

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:

(18-45YEARS)



*** GENDER:**
(FEMALE)



*** INCOME:**
(25K-95K)



*** RELATIONSHIP
STATUS:
(MARRIED)**

• GEOGRAPHIC:

*** (REGIONS)**

i) ISLAMABAD



(bangril,pindi,islamabad)

ii) PUNJAB



(gujranwala,jhal
chakian,multan,lahore,faisala
bad)

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



