# PRESENTATION ON MARKETING STRATEGY

OF

# Dyeing and Printing cluster -AKOL

## MAIN PRODUCTS

- **✓** PHETIA
- ✓ DRESS MATERIAL
- **✓**STOLES
- **✓BED SHEETS**
- **✓**SAREES

## GRADING OF PRODUCTS

Dress Material HM MM

Shetting CC FC

Sarees CC FC TS

MB

Stoles HM TS FC

# **TAGGING**

- MAKOLA TAG WILL BE ATTACHED TO ALL PRODUCTS
- NAME OF THE PRODUCT / VARIETY / CODE NO –
- MANUFACTURED BY—NAME OF SHG
- WASHING INSTRUCTIONS DRY WASH / HOME WASH
- **SIZE**
- **PRICE**

### PUBLICITY & ADVERTISEMENT

#### **LOCAL PUBLICITY**

Banners, pamphlets & Local Channel slides News Papers, Wall painting

#### **STATE PUBLICITY**

Sunday coloured magazine, Hoardings at paanch batti & khasha kothi circle jaipur & FM Radio

#### **NATIONAL PUBLICITY**

News papers, magazines, media channels & FM Radio

#### **CATALOGUES / BROUCHERS / WEBSITES**

Brouchers and catalogues will be sent to all Big Buyers of Delhi, Ahemadabad, Mumbai, Jaipur & Chandigarh



# BAR CODING

We will take financial assistance for bar coding from MSME Government of India for our stock management of Raw materials and finished goods for akola cluster.

# MARAKETING STRATEGY

- TARGET CUSTOMERS

  High income generating people

  High profile people
- USP of Akole is hand block printing and Eco-friendly dyes
- Marketing in three different ways
- Direct sale to the customer visiting Akola
- Sale against ordrs from interested parties and through linkages
- Participation in Exhibitions, Trade fairs
   Cont......

- **M** Cont....
- Plan to open a MARKET OUTLET at Chittorgarh / Sanwaliaji with the grant asistance of NABARD.
- To open sales outlet CFC, one room has been kept for this purpose visitors can directly buy from this place.