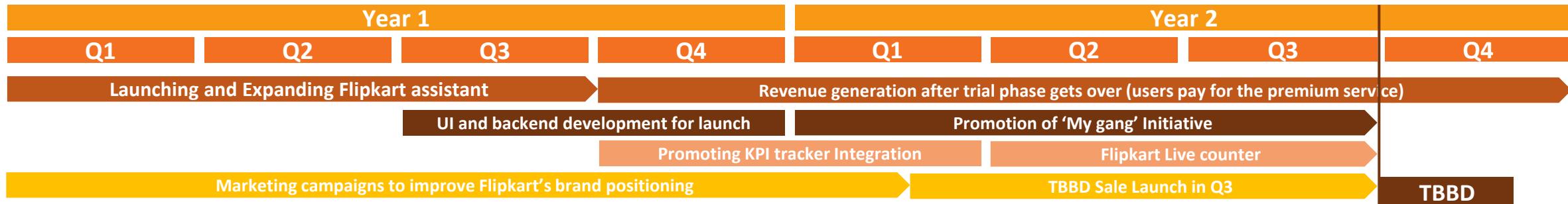


IMPLEMENTATION STRATEGY

Improving
Flipkart
Experience



1 Mass Media

- A nationwide launch covering all channels and geographies till tier 3
- Going grassroots to increase the relevance and resonance

PHASE 1



PHASE 2

Nationwide Ads in magazines, newspapers, influencers on all Social media channels

Out of home marketing (OOH)

Hoardings at eye catching, strategic locations having traffic jams

Theme - Tired of Rising prices? TBBD is back to your rescue

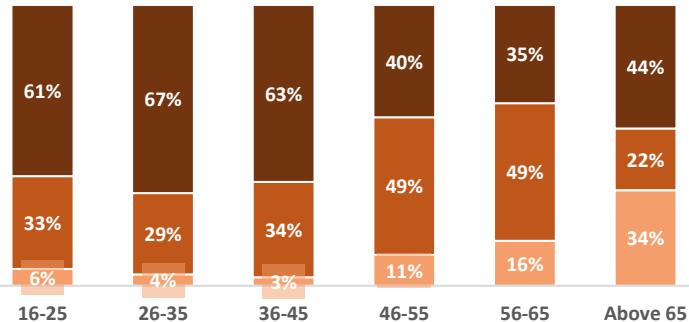
Grassroot marketing through targeted campaigns and ads with a focus to increase relevance and trust among customers

Social media campaigns via collaboration with the micro influencers

Theme - Flipkart: Making quality products affordable to India

2 Social Media Influence

Young connected customers highly influenced by Social Media



- Yes, I frequently base my decision upon what's happening in my social network
- Yes, I occasionally base my decision upon what's happening in my social media
- No, I rarely or never base my decision upon what's happening in my Social Media

3 Increasing Reach



Channels to be utilized

Rationale - Helping us in increasing the reach, relevance, resonance

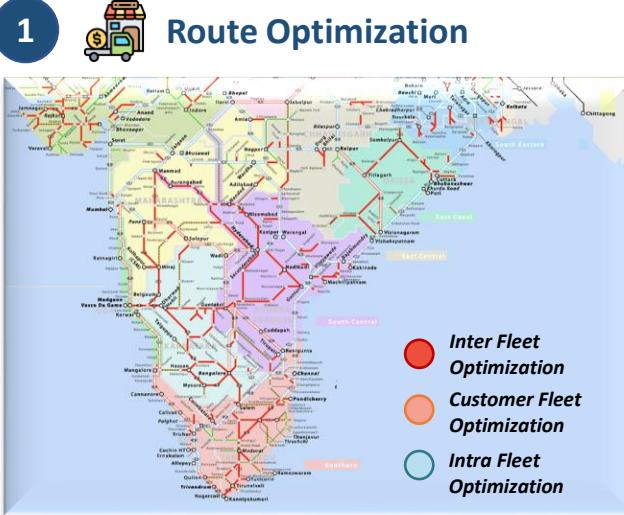
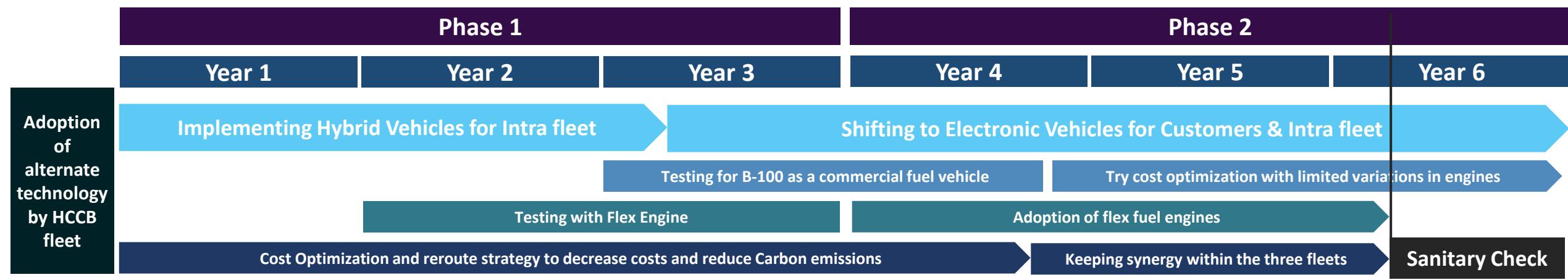
Instagram influencers –

Kritika Khurana - **ThatBohoGirl**, Aashna Shroff, Komal Pandey, & Ranveer Allahbadia - **BeerBiceps**

Micro influencers - From Tier 1,2 cities having a follower base between 20k - 100k

- Rohini James
- Manvendra Singh (Men's fashion)
- Komal Gudan
- Satya Saggar

IMPLEMENTATION STRATEGY



Route optimization absolutely to reduce cost

- Freight weight and distance to be travelled should be used to optimize routes
- Routes and capacity of vehicles (EV, Hybrid) must be checked upon

Risk	Remark	Mitigation	Adversity
Safety Concerns	With Ethanol Blending, emission control systems get damaged	Use a lower blend of Ethanol mixture, to control and prevent system damage	High
Fuel Consumption	Both Biodiesel and Ethanol blend fuels reduce mileage	Look out for advancement in technology and try to build & utilize the EV fleet	High
Acceptability Risk	Low acceptance for adopting Electronic Vehicles by vendors	Since HCCB needs dedicated fleet, incentivize vendors by highlighting potential benefits	Medium

Recommendations	Vehicle rerouting to reduce the number of trucks & decrease Carbon emission	Immediate adoption of Electronic Vehicles for short haul fleets	Research on efficiency and cost optimization with Ethanol & Biodiesel	Attempt the usage of Plug-in Hybrid Electric Vehicles on a smaller scale

IMPLEMENTATION STRATEGY

1 Roadmap & Timeline

Project Plan for the next 5 months

Plan/ Month	Month 1	Month 2	Month 3	Month 4	Month 5
Additional Reactor	Getting Quotations	Compare and purchase	Plant rearrangement	Installation	Testing
Gig Workers	Search	Information & Evaluate Alternatives	On boarding	Review	
Online Channels	Contact e-commerce	Website development		Testing	Review
Product Bundling	Analysis	Awareness	Training	Testing	Review
New Scrappage Policy	Categorization	Preparing SOP	Testing sales channels	Review	
Route Optimization	Analysis	Ranking up capacity	Feedback & Improvement	Review	

RISK ANALYSIS



2 Sustainability: GO GREEN

Sources: Green Journal, phys.org

CONCERNS

- PVC contains harmful & dangerous chemical additives including phthalates, lead, cadmium which could be **toxic to child's health**
- According to a survey by British heart foundation, 1 in 3 parents have admitted to having **thrown away toys** in working condition, which degrades the environment
- Even after taking all the precautions, consumer perception might not change which would result in **decreased demand** of plastic toys

STRATEGY

- In long term, it is necessary to include substitute for PVC for **toy production gradually**
- Sigma toys should **not stop producing PVC**, rather aim to get the best quality of PVC toys
- Substitute in long run could be **wood and bioplastics**
- Sigma toys should start subscription model for **second-hand toys**, reducing the need to purchase new ones every time

Recommendation	Remark	Mitigation	Adversity
Additional Reactor	Huge investment	Constant reviews and checks on quality	High 
Gig Workers	Low Productivity	Providing training and incentives	Medium 
Online Channels	Increasing growth	Promoting new sales channels	Low 
Product Bundling	Experimental in Nature	Use of artificial intelligence to draw insights for forecasting	Low 
New Scrappage Policy	Selling Scrappage at higher price	Review returns and gather customer feedback	Low 
Route Optimization	Carefully select routes	GEP NEXXE to provide end-to-end view of supply chain	Medium 