

PRODUCT NAME

DECORATION PIECES

DESCRIPTION:

An object intended to increase the beauty of a room.

ENHANCES THE BEAUTY OF HOME:

CORE PRODUCT:

- Basically we manufactured this product from gulf country.
- This product is antique and to sell this product in Pakistan and after gaining some handsome amount we launch this product as a brand and sell all over the world.

Actual product:

- we gave 3d graphic design for our client
- we gave a sample for the influencer to give the client and honest review.

- we can make our product from variety of material including marbles and sandstone.

Expected product:

- we built the trust with our client to give free shipping and checking warranty.

Price:

* COST PRICE:

700.00rs

* MARGIN:

45%

* VALUE PRICE:

we gave the extra safety to safe the product without any charges.

PRICING STRATEGY:

*** COMPETITIVE PRICING**

We attract the customer to new product with a market competition price

SEGMENTATION

• DEMOGRAPHICS:

*** AGE:**

(10-45YEARS)

*** GENDER:**

(FEMALE)

*** INCOME:**

(25K-95K)

***RELATIONSHIP STATUS:
(MARRIED)**

• GEOGRAPHIC:

*** (REGIONS)**

i)

**ISLAMABAD(bangril,pindi,isla
mabad)**

**ii) PUNJAB (gujranwala,jhal
chakian,multan,lahore,faisalabad
)**

iii)

SINDH (hyderabad, karachi)

BEHAVIOUR

&

INTEREST:

(behavior)

first impression is last impression, we give the good quality product to customer and take an honest review with client

(interest)

product picture quality, product packaging, & fast delivery to attract the customer

COMPETITIVE RESEARCH:

{we beat the competitor to give the customer better quality

product than our competitor}

PRODUCT ANALYSIS:

•STRENGTH:

*This product is not so expensive & easy to buy this product

• WEAKNESS:

*Extra money give to delivery man because this product is easy to break

