



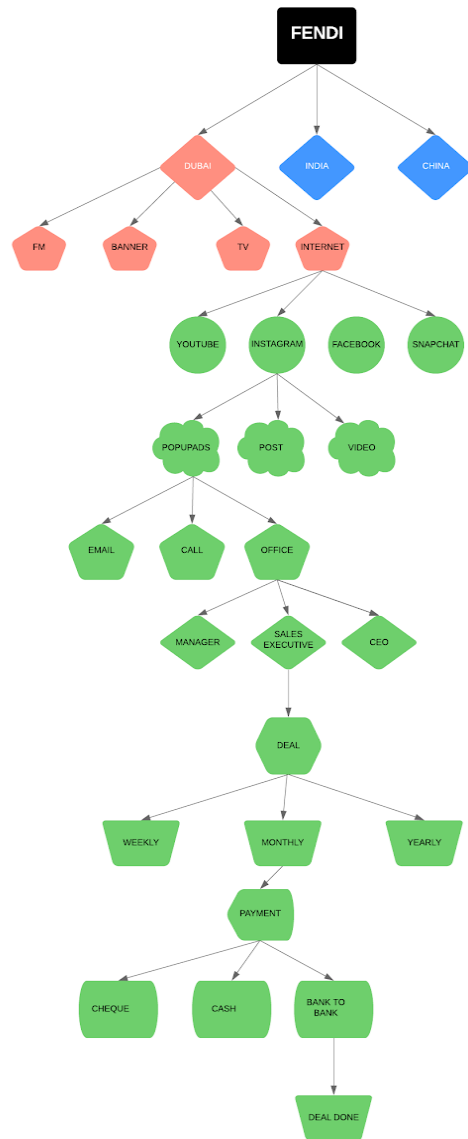
***Notions of fundamental
concepts and colors
(Final Project)***

Submitted by:

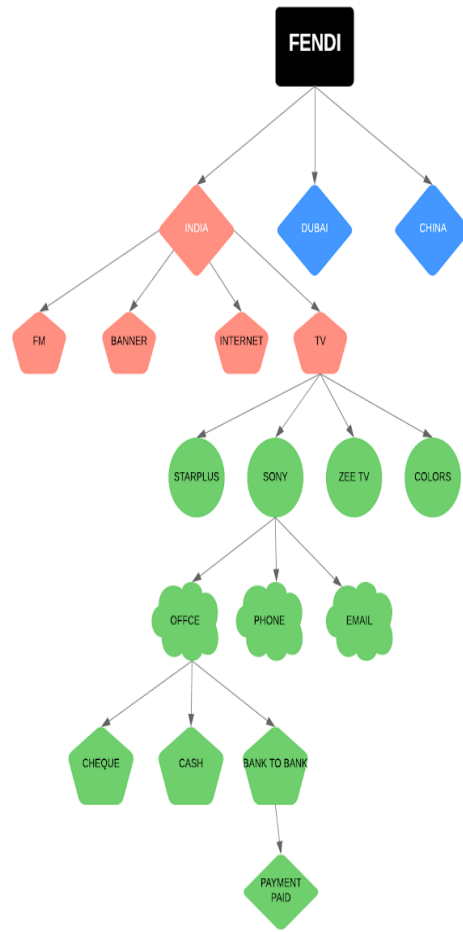
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- (D1) As it's the most visited tourist place and people from different countries most often visit this country and with this way the brand would spread in many countries.
- (D2) Because internet is used by people of all ages.
- (D3) Because pop-up ads appear on each and every site or app which use internet.
- (D4) Because instagram is most used app nowadays and even by every age group.
- (D5) Because our project is of high amount, so face to face interaction for the deal is best option.
- (D6) We choose sales executive as this is the only person who interacts with the customers.
- (D7) Because we need to check if this could help us in our business.
- (D8) This option is safe and convinient.



- (1) This brand already exists in the country.
- (2) We choose T.V. because in india, most people stay at home who watch T.V.
- (3) We choose sony tv channel because this is the most common viewed channel in india and moreover, the price of ad offered by this channel s cheaper as compared to other channels.
- (4) We choose office because we need to know about this channel thoroughly as we are paying them a large amount .
- (5) We are paying the company by cheque as according to the company policies, the only accept cheques.



(C1) Launching a new brand.

(C2) Because nowadays people have limited time and due to this they don't watch T.V. or use internet but still they can see banners while travelling.

(C3) Because every person goes to market.

(C4) Because the rate of the ad companies is lower than others.

(C5) We choose BANK TO BANK because we need a proof that we have sent money to the ad company as the amount is big and we think this is the safest option.