

Intelligent Vanity Co.

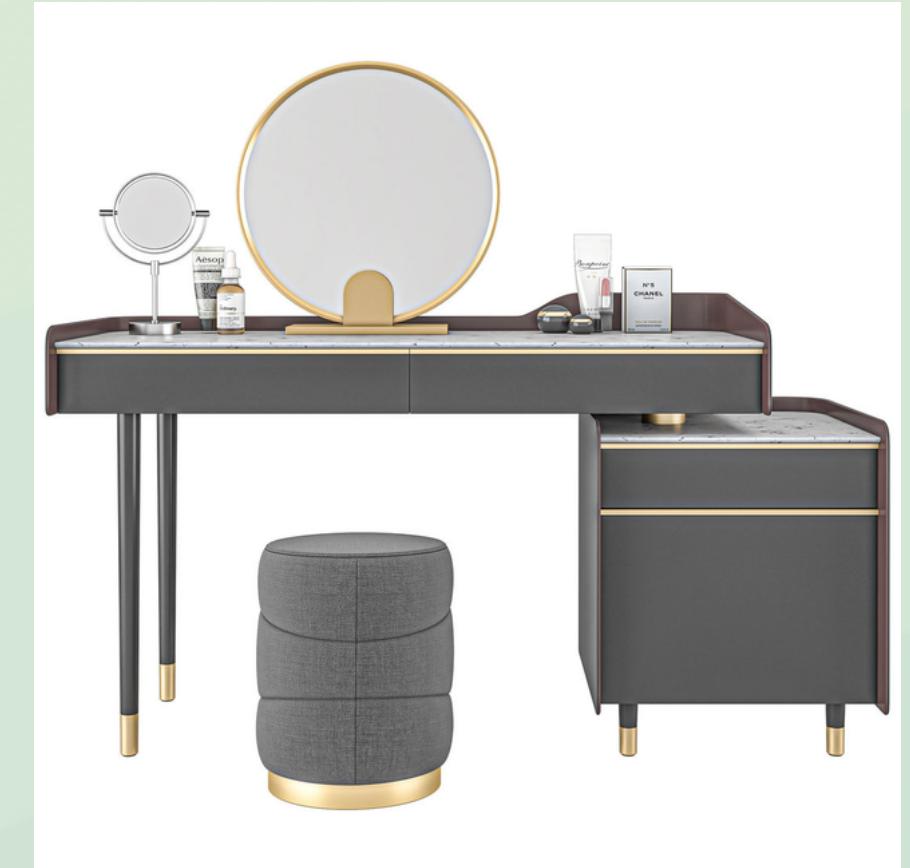


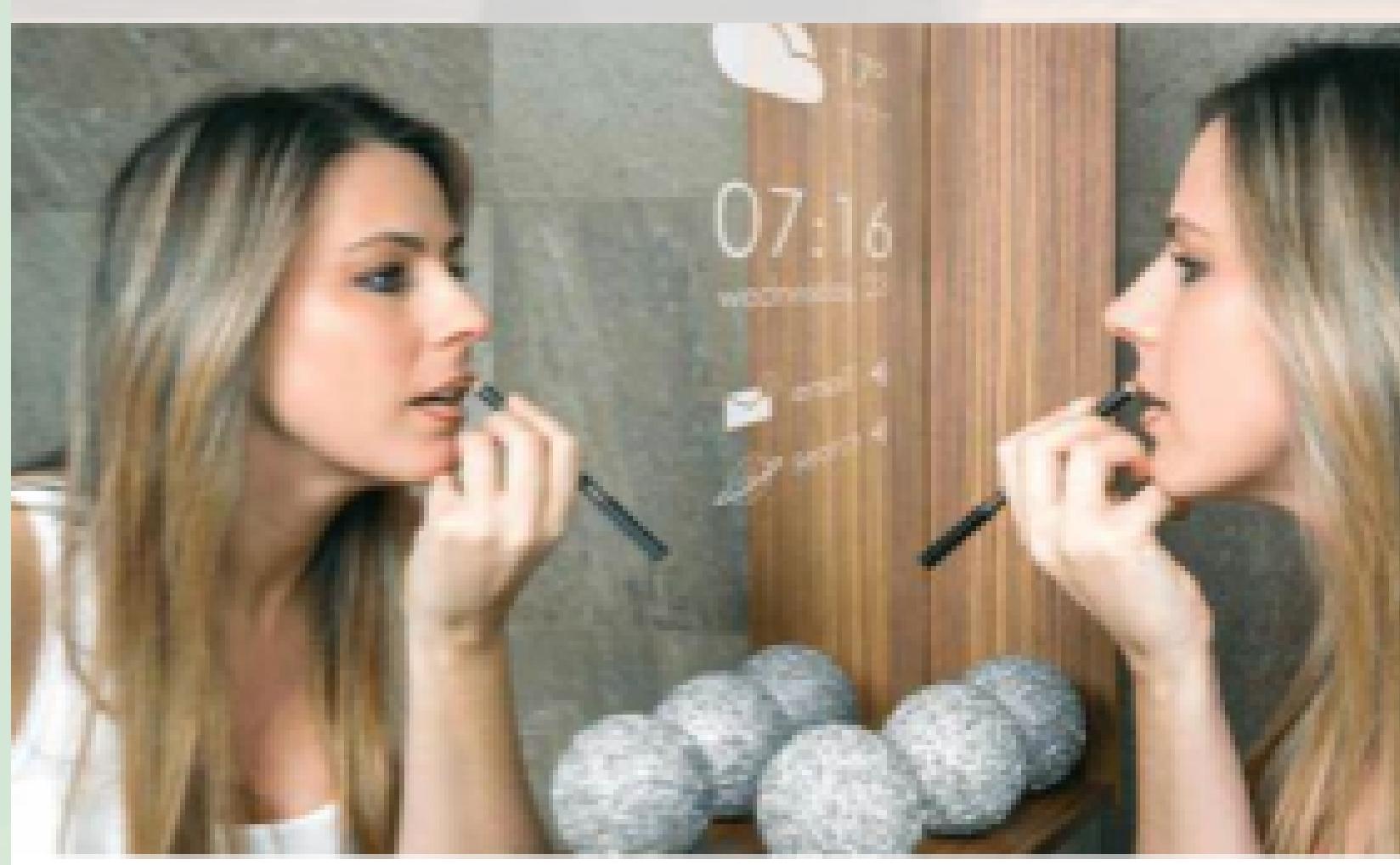
TEAM: STEALTH

MEMBER : SAMARTH DHAWAN

About the company

WE PROVIDE CUSTOMIZABLE DRESSING TABLES WITH INNOVATIVE DESIGNS AND PATTERNS IN ALIGNMENT WITH THE SUSTAINABILITY NORMS AND INDIAN ENVIRONMENT POLICIES. CUSTOMIZABLE ELEMENTS OF THE DRESSING TABLE CATERED TOWARDS THE NEEDS OF THE CUSTOMERS. DRESSING TABLE WILL BE WITH COLORS OR PATTERNS, TO APPEAL TO A WIDER RANGE OF CUSTOMERS.



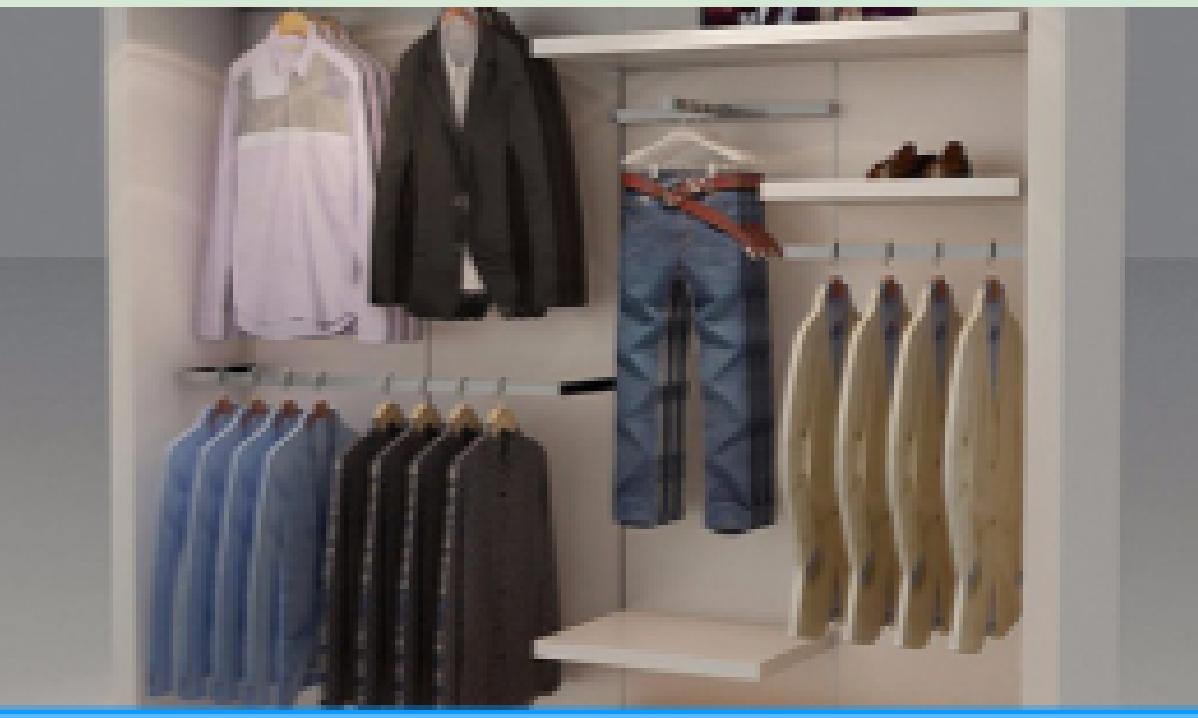


#Customizable Elements

AI Integrated mirror

Key features

- Features such as voice control, facial recognition, and personalized styling recommendations can be given to the users.
- Especially for females , mirrors can make recommendations for suitable hairstyle and makeup according to their outfit



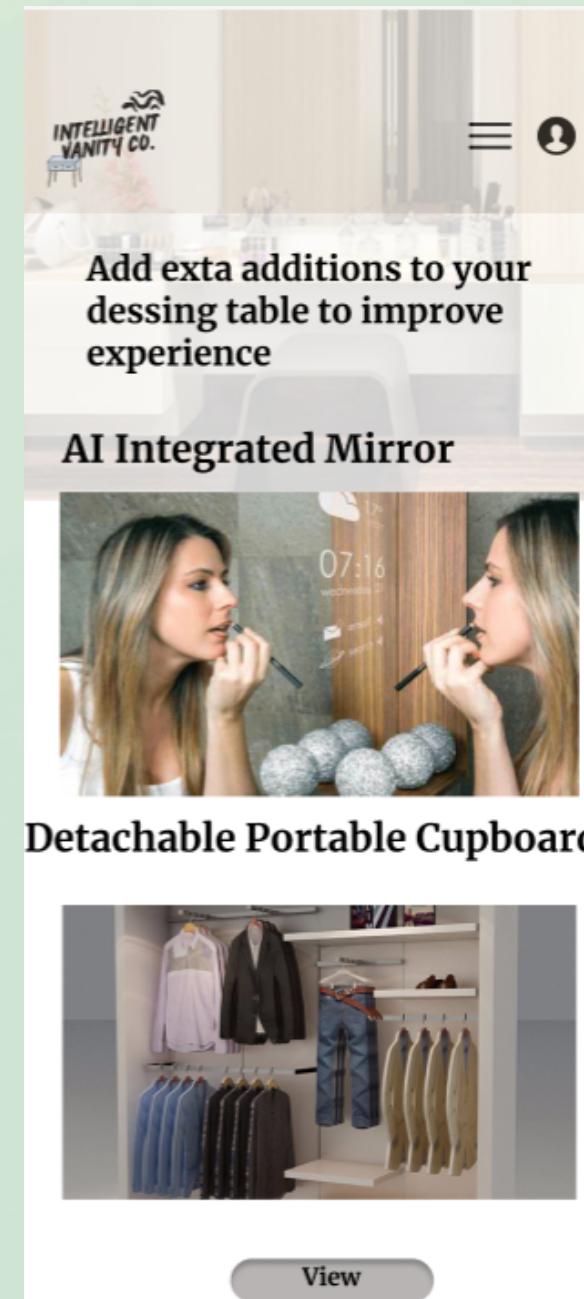
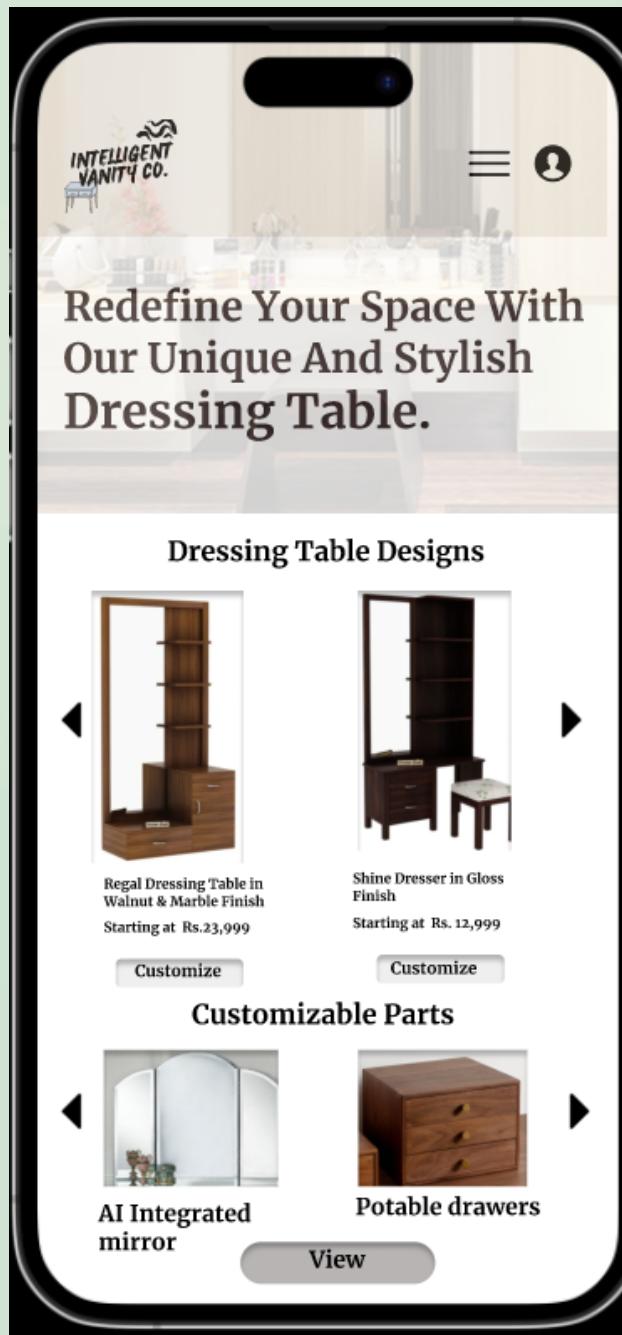
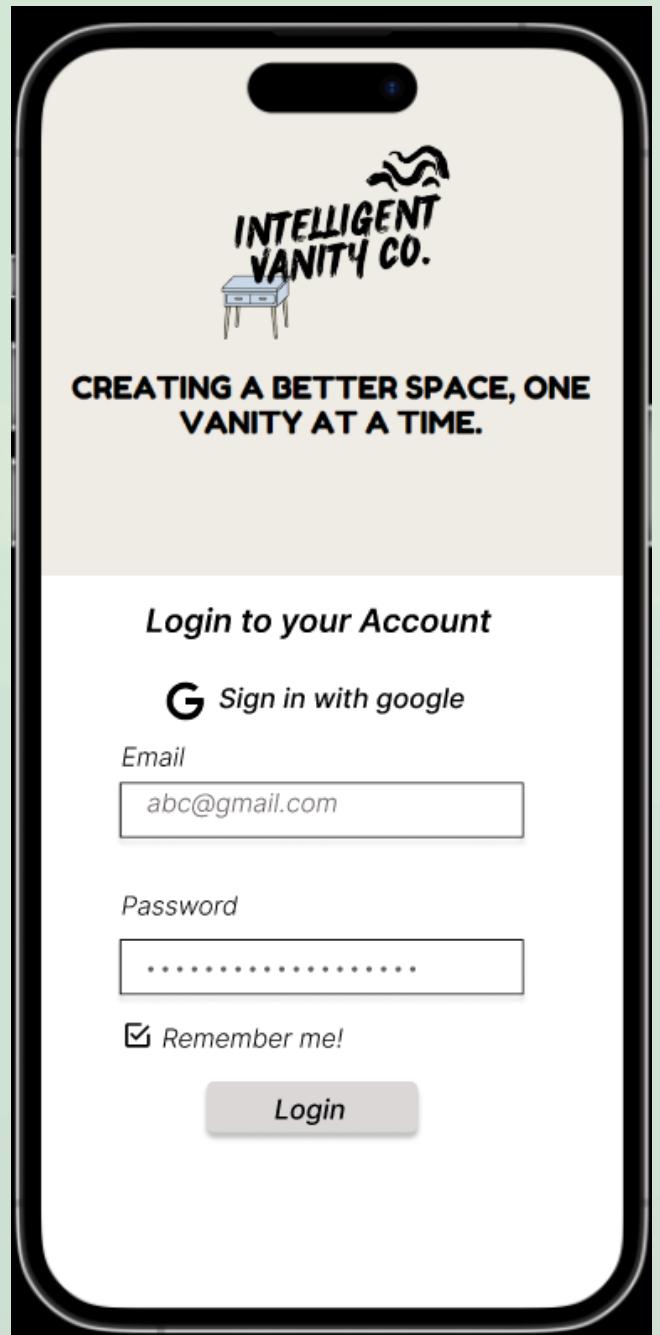
Detachable portable cupboard
offers additional storage solutions for a dressing
table in which Ai boot will tell which color outfit to
wear today according to the weather conditions.

We will have 3 base model which the user can optimize according to their need:

Base Model

Advanced Model

Premium Model



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Campaign goals

- **Users can view the app or the website through which they can buy a customizable dressing table .**
- **Pop-up shops**-We will Create pop-up shops in high-traffic areas such as shopping malls or major cities, where customers can see and interact with the dressing table in person.
- **Influencer partnerships:** Partner with beauty and fashion influencers who have a large following on social media to showcase your dressing table.
- **Virtual try-on:** We will try to create augmented reality technology to allow customers to virtually try on different makeup looks and see how they would look with different products. using the mirror
- **Develop a referral program that rewards customers**

Customer Awareness

Age-group-22-60

There will be various types of Customers:-

Tech-savvy consumers: People who have a love for technology and Beauty

Beauty enthusiasts: People who have love for dressing.

Busy professionals: People who need to get ready very quick.

Revenue streams

We will use a subscription-based model with a monthly subscription of rs.499 for the services.

Upselling will encourage customers to purchase more expensive or premium elements of a service and Cross-selling will suggest additional products or services that complement

Budget

S.No	Type of Cost	Amount
1.	Research and development costs	3-4 lakhs
2.	Manufacturing costs Base Model Advanced Model Premium Model	8,000 12,000 15,000
3.	Shipping and fulfillment cost	1000 per order
4.	Customer support and maintenance costs	1000
5.	Technology elements AI Integrated mirror Adjustable compartments, Stackable fold-out trays. Detachable portable cupboard	1-2 lakhs
6.	Marketing and advertising costs Pop-up shops Influencer partnerships Digital/Social media marketing Virtual try-on	10-20,000 10,000 20-30,000 5-6000

Marketing challenges

- Competition from various other brands.
- Changing trends day by day
- Limited Distribution Channels.
- Reaching to the target audience can be difficult at times



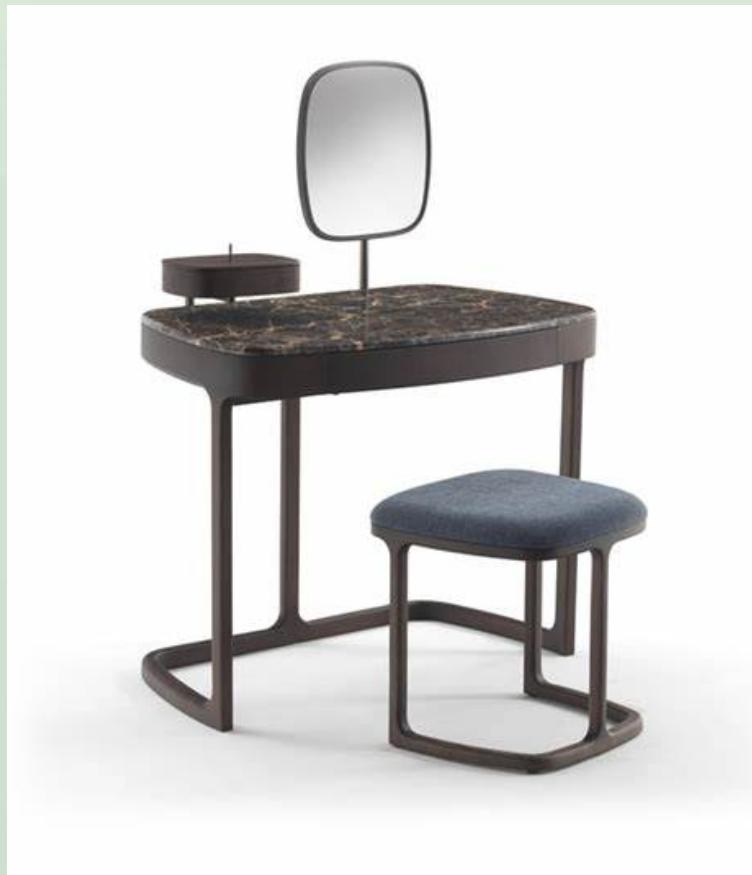
Marketing channel and promotion

- Social media marketing using various platforms such as twitter,instagram,twitter,etc.
- Influencer Marketing: Partner with beauty and fashion influencers who have a large following on social media to showcase your dressing table.
- SEO optimization: Optimize the seo so more customers can buy the products.
- Limited time offer and google ads can be a way to promote
- the product



Deadlines

- Research and Development
Q1
0-2 months
- *Marketing and Promotion*
Q2
2-4 months
- *Sales and Distribution*
Q3
Ongoing
- Analyze the customers feedback and optimize the product
Q4
- Deliver Customer Suport
Q1



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