



TEAM KNIGHT RIDERS IIM KOZHIKODE



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CUSTOMER SEGMENTATION

The focus is on online digital platform. Segmentation is primarily done based on the digital exposedness and life-style persona of the customers.



Tech-Savvies

(Technologically Active)

Young Couples
Bachelors
Early Jobbers

Persona

Active Tech users
Impatient aspirers
E-commerce explorers

Touch Points



Technotards

(Technologically Inactive)

Middle aged parents
Parents of adults
Empty Nesters

Persona

Balance Seekers
Main Stream Followers
Retail Explorers

Touch Points



CUSTOMER JOURNEY MAP OF TECH-SAVVIES



CUSTOMER JOURNEY MAP OF TECHNOTARDS



APHOMES AT PRESENT

AP homes at present is a one stop-shop interior solution for a customer/designer.

In interior design, It broadly promotes 2 categories

In-Home Products

Wall Textures
Wall Finishes
Wall Decals
Wall Stencils
Wall Coverings
Wall Stickers
Wood Finishes

3rd Party Products

Sofas
Tables
Chandeliers
Fabrics
Wall mural
Wall Lamps
Curio

Execution Services are done by AP Homes Dealers

DECOR SOLUTIONS

Decor Solutions at present is a management and execution services platform executed through partnered Interior Designers

HOW BEAUTIFULHOMES.COM CAN FORAY INTO E-COMMERCE?

In-Home Products

- Can be Stocked at Partnered Dealers
- Execution can be done by Partnered Dealers

3rd Party Products

- Difficult to stock at Partnered Dealers
- Requires 'Touch and Feel' aspect.

BeautifulHomes.com cannot enter E-commerce with both **In-Home Products** and **3rd Party Products** at one go. Initially will start with In-Home Products at present and later after successful results, it can enter into 3rd Party Products sales.



BeautifulHomes.com

EXECUTION
(Leveraging dealer network)

Existing Asian Paints Services



Retail and AP Home Stores

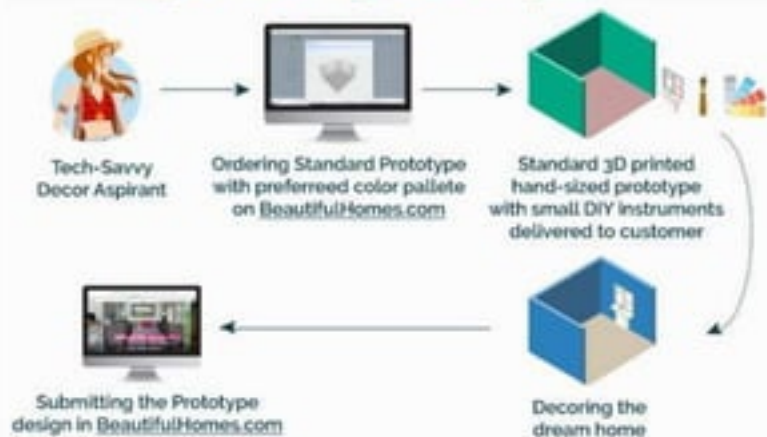


*There may be an over-lap between channels and customer segments mentioned above which we have neglected. Like, Tech-savvies can also reach out to retail and AP Home Stores or affluent Technotards can still explore BeautifulHomes.com.

PHYGITAL CONNECT (TO DRIVE TECH-SAVVIES)

The key to attracting new customers is engaging them in a meaningful way that gets them interested in a product and company—and willing to spend money on them.

3D (Dream-Design-Decor) Program



IMPLEMENTATION STRATEGY

Initial 6 months

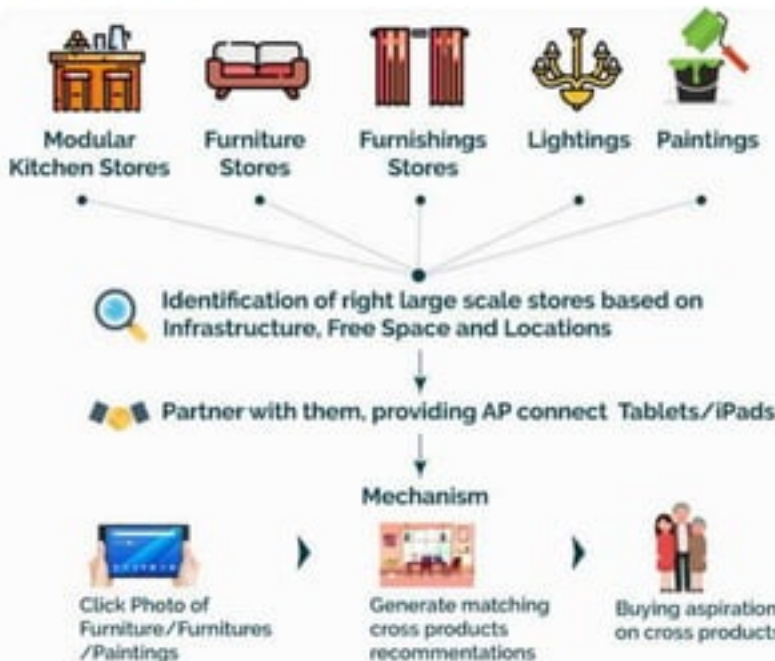
Standard 3D Prototypes

After 6 months

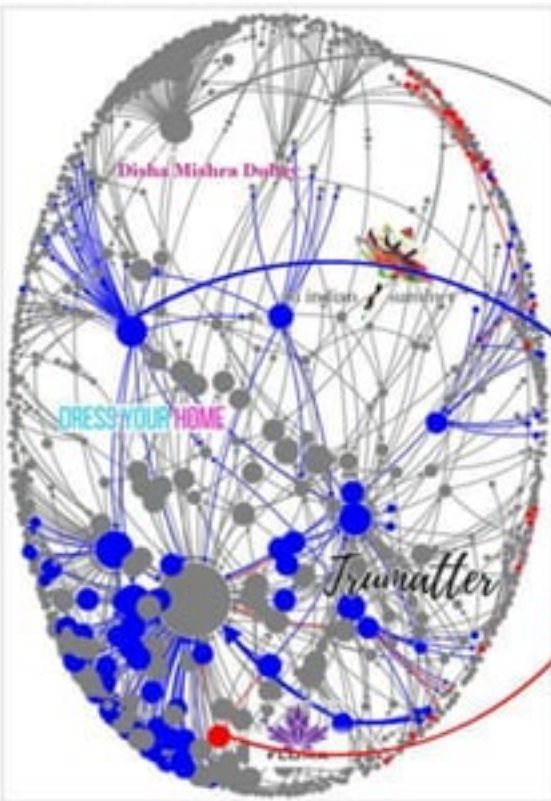
Customized 3D Prototypes

AP CONNECT (TO DRIVE TECHNOTARDS)

AP Connect is a digital platform which helps technotards to get digital experience at the retail stores and create an aspiration for the cross sale.



DIGITAL DECOR CLUSTER



SOCIAL MEDIA ANALYTICS

Digital décor cluster analysis is done using social media analytical tools based on info from various blogs, social networks (Instagram, Facebook) And the following three key digital media profiles are captured

INFLUENCERS

Design consultants,
Professional bloggers,
experts in décor solutions,
DIY décor guides

CONTENT BLOGGERS

Décor enthusiasts,
Bloggers,
Trend followers,
Interior renovators,
Craft solutions providers

INTEGRATORS

Design Studios,
Promoters,
Retailers and resellers,
Online campaigners,
Online décor solutions

POPULAR INFLUENCERS

Preethi Prabhu
Disha Mishra Dubey
Twinkle Khanna,
Monica Khanna
Rohina Khira
Manvi Drona

POPULAR BLOGGERS

An Indian Summer
Manvi Drona
Rukmini (Trumatter)
Sunitha Kohli
Lime Green Walls

POPULAR INTEGRATORS

Design Pataki
Floma
Very rustic
Modus Design Studios

Beautiful
Homes.com
Beautiful Homes

Promotional
Strategy

Drive Traffic to
AP Homes

PROMOTIONAL STRATEGY

Gamification

Design based game where the submissions are showcased on the website. The ones most liked and shared on social media gets incentives from Asian Paints.

Youtube series

A Youtube based video series of how AP transformed the lives of people by redecorating their house. Eg. before the marriage of daughter

Multi-Channel Promotions

Celebrity Blog

Blogs by celebrities about real life stories which went behind designing their home



Facebook Challenge

Social media users will click a picture of their decorated house with a challenge to find some hidden element in the picture. The one who answers it right has to then do the challenge.

FINANCIALS

Targeted Media

social
santosa



DECOR

CREDAT

VOGUE

Total cost
per annum

Rs. 3748300

Social Media & Campaigns

facebook

Instagram

YouTube

Campaigns

Shopping malls

3D AP Campaigns

Rs. 8251700

Overall promotion costs = Rs. 1,20,00,000 / per annum

Potential Reach of above
promotional Strategies is
41 Lakh Unique users per
month



Microsoft Excel
Worksheet

Thank You