



PROJECT SHAKTI



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

- ✔ Login, connect & leverage the power of the Shakti network.
- ✔ Share ideas, concepts & designs.
- ✔ 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, cushion covers, etc.)
 - 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 products.



Project Shakti

We Create Home Entrepreneurs

MARKETING PRESENTATION

Grateful to Our Corporate Sponsors & Trainers



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

The Four P's of Marketing



Product



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)

B2B

PROS

- Steady volume
- High volume
- Repeat customers
- Regular payments
- Minimum time on creativity and design

CONS

- High Competition
- Low Margin
- High chance of displacement
- Unforgiving on Quality

B2C

PROS

- High Margin
- Repeat customers willing to pay for your uniqueness
- USP:
 - > High quality
 - > Unique Design
 - > Quick Delivery
- Affordable Costs

CONS

- No guarantee of repeat customers
- Unpredictable cash flows
- Low volume, high variety

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 CHENNAI 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.**