

## PROJECT SHAKTI

FOR

CHENNAI

- - cushion covers, etc.)

  - products.

#### Objective

🧭 To empower women by creating home entrepreneurs

#### How?

- Train the students to sew by teaching them to make aprons, overcoats, & cleaning cloth.
- Donate a sewing machine which they can take home to start a business.

#### Sustain & Grow

Substitution of the state of

Share ideas, concepts & designs.

S Work on large projects together and share customer & market information.

Leverage the care for chennai services:

• Product Design - Care for Chennai can help create innovative designs (bags,

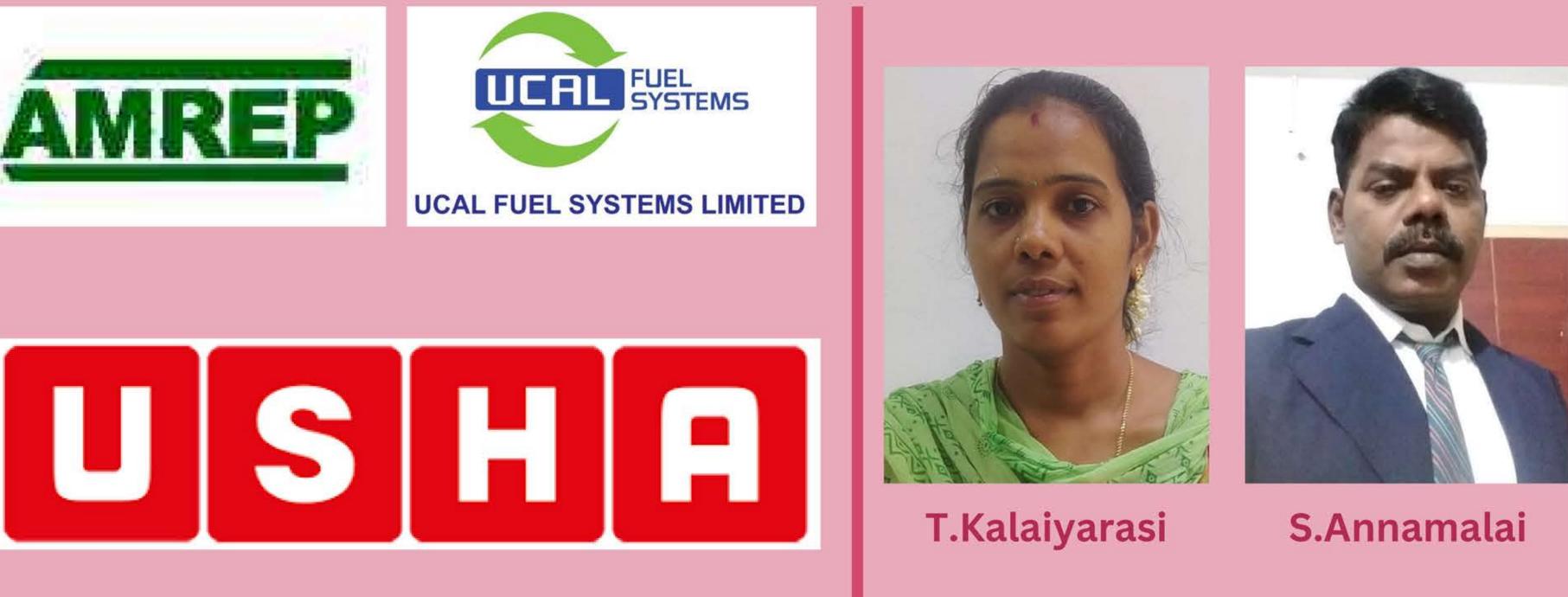
• Promotion - Care for Chennai can help designing & advising on social media presence & graphic design of print media.

• Place - Care for Chennai can help connect you to corporates in need of your



## Project Shakti We Create Home Entrepreneurs MARKETING PRESENTATION

## **Grateful to Our Corporate Sponsors & Trainers**



#### Marketing is the process of promoting a company's Marketing goods or services in order to increase sales and profits.

## The Four P's of Marketing







Place



Promotion





Price

### WHAT IS A PRODUCT? A good or service that is needed by customers, market or markets.

### WHAT DID WE LEARN TO MAKE? Aprons, Overcoats, Cleaning Cloth & Bags



#### WHAT ELSE CAN WE MAKE? Make products required by the market eg. blouses, pillow covers, face masks, salwar suits and kid's school uniform.









#### WHAT IS A PLACE?

- A geography, a target market or a group of customers with a
- similar profile (similar age, similar consumption pattern, etc.)
- **2 MAJOR TARGET AUDIENCE** 
  - Business to Business (B2B)
  - Business to Customer (B2C)



# omers with a pattern, etc. )



PROS	CONS
largin customers willing for your uniqueness ality Design Delivery able Costs	<ul> <li>No guarantee of repeat customers</li> <li>Unpredictable cash flows</li> <li>Low volume, high variety</li> </ul>

### **HOW TO PROMOTE?**

- Social Media (Facebook, Instagram, YouTube)
- Word of Mouth
- Print (Local Newspapers, Magazines, Posters, etc.)
- Connect with Corporates

### **PRICE?**

- Selling Price = Cost + Margin
- Cost = Material + Time
- Margin = SP Cost = Profit

### WHAT CAN CARE FOR CHENNAL DO FOR YOU?

#### Product

- We can help designing certain products that are in demand, eg. aprons, overcoats and cleaning cloth - for corporates. Bags and cushion covers (smart potlis, simple cushion covers)
- We can help you source high quality raw material
- We can help facilitate B2B transactions by introducing you to factories in South Chennai.

#### Promote

- We can help you set up a simple Facebook, YouTube and Instagram page. Furthermore, can also help with the artwork for simple posters.
- We will create a communication platform for the 50 home entrepreneurs to exchange ideas and stay in touch with each other.