

PRINCIPLE OF MARKETING :

PROJECT REPORT (2019)

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TRUCK SURF HOTEL:

INTRODUCTION:

Travelling is considered as most important part in life. People want to explore the world, it is a simple way to relax. We are looking for a dream holidays. Hence technology is reach to its advance level and made things easiler, the ways you entertainment and feel comfort. It will be also demands upon the ways of traveling and hotels. Most of the people prefer to travel on wheels and want luxurious hotel but the problem is everyone cannot afford luxurious hotels and some of people are also tried to change hotels while moving to different cities. This should be done in order to make possible in Pakistan today so they can travel comfortable and easily.

PROJECT SUMMARY:

The challenges faced by the travellers are expensive hotels and most of tourist cannot afford luxurious hotels, most of them also face problems while shifting from one hotel to another city to city.

In this project we will try to present an application called “truck surf hotel” in Pakistan on rent with its basic purposes to solve the travelling problems of people and tourist coming from all over the world to see the beauty of Pakistan.

This application will have a good impact on environment and this will also show country progress and we will were offices in main cities of Pakistan. Many touring companies will sponsor us or internet companies will also promote us because we will take wifi routers from them.



STRATAGIC PLANNING :

OBJECTIVE :

Your objective will be following

- To produce large amount of sales from tourist through renting your trucks.
- To increase the productivity of trucks, staff and other recourses.
- To provide excellent customer service.
- Reaching at right customers by creating advertizing and getting customer input.
- Maintaining your cash flow by preparing long term projects like shifting your business to new cities and short term payroll and account payable.

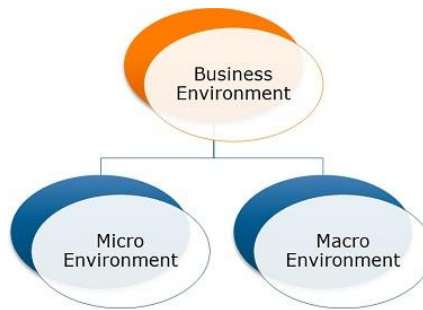
GOALS:

- (Company name) goal is to aware people from all over the world that Pakistan is using these types of technology.
- (company name) goal is to spread in every city of Pakistan.



Chapter 03:

ENVIRONMENTAL ANALYSIS:



MICRO ANALYSIS:



The company:

Different departments at _ truck hotel such as finance, R&D, purchasing, accounting work together to provide superior customer value and relationships. The vision, mission and policies at _ truck hotel is solely customer oriented.

The suppliers:

Suppliers provide the resources required for the production in truck services. _truck hotel is too concerned about its suppliers to shortages and delays which ultimately affects cost profit in the short run and customer satisfaction in the long run. Suppliers can fill a form on the official website of _truck hotel to come on board with .

The competitors:

In addition to providing best customer value, _ gain strategic advantage by positioning its offerings strongly. It is the first truck hotel that we are inventing so there is no such competition in the environment.

Customers:

By providing the services, _ not only satisfied the customers need but it also fulfills their desires by providing them all the best services. Customers care solution for their vacation problems and much more.

MACRO ANALYSIS:



PEST ANALYSIS :

- **Political factor:**

A stable environment where little affects our ability to generate revenue. **Changes in tax laws** are one factor which affects _ in the way that government keeps on changing tax rates. Currently Advance Income tax is 12.9% applies on every recharge. Sales Tax (GST) applies on booking.

- **Economic factor:**

The starting recession is due to that people are aware of our business. So that the production factors are high because our investment is high and the consumer booking or purchasing power is low it is also due to economic condition in Pakistan. But when it gains the market power the consumer power is increasing its because people love to travel, and they do not want any hurdle, so they prefer to book our truck.

- **Social factor:**

As Pakistan is the country which tourist want to travel. Travelers want their journey memorable and do not want any type of hurdle. For their convenience we are inventing our _ business, through which their way became easier and comfortable.

- **Technological factor:**

As the macro factor of environment customers want some wants new inventions, they promote new technologies through which their problems can be solved on customers demand we are inventing the _ through which they can travel anywhere in country. It is the new technical opportunity which definitely lead to some adventurous and profitable thing.

INTERNAL ANALYSIS:

SWOT ANALYSIS:

It is basically the overview of strengths, weaknesses, opportunities and threats of our business.

- **STRENGTHS:**

So, basically our major strength is that there is no such existing running business in Pakistan. We will open our outlets in four major cities of Pakistan where people can contact us directly or they can contact online. Secondly we will have this facility of delivering our trucks to the customer's doorstep. This will strengthen our business by making it more flexible toward our customer's convenience.

- **WEAKNESSES:**

Our biggest weakness is that Pakistan has security crises which has created a mindset which will stop our customers from using our services. Specially our foreign tourist, they will prefer a secured hotel rather than using a hotel truck.

- **OPPORTUNITIES:**

As there is no such existing competition we can work on making our services better and increasing our profit margin. We can create more awareness among people to attract customer's attention. An online space should be given to the customers to share their opinions regarding the service so that we can work on it to improve the efficiency of our business.

- **THREATS:**

- ✓ to introduce our product to the business market
- ✓ creating brand awareness
- ✓ to deal with shifting economy



FINANLCIAL ANALYSIS :

INVESTMENT:

The total amount we are going to invest is Rs. 150,000,00 /-.

NUMBER OF TRUCKS :

We will buy **8 Trucks** in total . (4 Double story , 4 Single story) .

Double story will include 2 bed rooms , An open kitchen and 1 attach rest/washroom . Double story truck will cost Rs. 1700000/- per truck (Rs.6800000/- for 4 trucks).

Single story will include 1 bed room , An open kitchen and 1 attach rest/washroom . Single truck will cost Rs.900000/- per truck (3600000/- for 4 trucks).

As we are working in FOUR main cities so each city will have TWO trucks (one double story , one single story) .

Remaining 46 lacks will be used in buying equipments , maintenance , wages other accessories and much more .

1. CONTACTS:

Our main contractors will be from **Europe** and **America** . We will make a contract with them on yearly basis .

2.EQUIPMENT COST:

Equipment cost will include all the equipments from kitchen to bedroom , rest room , livingroom and Wi-Fi connections .

Kitchen equipment includes all utensils , crockery and other grocery .

Bedroom includes all the furniture .

Living room will be totally furnished including an LCD for the entertainment for the customers, and much more .

Last but not the least Wi-Fi connections which is extremely important .

4. DELIVERY NETWORK :

Our main networking will be through online in which we will make an official website from which customers/tourist will contact us for the booking . Website will include all the details regarding the method of booking and details regarding all packages .

Furthermore customers can also contact us through our main offices . Our highly trained team will be there 24/7 for their guidance . All booking formalities will be done there .



FEATURES:

Surf truck hotel has best features which make it unique, comfortable and most importantly best to travel specially for holidays. Which are mentioned as follow:

Design: Its interior and exterior design made with the best material which were exported from Morocco and Portugal. Its luxurious and entertainment parts are plus points to attract the travelers. In double story truck there are more features than the single story, there are more bed rooms, more comfortable, and the best part of it that it is more suitable for vacations for families and friends.



Fuel: We use the high-quality diesel for both of our trucks (double and single) because it makes the journey smooth and comfortable. Our trucks main specialty is there fuel usage is not much high, that is it can travel 100km/Hr. with the fuel usage of 12 to 30 liters.

Size: The size of double deck is 1,150 square feet, and single deck is 780 square feet. And it is



unique with its size and texture.

Engine: The engine of truck surf hotel is made by Mercedes company Mercedes actros will be Modified into truck surf hotel with hydraulic system that allows expansion of walls and ceiling. Mercedesactros engine will allowed to move on mountain areas easily.



PACKAGES AND PRICES :

Package A (For single deck):

From Rs.13,000 or above/day varies according to the Kms.

Included:

Breakfast buffet, fully equipped kitchen for self-catering, safety, 24/7 assistance staff, free wi-fi, air conditioning and much more

Package B (For double deck):

From Rs.17,000 or above/day varies according to Kms.

Included:

Breakfast buffet, dinner offers, fully equipped kitchen for self-catering, safety, 24/7 assistance staff, free Wi-Fi, air conditioning, gaming system, provide with best camera to take pictures and much more.

Working Principle:

We are truck facility who provide the tourist with the advance technology. By our truck tourists are facilitate with many things. Our truck made their way easier, comfortable and affordable. The best part they are free with hoteling and extra charges, because this truck has all applications which the tourists demand in their journey.

Working procedure:

The working procedure is that we have an online renting system. People can book their truck online only with one click. And our company provide them with all facilities. Our staff personally visits the customer to deliver the truck, along with our assistance staff to help them in any way in their way, because if they face any problem so that he will help them out.

VALUE PROPOSITION:

SEGMENTATION:

Global Statistic:

Truck surf hotel travel along through morocco and Portugal. Which yearly cost€3,850,000 euros and 80% to 90% are tourist and others are local people.

It also demands upon a people coming with families or friends or alone. Most of them are with families and book double shared rooms.

Segmentation in Pakistan:

According Pakistan domestic tourism industry 317 percent tourism increases over the past 5 years, almost 2.6 million tourist visited Pakistan in 2018.

Also 30 to 40 percent of total population travel to northern areas like Murree and Azad Kashmir in summer vacations holidays.

While 10 to 20 percent of total population travel from northern areas to warm areas like Karachi etc.

Segmentation Analysis:

Segmentation for truck surf hotel will based on geographic factor which will focus on financial status.

Our product will be for tourist coming from all over the world based on their families, income, financial status etc.

TARGETING:



Targeting is a process of selection target market from the whole market. It consists of an individual group or several groups of buyers to whom the desired company wants to satisfy or for the people for those the product is manufactured, the price is set, many of the efforts are made like promotion, advertisement and the overall distribution network is prepared. The targeting strategy involves segmentation of the market choosing which segment of the market are appropriate and determining the products that will be offered in each segment.

In target market there are several factors like Demographic, psychographic, behavioral, socio graphic and geographic etc these are shown in the following diagram:



In our idea of starting truck service in Pakistan we will tourist . Tourist want to take the tour our the country so they need a place to live and they need a convince so our truck will provide them both the facilities It's like **two in one** . We will provide them a reasonable and comfortable place to spend their time. And the targeting also depends upon the survey

questionnaire which is going to be filled by people who are in need so our company will target them.



POSITIONING:

Positioning usually refers to the place that a brand occupies in the minds of costumers and how it is distinguished from the products of the competitors. It also defines where your product stands in relation to others offering similar products in the market place as well as the minds of the costumers.



Positioning makes product unique of all. This strategy consists of strengths and weaknesses of the organization. Our service will temporarily solve the problem of personal assistance so it

focuses on the service specification. If one company starts doing something in the market the competitors usually increases.



We have to be a part of every step that leads towards the success of Pakistan in every aspect.

MARKETING MIX:

Product Marketing:

Truck surf hotel will provide high quality facilities accompanied by exemplary personal service, like we can also provide drivers , in case of any complain they can contact us and our employee will visit them . Our product is differentiated from all other local hotels.

Place:

Our product and service information's are sold to guest by personal selling ,direct marketing and internet. Delivery network channels include travel agents which is also known as internal reservation systems.

Pricing:

Our pricing strategy of truck surf hotel will be consistent with differentiation objective, to provide added value for reasonable rate.

Truck room rates quoted will be net of tax and service, per night and per room.

- For single deck one room 13000 per night.
- For double deck two rooms 17000 per night.

Driver rates will be net of tax and service, quoted per day .

- Driver 500 per day.

Promotion:

Truck surf hotel primary focus will be remain on mass communication via print ads in trade, publication on internet. Direct mail companies to existing and prospective clients will increase, employees will mail people out of country. Most of people will be attracted after watching our ads.

Public relation activities will also play a important role for truck surf hotels also for Pakistan, presenting our company as a supportive member of community.

