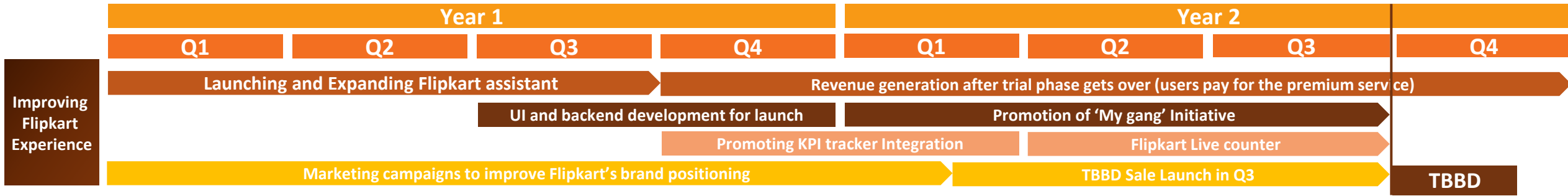
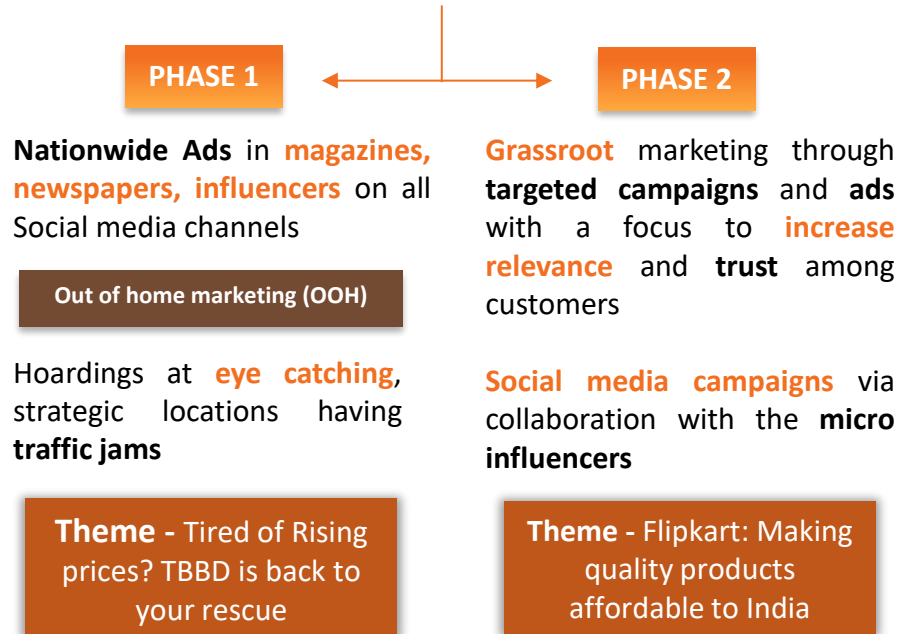


# IMPLEMENTATION STRATEGY



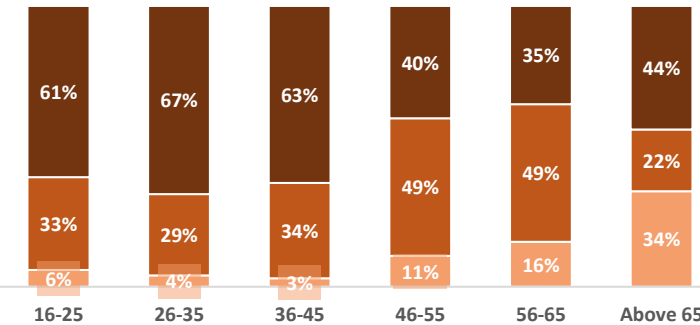
## 1 Mass Media

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



## 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**

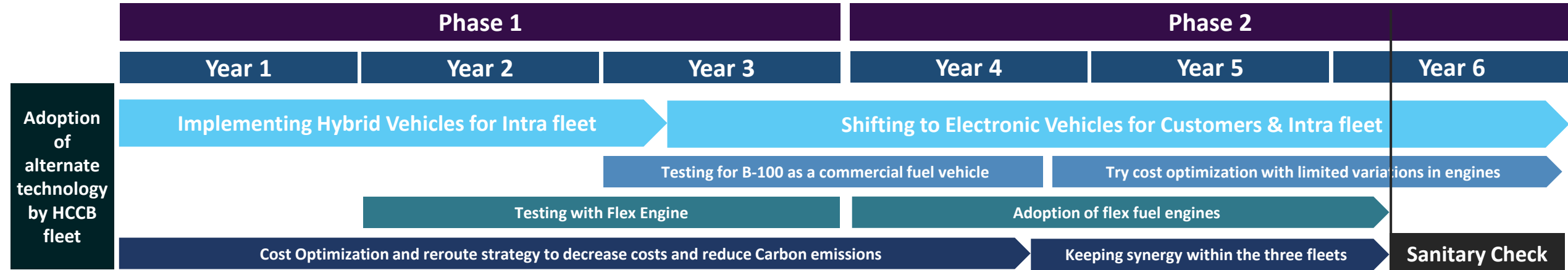
**Micro influencers** - From Tier 1,2 cities having a follower base between 20k - 100k

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

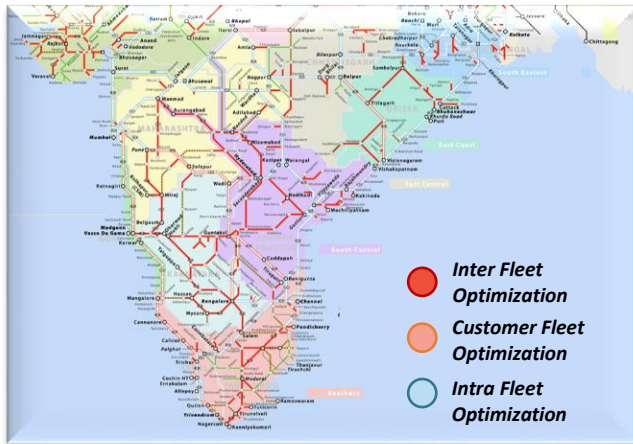
**Your Ideas. Maximised.**



# IMPLEMENTATION STRATEGY






## 1 Route Optimization



### 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



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 <b>artificial intelligence</b> to draw insights for forecasting	Low
New Scrappage Policy	Selling Scrappage at higher price	Review returns and gather <b>customer feedback</b>	Low
Route Optimization	Carefully select routes	GEP NEXXE to provide end-to-end view of supply chain	Medium

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