

Nova X

PRODUCT LAUNCH

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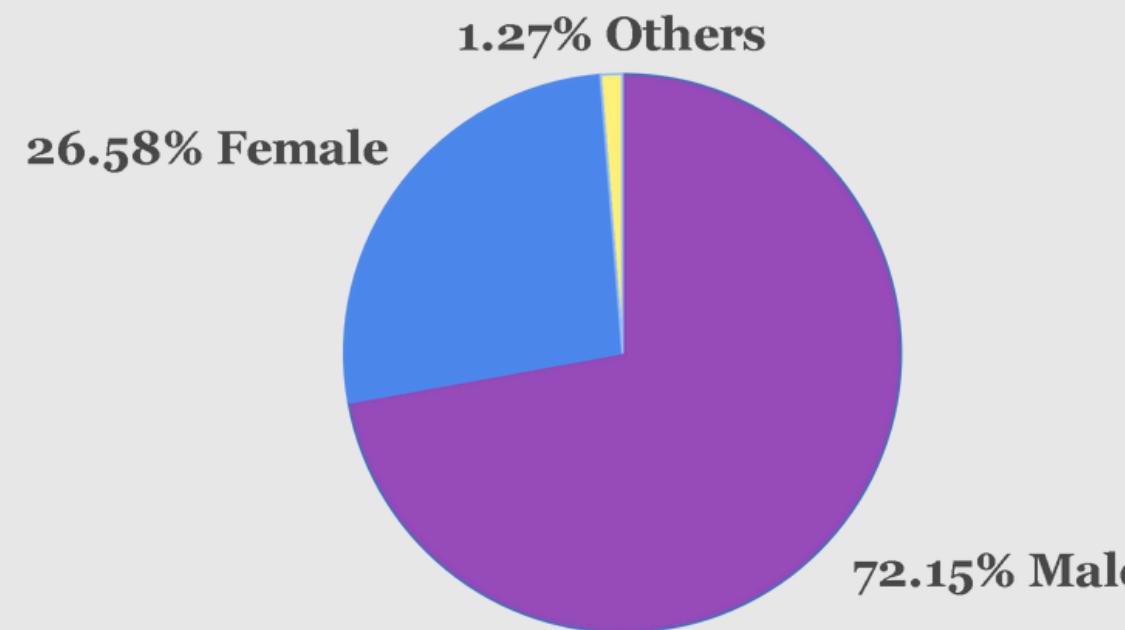
NovaX

THE X FACTOR YOU NEED

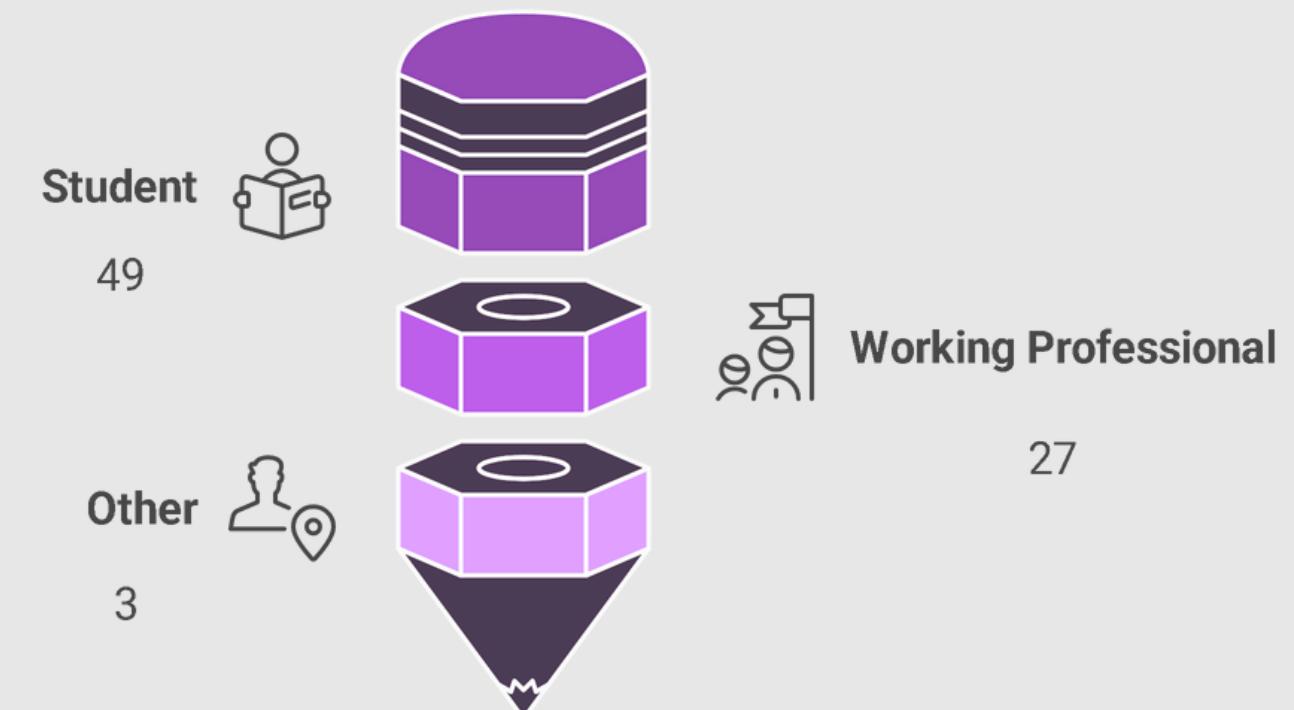


Responses Collected

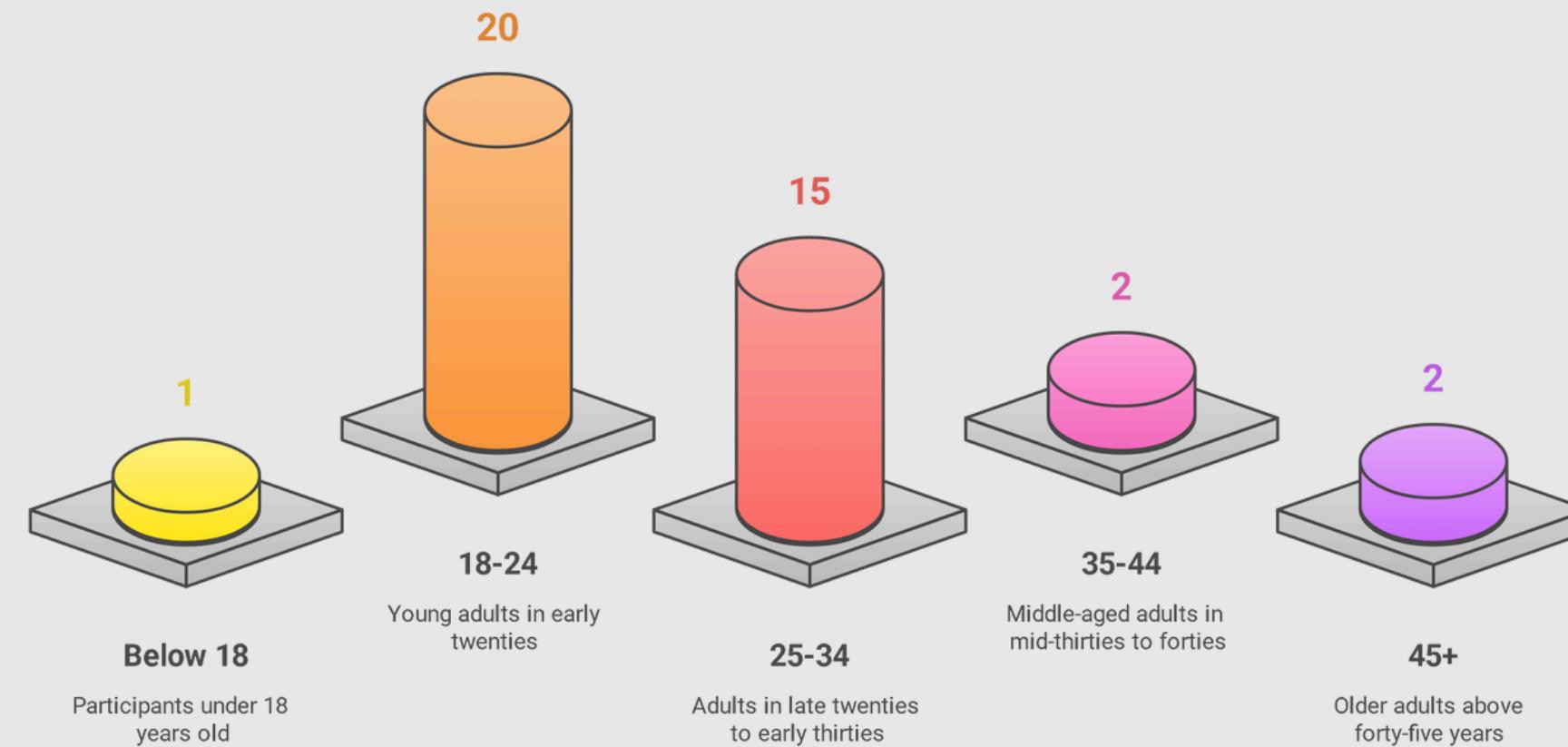
Gender Distribution in the Group



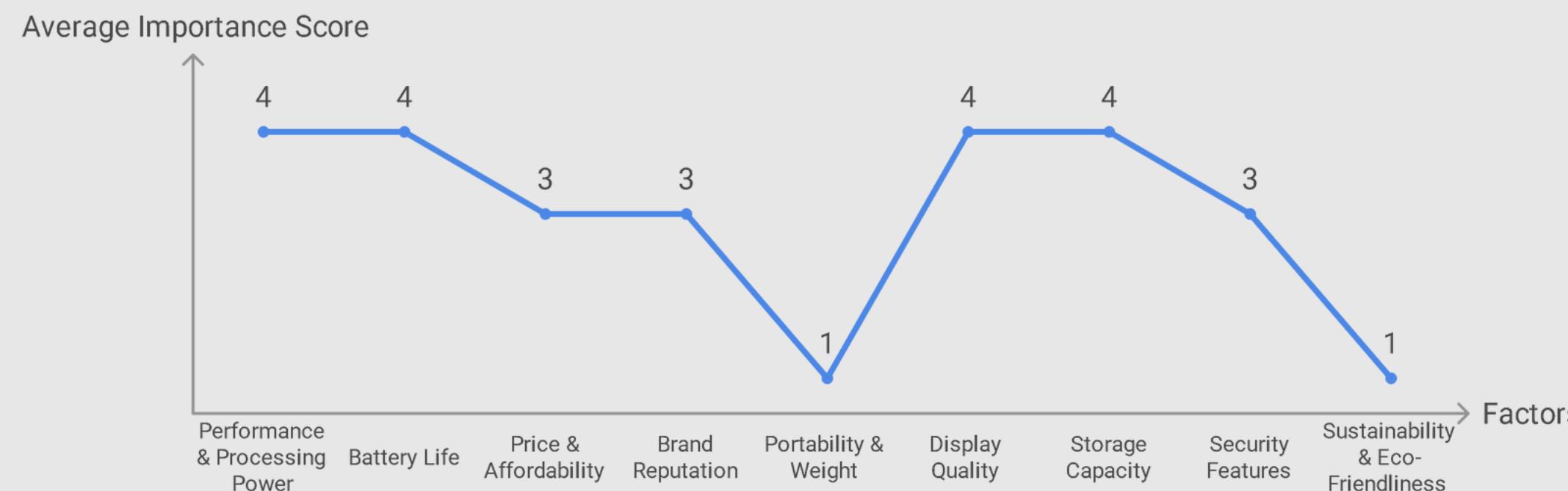
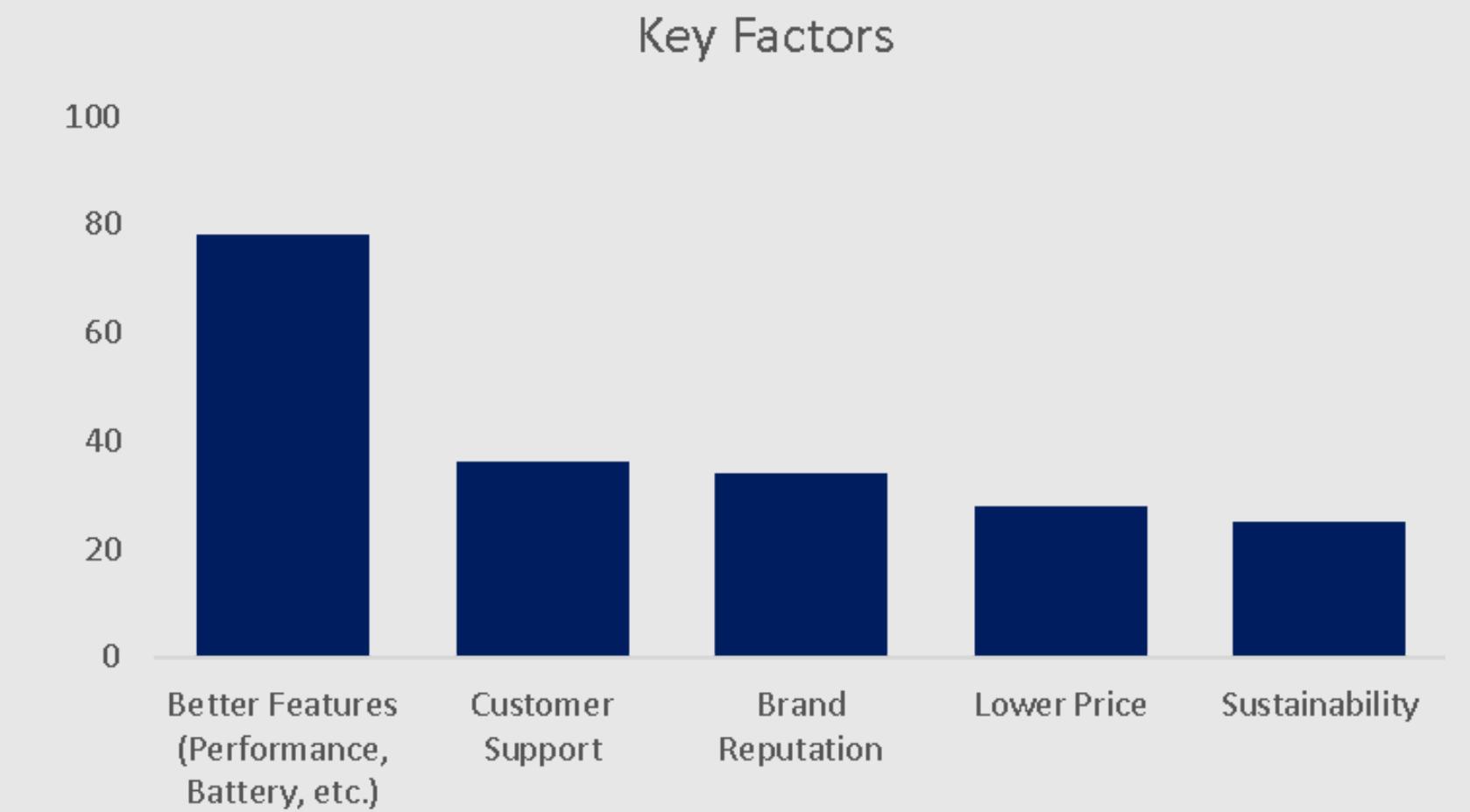
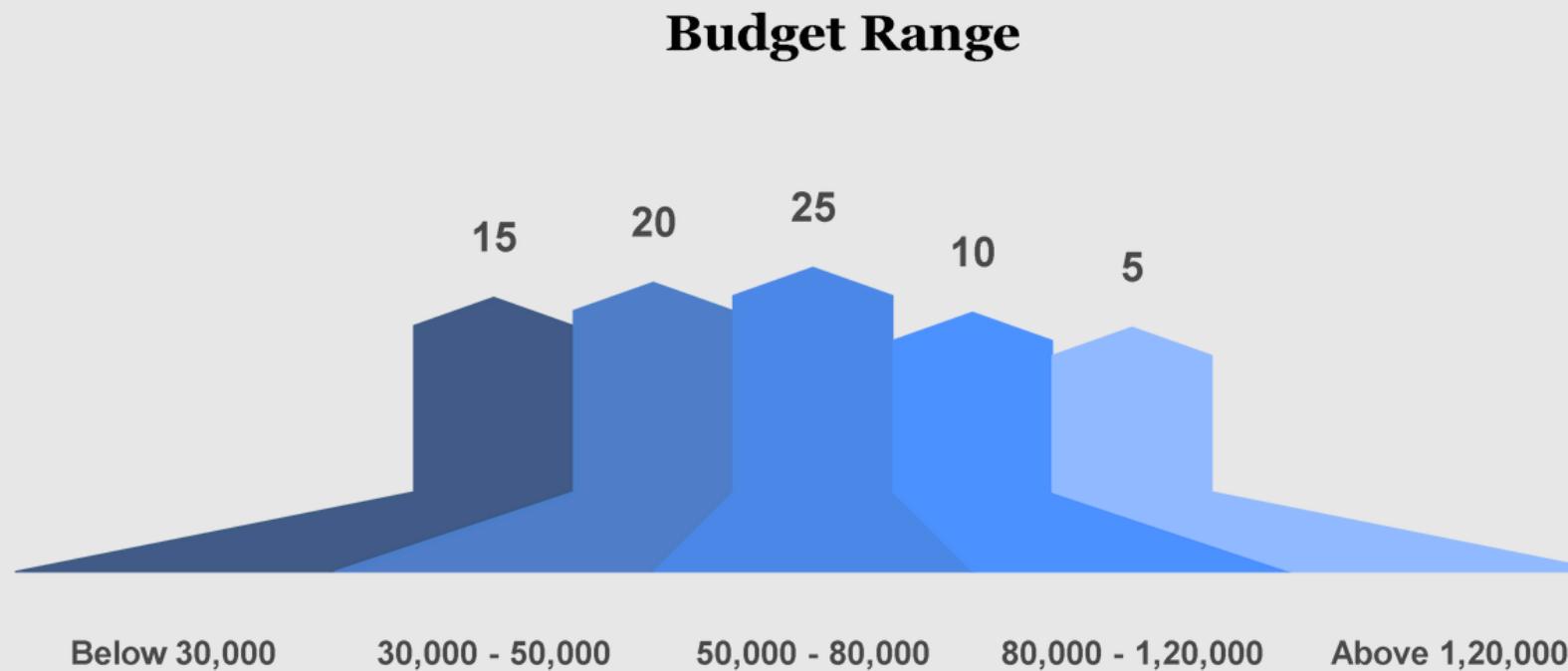
Occupation



Frequency of Age Group



Statistical Representation



Factors Affecting Purchasing Decision

NovaX

HIGH-RESOLUTION
DISPLAY

ULTRATHIN
DESIGN



POWERFUL
PERFORMANCE

LONG
BATTERY LIFE

Meet NovaX

NovaX is a revolutionary laptop designed for ultimate customization. Unlike traditional laptops with fixed configurations, NovaX allows users to build their own device by selecting only the features they need. Whether you're a student, working professional, or gamer, NovaX ensures that you pay only for what you use, making it a cost-effective and highly personalized solution.

Segmentation

NovaX targets customers based on usage needs and preferences, rather than predefined laptop configurations. The key market segments are:

- Students – Require lightweight laptops with long battery life, basic software like Microsoft Office, and affordability.
- Working Professionals – Need performance-driven laptops with business software, multitasking capabilities, and security features.
- Gamers – Demand high-performance GPUs, high-refresh-rate displays, and efficient cooling systems.

Targeting

NovaX employs a differentiated targeting strategy, customizing laptops for each segment:

- Students: Budget-friendly, optimized for online learning and note-taking.
- Working Professionals: Balanced performance, productivity-focused features.
- Gamers: High-end hardware, powerful GPUs, and advanced cooling.

Customization allows cross-segment targeting, giving NovaX a competitive edge by catering to individual preferences rather than a fixed product lineup.

NovaX

The X Factor You Need



Positioning

Positioning Statement:

"NovaX – The X Factor You Need. A laptop designed by you, for you."

NovaX differentiates itself with 100% customization, enabling customers to only pay for what they need. This makes it an affordable-yet-premium choice in the laptop market, filling the gap between rigid pre-configured laptops and costly high-end models.

Pricing Strategy

Base Price: ₹35,000

The base price includes only the outer casing, motherboard framework, display, and essential ports.

- Customers can then add components as per their requirements, like processors, RAM, storage, cooling system, software, and graphics cards.
- Our Product ensures cost efficiency, as buyers won't pay for unnecessary features.



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THANK YOU