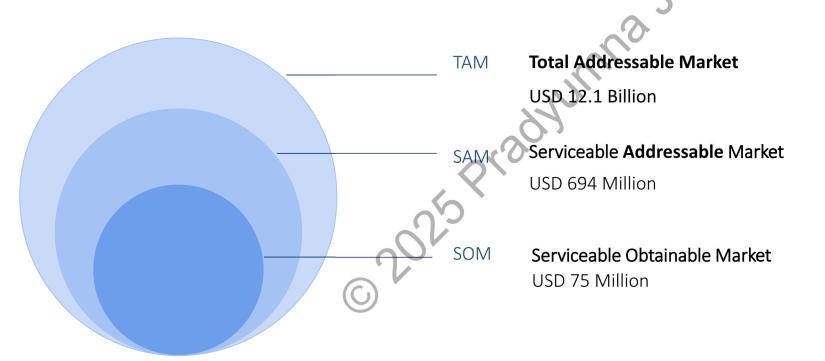
Market Analysis





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

Market Research & Innovation

Media

Designing

Packaging

Promotion

User Feedback Strategic pillars

Audience ongagement Creative Research

Key Features

Customer Service

Grievance Redressal

Helpline

Engaging Target Audience



Testing Media Promotions Branding Pilot testing **Events** Print **Packaging** User feedback Electronic Demo Storytelling Social Dialogues Designing Digital 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

