



Learning from Market Survey

Next Move and Way Forward



PREMIUM COSTING / COST COMPARISON



Customers need to experience the service



They want to cost compare the Medium Service and Premium Service



They are ready to Spend Premium Cost but after taking few services and getting the operational quality and guarantee.



They want Execution Testimonial and Reference. nearby quarry owners. It supports us to convert them.



We need take the Business first for Medium Cost. Once we got the customers. We can increase the cost and convert them.

FIRST 100 EXECUTIONS

100+
Execution

We need to target the first 100 executions.



Reduce the cost and complete first 100 executions



Strategically operational marketing



Operational strength and marketing penetration
Both benefit



Focused sales target

CORE SALES PENETRATIONS / SALES TEAM



Dedicated sales manager for direct meeting



Dedicated sales manager for database /
Calls / requirement.



Track record of conversion



Factors of conversion



Target till 100 executions

GEOGRAPHICAL COVERAGE

Kanchipuram

Vellore

Chennai

Thiruvanamalai

Walajabad

Chengalpattu

Vilupuram



MARKETING TOOLS – MARKETING COMMUNICATIONS



Basic communication booklet



Strong promotional video contents – 10 nos

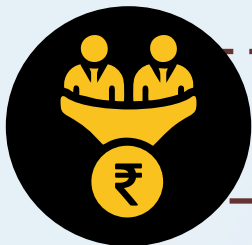


Whatsapp promotion and facebook promotions

CONCENTRATE 70% IN SALES



Regular calls and strong requirement Understanding



Interested clients – hot leads conversions and Increase the hot leads



Sales success and operational success is the First target



CONCENTRATE 30% IN PROMOTIONS AND ADVERTISEMENTS



Whatsapp promotions—designing and promotions



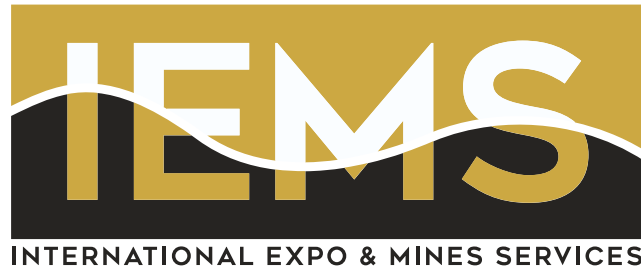
Promotional video content



Facebook promotions—designing and promotions



Product and service booklet



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