

Project Design Phase-I
Proposed Solution Template

Date	03 Nov 2023
Team ID	NM2023TMID02771
Project Name	Building A Website Using Canva

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Dark Brand Perfume is facing several challenges in the competitive fragrance market, and there is a need to address these issues in order to achieve sustainable growth and success.
2.	Idea / Solution description	Brand Identity: Name: "Nocturnal Elegance" Slogan: "Embrace the Shadows, Evoke Desire" Logo: A sleek, minimalist design with subtle gothic elements, perhaps incorporating a crescent moon or a silhouette of a mysterious figure.
3.	Novelty / Uniqueness	Distinctive Fragrance Notes: Use rare or unconventional fragrance notes that are not commonly found in mainstream perfumes. For a dark brand, consider notes like leather, tobacco, oud, or exotic spices to create a unique olfactory experience.
4.	Social Impact / Customer Satisfaction	A dark brand perfume can have a significant social impact and high customer satisfaction by offering a unique and mysterious scent that aligns with individuality and self-expression. The brand's commitment to sustainability and ethical sourcing can further enhance its social impact, while the long-lasting and distinctive fragrance can lead to high customer satisfaction.
5.	Business Model (Revenue Model)	Product Differentiation: Create unique and high-quality fragrances that appeal to a niche market, focusing on dark or mysterious scents. Target Audience: Identify and target a specific customer segment who appreciate such distinctive fragrances, such as goth subculture enthusiasts, individuals seeking unique scents, or those interested in the dark and mysterious.

6.	Scalability of the Solution	Scalability of the solution for a dark brand perfume refers to the ability of the brand to grow and expand its perfume product line while maintaining quality and meeting increased demand. This involves factors like production capacity, distribution, marketing, and ensuring that the brand can handle a larger customer base and market presence without compromising its core identity and product appeal. Scalability is crucial for a brand's long-term success and profitability.
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