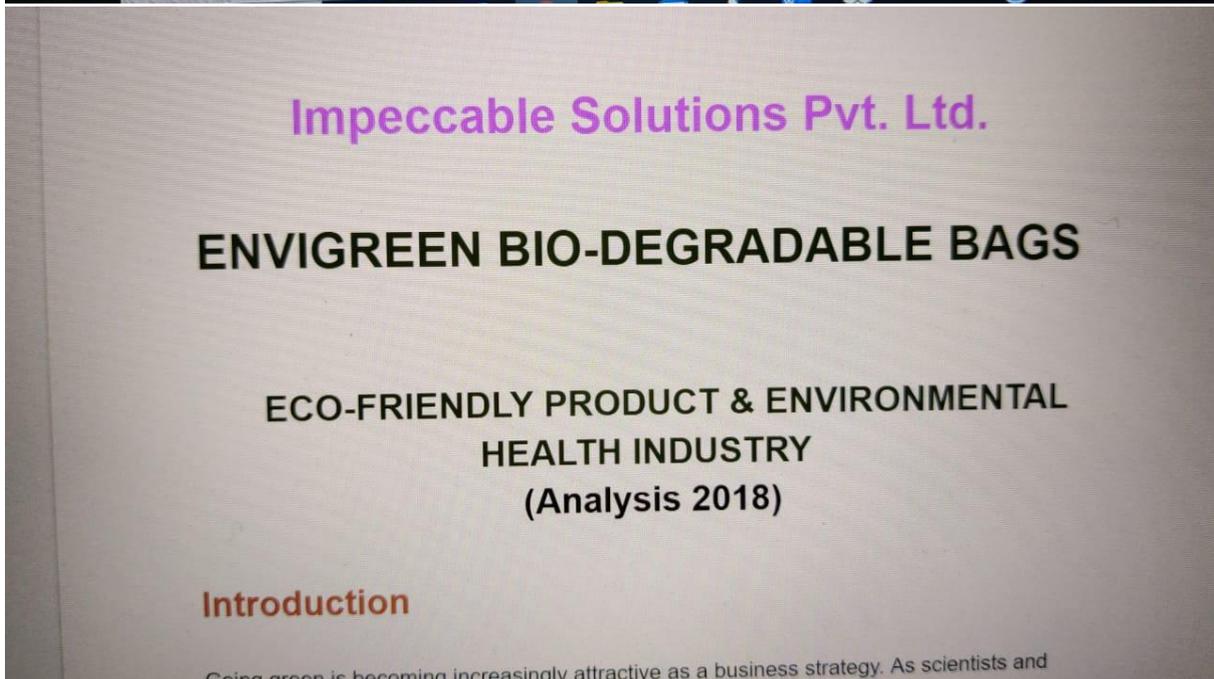
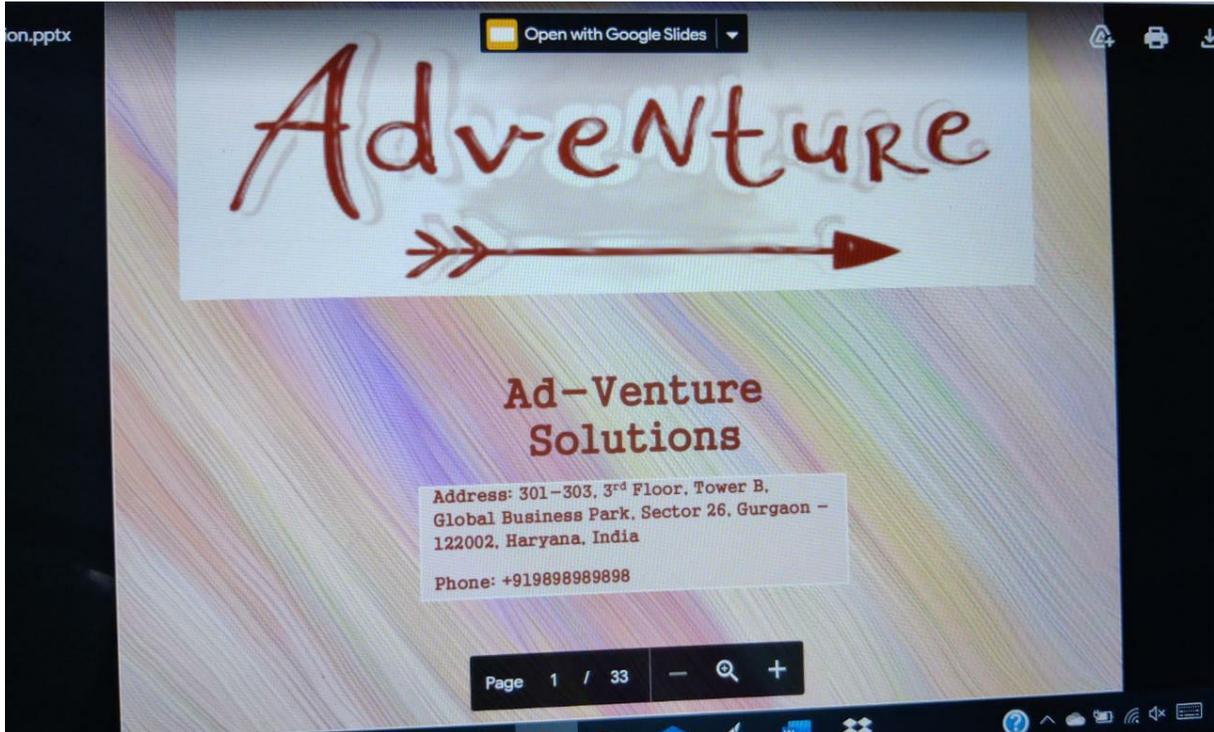
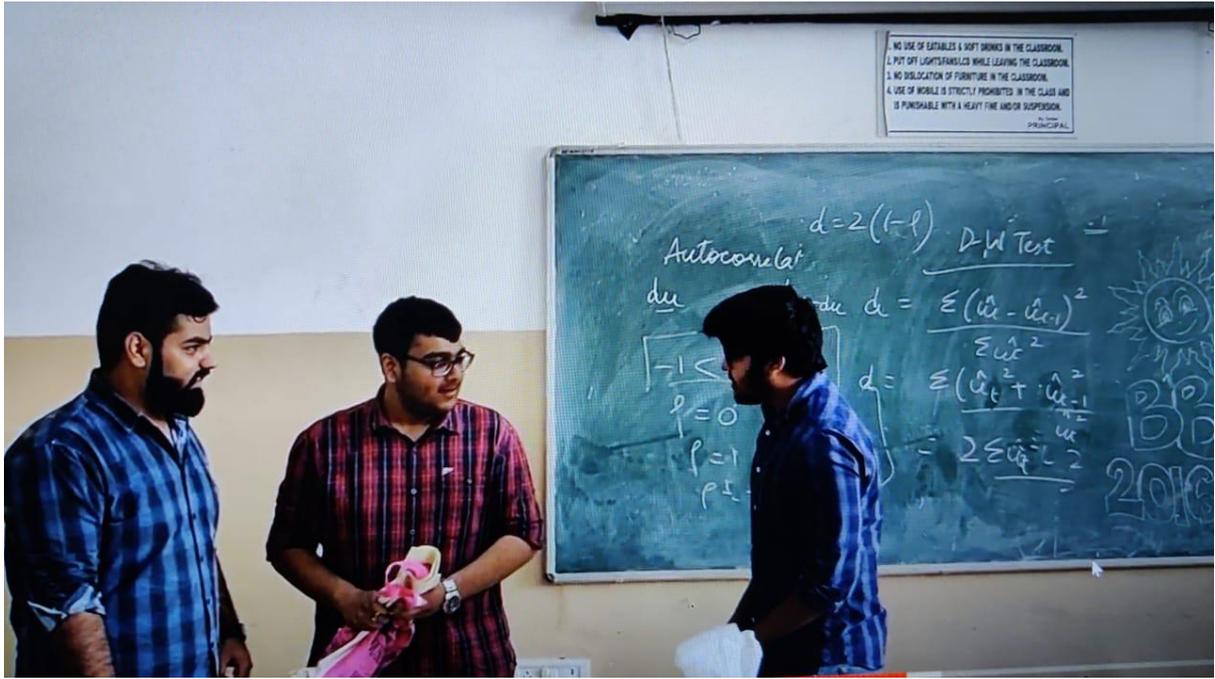


SAMPLE PROJECT

2





Impeccable Solutions Pvt. Ltd.

ENVIGREEN BIO-DEGRADABLE BAGS

ECO-FRIENDLY PRODUCT & ENVIRONMENTAL HEALTH INDUSTRY (Analysis 2018)

Introduction

Going green is becoming increasingly attractive as a business strategy. As scientists and politicians debate the truth of global warming and dwindling natural resources, green industry practices not only enjoy favorable public sentiment and the psychic income of a lower carbon footprint, but increased cost savings, supportive government policies, and ever-increasing profitability as well. Trends in consumption, government policy, and costs all point towards even more green industry business opportunities in the years ahead. There are a number of ways to take advantage of the green business movement, from growing organic food, to providing energy efficiency expertise, to car washes and maid services that use eco-friendly soaps, and dozens of concepts in between. Leaders within the industry make sustainability a key consideration in decision-making throughout the organization. They work to minimize both use and production of harmful chemicals, excess materials, and waste byproducts in the delivery of their goods and services. Recognizing the importance of our planet's dwindling natural resources - or perhaps the economic opportunity that that creates - the green industry seeks to meet the demands of today without compromising the needs of tomorrow. There are varying degrees of going green; large factories may install solar panels to reduce energy costs while a local restaurant may deliver by bicycle to reduce emissions. A warehouse may install energy saving light bulbs while a home builder may use insulation made from recycled denim. But increasingly it's becoming the standard that companies recognize the cost savings and potential profitability of going green; more and more are taking steps, small and large, toward greater sustainability.

Current Business Trends

In our increasingly connected world, consumers are becoming more educated about the environmental impact of a growing population competing over finite natural resources. Put simply - most people are more open to less harmful products - especially if they are as easy to find and use as other products.

Though the scientific cause and effect of many environmental issues remains debated by some, what is undeniable is a significant consumer interest in environmentally friendly business practices and products. A recent survey conducted in the United States of America (USA) found that 88% of Americans believe taking care of the earth is very important - but only 52% believed that the government should be taking action to protect it. Green business can benefit either way: greater consumer interest and/or more protective policy. Globally, a report from 2014 says that 55% of consumers across 60 countries are willing to pay higher prices for goods from environmentally conscious companies. A 2013 study claims that 71% of Americans at least consider the environment as a factor when shopping.

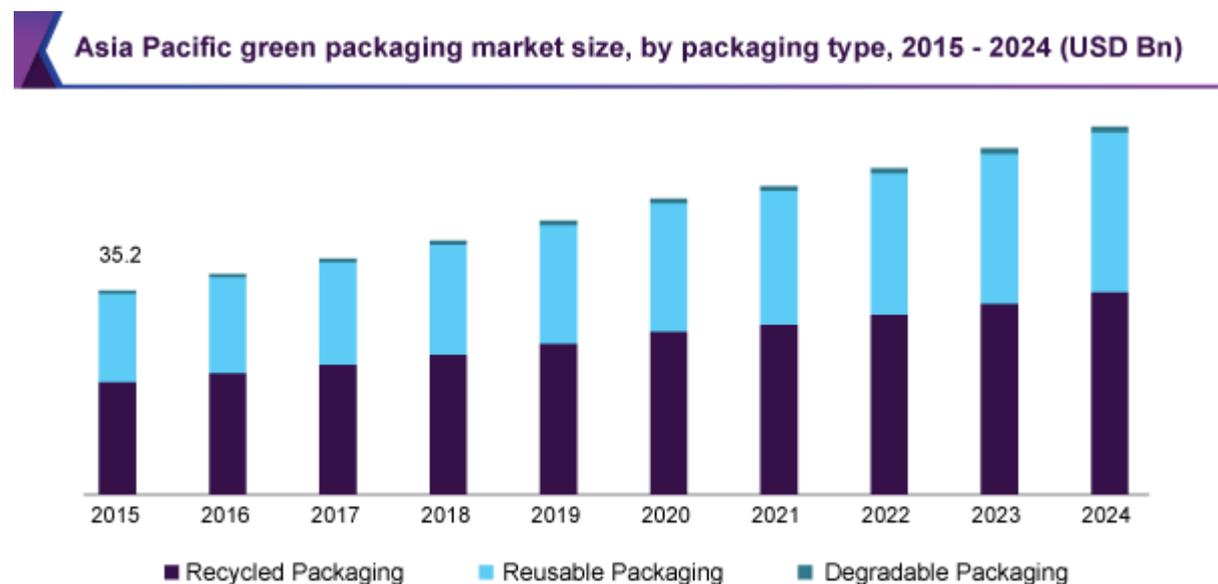
Organic food sales in particular seem to have turned a corner, jumping 11.3% in 2014, while overall food sales grew only 3%. Organic food has become far more mainstream over the last several years - expanding well beyond the niche market it once was. Sales in 2014 were over \$35 billion - compared to only \$3.4 billion in 1997. Growth is expected to continue strongly until at least 2018. Clearly, consumers care more now than ever about green industry and have the resources to find the products that meet their requirements.

And companies are noticing! From huge multinational companies and local businesses to the meaningful growth in green franchise opportunities, the green movement is in full swing and reaping benefits. And the trend is not driven by customer interest alone, as sustainable business practices help companies save money over time: PricewaterhouseCoopers indicates that companies reporting sustainability efforts have a greater return on assets than companies that do not. It may cost more to install solar panels but monthly savings on energy bills add up fast. Increasingly, businesses are looking to enhance their operating efficiency through sustainability efforts, and opportunities in the sector will abound for years to come.

Size & Growth Prospects

Five to ten years ago, no one had much knowledge of eco-friendly paints or LED lights, but now there are many innovative products in the market. At the Green Building Congress 2009, held in Hyderabad in September, over 120 products and technologies were displayed, which shows a spurt in green innovations. Some of the products included recycled wood, energy saving air conditioners and solar products. **The market potential for such goods is over \$40 billion in today's market. The global green packaging market size is expected to reach USD 237.8 billion by 2022**, according to a new report by Grand View Research, Inc., registering a 5.7% CAGR during the forecast period. Increasing consumer awareness about eco-friendly products is expected to be a key factor driving market growth.

Increasing government campaigns for educating consumers about the benefits of eco-friendly products and harmful effects of toxic packaging materials is expected to benefit industry growth over the forecast period.



- *The global green packaging market is anticipated to reach USD 237.8 billion by 2024, at a CAGR of 5.7% from 2016 to 2024*
- *In terms of revenue, the recycled content packaging segment is projected to ascend at a CAGR of 5.2% over the forecast period*

Major Green & Sustainable Business Developments

Landscaping professionals can now focus on reducing pesticides and chemical fertilizer while returning valuable organic material to the soil through composting and mulching.

Energy Auditing can help home and business owners reduce monthly bills and lower reliance on the traditional energy grid. Increasingly in demand, efficiency experts help modernize and green existing structures.

Cleaning Services provide traditional services with eco-friendly products and processes. Opportunities exist for pet cleaners, maids, car washes and more.

Solar Installations are growing as panels are becoming smaller and more efficient. From rooftop installs to small data transmitters to decorative displays, solar energy use is one the rise.

Restaurants using fresh organic produce are serving up nutritious meals in environmentally efficient settings to attract health conscious consumers.

Home Improvement can be a combination of several services such as increased energy efficiency or the use of environmentally-friendly building materials.

Organic Food Production can take place on large and small scales. Franchisees focus on installation and cultivation within homes, schools and businesses.

Printer Ink Recycling franchisees provide a valuable service to their community while significantly reducing environmental waste.

ENVIGREEN BIOTECH INDIA PVT. LTD.



LOGO

EnviGreen's logo represents an ode to Mother Earth that has given us everything. It represents the company's way of giving back to the Earth for everything it has bestowed upon us.

VISION AND MISSION

The vision of EnviGreen is to make India plastic free and eco friendly, drawing inspiration from the Swachh Bharat movement.

Mission of EnviGreen is to use science and technology to make the world a greener and better place to live in by increasing the acceptance of eco-friendly products.

EnviGreen's History

EnviGreen Biotech India Private Ltd produces India's first 100% biodegradable substitute to plastics. The idea of creating these products took shape in 2012 with the support of scientists and environmentalists across the world. Inspired by 'Swachh Bharat Mission', an initiative taken by the Honourable Prime Minister of India Narendra Modi, EnviGreen is going to hit the Indian market this coming year.

EnviGreen is not just a brand, it is a Green Technology. EnviGreen's products are made from natural starch, vegetable oil derivatives and vegetable waste. These products are non-toxic to the environment, animals and plants. EnviGreen contains no conventional plastics at all. EnviGreen is on a mission to make the world plastic free and you can join us as a distributor to reach our goals. With Operations in the Middle East and South-East Asian countries, EnviGreen operates from its corporate office in Bengaluru with global ambitions.

Present Status

The main focus of the company is to eliminate plastic use and it is focussing on its flagship plastic bags. Since plastic bags are used in the country on a daily basis and lead to a lot of problems for both humans and the animal life, EnviGreen is focussing to replace these plastic bags with their biodegradable and edible bags. Made with natural starch and vegetable derivatives, the bags are completely biodegradable. To demonstrate the product's credibility, Ashwath Hegde, the CEO of the company has also constantly submerged it in warm water in various occasions to show how it begins to dissipate - contrary to plastic bags that do not react this way since they contain chemical additives. The company currently has a strength of 90 plus employees.

The company already has successful operation running in the Middle East, including Qatar and Abu Dhabi. The startup has manufacturing partners appointed across India and a dedicated unit running in Karnataka with the current rate of production at 200 metric tonnes a month. The EG R&D team is also working on a version that can carry more than 10 kg of weight including liquid items. The company is currently looking at mass sale in four states - Karnataka, Kerala, Maharashtra and Andhra Pradesh. The company aspires to better the environment by ridding the country of plastic products.

Product Line



Carry bags



Trash bags



Oil & grease sachets



Bin liners



Packaging films



Aprons



Wrapping covers



Laundry bag

Carry bags, Trash bags, Oil & Grease sachets, Bin liners, Packaging films, Aprons, Wrapping Covers, Laundry bags.

Target Market

Fully biodegradable plastics are mainly made of natural polymers (such as starch, cellulose, chitin) or agricultural and sideline products by microbial fermentation or synthesis of biodegradable polymers, such as thermoplastic starch plastic, aliphatic polyester, polylactic acid, starch/polyvinyl alcohol and so on. Biodegradable plastics based on starch and other natural substances are mainly composed of the following products: Polylactic acid (PLA), poly-hydroxy-alkyl acid ester (PHA), starch plastic, bioengineering plastics, bio-General plastics (Polyolefin and polyvinyl chloride).. The main target market of biodegradable plastics is plastic packaging film, agricultural film, disposable plastic bag and disposable plastic tableware. Compared with traditional plastic packaging materials, the cost of new

degradable materials is slightly higher. However, with the increase of environmental awareness, people are willing to protect the environment and use a slightly higher price of new degradable materials, the enhancement of environmental awareness of the biodegradable new materials industry has brought great opportunities for development.. With the development of China's economy, the successful hosting of the Olympic Games, the World Expo and many other large-scale events, the world Cultural heritage and National scenic spots to protect the needs of the environmental pollution caused by plastic more and more attention, all levels of government has been the management of white pollution as one of the key work. The development of biodegradable plastics industry is facing a difficult problem. Technology is not mature enough to degrade the performance of plastic products can not fully meet a variety of consumer needs. Although there are many biodegradable plastic varieties in the market, the mechanical and processability properties of each material are only highlighted in one aspect, and the comprehensive performance is still insufficient. At present, the domestic research on the degradation of plastic products, the strength is still weak, most enterprises will focus on material synthesis, ignoring the product processing and development, some biodegradable plastic food and beverage utensils in the heat-resistant, water and mechanical strength and traditional plastic products far from the difference. In India, Sikkim was first state in India to achieve the status of plastic bag-free status. Twenty Indian states have a complete ban on manufacture, supply and storage of polythene bags and other plastic items such as cups, plates, spoons, glasses while five states have a partial ban. So their motive is to spread their product all over india .These states are the target market. The company is also trying to incorporate big MNC's to use their biodegradable products to pack their products.

Marketing Mix

Price

The cost of one EnviGreen bag is about 35% more than that of a plastic bag, but 500% less than that of a cloth bag. An EnviGreen bag measuring 13 inches by 16 inches costs Rs. 3, while a plastic bag with the same dimensions will cost Rs. 2.

Promotion

Lobbying and advertisements on social media are two important tools for the promotion of Envigreen's products. Rolling out social media ads for business owners can increasingly help the company in increasing their revenues and expanding the market for ecological products.

Packaging

The products are packaged in bags made by envigreen which too, are biodegradable. The bags are even edible and will cause no harm to animals if ingested.

Factors that have helped EnviGreen grow

Every day, Indian cities generate 15,000 tonnes of plastic waste--enough to fill 1,500 trucks, at 10 tonnes per truck--of which 9,000 tonnes are collected and processed/recycled, while the remaining 6,000 tonnes, or 600 truckloads, usually litter drains, streets or are dumped in landfills. About 66% of plastic waste is mixed waste poly bags and pouches used to pack food, mainly from residential localities, the CPCB report said. Plastic additives from landfills can cause considerable pollution problems by contaminating the surrounding soil, ground or surface waters, a study by the CPCB showed. About 1 million seabirds and 100,000 marine mammals die each year globally from ingesting plastic or by getting tangled in nylon fishing line, nets, six-pack plastic can holders, and plastic rope, according to estimates. Since more people are increasingly becoming aware about the harmful effects these factors have on the environment, they are shifting to eco-friendly products. All this has led to the formation of companies like EnviGreen.

PRODUCT LINE

Carry Bags

In India, the market for carry bags is huge. Carry bags are an essential part of consumers' lives and play an important role. Be it a vegetable vendor, supermarket store or a big retail outlet, all of these give carry bags to customers to store their products. It would be uncomfortable for people to carry things if it weren't for carry bags. EnviGreen also aims at producing bags and accessories since the revenue in the Bags & Accessories segment

amounts to US\$555m in 2019..and is expected to show an annual growth rate (CAGR 2019-2023) of 18.8%, resulting in a market volume of US\$1,104m by 2023.

Aprons & Laundry Bags

Until a few years back the market for aprons only consisted for homemakers. With the advent of millennialism and Gen Z, independence among early adults is on the rise. They like to lead lives independent of their parents and like to fend for themselves and cook their own meals. The sector also includes a rising number of restaurants and cafes. All these factors on the rise, with people getting more conscious of the environment, the market for biodegradable aprons is on the rise. This makes EnviGreen's aprons a profitable market to tap into.

Trash Bags & Bin Liners

On average, each person produces 1.2 kg of garbage per day and, thus, 7.4 million tons of garbage is produced per day in the world. This waste comes from households, schools, offices, marketplaces, restaurants, industries, commercial complexes, agriculture, etc. The global Garbage Bags market is expected to increase with steady growth rates during the forecasted period 2017-2021. The US garbage bags market is supported by various growth drivers, such as the evolving lifestyle of consumers, increasing health realization, increasing urban population, etc.

Wrapping covers

Owing to the rising disposable incomes as well as an increase in consumer spending in emerging economies of China & India, the market for gift wrapping papers in this region is expected to witness a double-digit growth over the years. EnviGreen aims at manufacturing eco-friendly wrapping covers to cater to the market.

SWOT ANALYSIS

Strengths

- Affordable and the perfect environment-friendly alternative of plastic bags.
- As they are degradable, they can be disposed of off with other degradable items.
- 310 million out of 325 million people in the US, use trash bags substituting that amount of plastic wastage can be done.
- It leaves no foul smell, toxic chemicals when burned.
- Unlike plastic apron, EnviGreen aprons don't stick to the skin if burned accidentally.

Weaknesses

- People are not willing to spend more for the safety of the environment.
- Envigreen carry bags, trash bags, and bin liners have less weight carrying capacity than the regular plastic ones.

Opportunities

- Due to the current conditions, India's need for environmentally friendly products is ever increasing.
- Wrapping paper can be a very big, and untapped market in terms of eco-friendly products.
- Currently, EnviGreen is the only product of its kind in the market.

- Changing government schemes in favour of environmentally friendly products.

Threats

- Lack of acceptance of the consumer.
- More and more companies might want to tap into the eco-friendly market sector.
- A lot of approvals and tests and needed to assess the viability of new products.

SEGMENTATION

CONSUMER TYPE:

Niche users

Eco-friendly products are sometimes used by people in the niche community. They act as status symbols and are widely popular among the posh people.

Environmentalists

People who care about the environment promote the use of eco-friendly products and use them in their daily life.

Students

University level students also engage in eco-friendly activities and encourage the use of such products. As people are becoming aware, the demand for eco-friendly products is rising.

Geographical

Currently, the company has its office in Bengaluru. It caters to the working professionals in the city. It might, however, expand its operations to other states in the near future.

Competitive Review

Envigreen is not just a brand, it is a Green Technology. Envigreen's products are made from natural starch, vegetable oil derivatives and vegetable waste. These products are non-toxic to the environment, animals and plants. EnviGreen's products are non-toxic, compostable and edible. It is all part of their commitment to enrich the environment, so once their products enter the composting cycle, they decompose fully and completely into the earth or can be consumed by organisms making a plastic-free planet. EnviGreen contains no conventional plastics at All. Rudra Narasimha Rao, director, industrial energy efficiency, at The Energy and Resources Institute, a think tank dedicated to sustainable development that has tested the EnviGreen bags, calls them "one of the solutions to plastic waste. EnviGreen products are much more ahead in terms of technology than its competitors.

COMPETITORS

Direct Competition

1. **Green India fabrics:** They are known as one of the prominent Shopping Bags Manufacturers and Exporters, based in India. The Shopping Bags are available with us in a wide collection that is made from the finest materials.
2. **Royal Fabric Bags:** Incorporated in 2016, Royal Fabric Bags are a renowned manufacturer of an attractive collection of Pouch Bag, Shoe Bag, etc. These bags are intricately designed and finished under the guidance of skilled artisans using optimum raw

materials as per the latest market trends. The offered range is available in different colors, designs, patterns, and sizes within the promised time frame. These are appreciated for vibrant color, beautiful design, lightweight, good load bearing capacity, and excellent finish.

Indirect Competition

1. **Non-Bio-degradable bags:** Non-Bio-degradable bags pose a threat both in terms of the environment and competition. They are cheap, durable and widely available. People often tend to use these due to availability and their lack of knowledge about the deteriorating environment.

STP of the Main Product

Targeting

People are becoming more and more eco-friendly day by day and that's why the products EnviGreen offers are becoming more popular. Now to decide which segments to target, the first look is given at the size and profitability derived from each segment. The niche market – small size market with profit derived from this market is good. The environmentalists too, make up for a good amount of profit. Students, a very big market potentially with profits grows at a rate of 40% every year. So EnviGreen has decided to focus on the 3rd segment after carefully analyzing potential size.

Positioning

In this step, the goal is to identify how we want to position our product to target the most valuable customer segments. EnviGreen markets its products as the best eco-friendly products there are in the market and products are produced organically. EnviGreen's customers take pride in purchasing EnviGreen's products as they are doing their bit to save the environment from the filthy effects of plastic. They have also named their platform in such a way that every time you use their product, you know you are going green for the environment. So EnviGreen is not just a brand, it is a green technology. EnviGreen contains no conventional plastics at all. That is how it is positioning its products in the minds of its

consumers. It uses Instagram and Facebook to reach out to its desired market and to position their product because these are the channels that the people favour. Different campaigns have made them a hit among their target market and is growing at a rapid pace.

Media Strategies

Since Envigreen's most profitable segment is the youth, segment media channels such as Facebook, Instagram, and youtube would be their obvious choices for promoting their products. They can also make their presence felt by promoting their products in different colleges and university fests and cultural events where they can reach out to their audience in an efficient manner. Advertising through TVCs can be another source to reach out to their audience.

Advertising

Since EnviGreen deal in a variety of products, they have to promote and advertise their products efficiently. Though promoting through a number of mediums like extensive advertising on platforms such as Facebook and Snapchat and giving advertisements on televisions to reach out to their audience can be expensive in the short run, it will prove beneficial and profitable in the long run through economies of scale.

Competition & Market Share

The size of the global plastic manufacturing industry is rs. 15000 crore in the current market. So right now the market share of the EnviGreen bags is very small but the good thing is that their market is growing at a rate of 25-30% annually and the market for plastic products is declining at a rate of 3-5%. So in another 5-7 years, EnviGreen bags will hold a respectable amount of market share. Since the market for biodegradable packing products and other substitutes for plastic products is growing, new companies are entering the market and would like to capture the market at a rapid pace. So EnviGreen has to be more alert and has to study the market very carefully and take strategic and financial decisions by analyzing the pros and cons of their decisions.

Current Revenue – 5.08crores

Objective of the marketing campaign

The ultimate goal of every marketing campaign should be SMART: Specific, Measurable, Achievable, Realistic and Timely. Our marketing campaign is focused on increasing the brand value, creating a recall value, increasing traffic on the website and local search. Impeccable Solutions will not only attempt to connect with others when trying to make a sale or get support but raise awareness about EnviGreen and we will be social. We will interact with the audience by conducting surveys, commenting on posts, or retweeting or sharing content. We will treat EnviGreen's social media handles as if it is a person trying to make friends, not a business trying to make money.

Over 50% of brand reputation comes from online sociability. Storytelling is an incredibly powerful marketing tactic. Crafting a narrative around your brand humanizes it and gives it depth. Weaving this said narrative into marketing will inherently market our brand alongside the products. It can be the narrative of EnviGreen's founder, the tale of how the business had its first product idea or tell the story of how the small business made it in this big world. People like hearing stories about each other.

Authenticity is impactful, and it can lead to a big boost in brand awareness. Word-of-mouth marketing is the most effective way to establish trust and familiarity among customers. If someone sees that a friend or family member is recommending EnviGreen's products, they'll take notice of the product and brand. Is this a brand worth exploring? Do they have other great products I can rely on? What are their social accounts like, and what do they talk about?

We will make it easy to post about our stuff, consumers will raise brand awareness for you by simply clicking 'Share'. This could be blog posts, sponsored content, videos, social media posts, or product pages. It doesn't matter what it is, as long as it's shareable. Sponsoring events is a surefire way to get a brand in front of hundreds, thousands, or millions of people that likely fall into the target audience.

From banners to flyers to water bottles, the brand name will be *everywhere* if it sponsors an event. Sponsoring an event will also allow us to pin the brand name on an event that matches the personality, interests, and passions, meaning consumers will then associate our brand with that event and its aesthetic and character. For eg. We Will sponsor events and conclaves related to the environment.

These events will automatically direct the brand name to the audience who can be the potential buyers of the EnviGreen products. We will be treating the brand as a person and defining the narrative is the first steps to giving it a personality. The next step would be infusing this personality into marketing efforts. We will place ads on the billboards in places where the need for adopting an environmentally friendly substitute is high. For eg, wholesale markets where the shop keepers still use plastic bags.

Digital presence of the brand in every scenario, even if we run a tv commercial. According to 'ThinkWithGoogle', viewers are using their phones and tablets to search for information about what they're watching — and this includes the commercials. So we want to be sure to capture those visitors with a responsive website as well as an up-to-date listings management and paid search campaign so that customers who see the TV ads can find EnviGreen when they go online for additional information.

Aligning Digital and Traditional Campaigns

When technology and messaging for each channel work together, they help the customer move seamlessly toward the purchase. Take, for example, a car dealer. The dealership places radio or television ads offering a free flat-screen TV with purchase or lease, and the ads include a CTA to visit their website for details. A banner on the home page will greet customers, with another CTA to click for details. The dedicated page shows eligible models and directs them — as part of the qualification process — to register on the dealer's Facebook or Twitter. The Facebook page offers an app with directions to the dealership and can also deliver other offers such as rebates, service specials, and upgrades. Once the potential customer is at the showroom, dealers can make use of beacons to deliver additional deals and promos. Then the customer is tied up and ready for a salesperson to close the deal. Our marketing campaign will include a similar experience for the audience.

Cost of the Marketing Campaign

A good marketing firm who can all our social media will charge around 30,000/- per month.

Content creators like writing and videos will charge around 10,000/- per month.

Sponsoring each event costs around 50,000/-, (let's say that we sponsor one event per month)

Billboards in high-density areas cost around 5,00,000/- for 3 months, that is 1.6 lacs approx.

An SEO expert will charge around 10,000/- per month for keeping the visibility of EnviGreen high in local search.

Television commercials will cost around 4 lacs per months.

The website will cost around 10,000/- per month.

TOTAL ANNUAL COST- INR 50,80,000 (10% of current revenue)

CREATIVE STRATEGY STATEMENT

Objective: To reduce plastic bag use in daily use and make the World a better place.

Benefits: EnviGreen's products can reduce environmental damage, and save nature.

Claims: EnviGreen, claims the manufacturing process for these bags is entirely different from that of plastic, cloth, or paper bags. Also, if placed in a glass of water at normal temperature, an EnviGreen bag dissolves in a day, & when placed in a glass of boiling water, it dissolves in just 15 seconds! These bags take less than 180 days to biodegrade naturally once they are discarded.

Response: EnviGreen expects a positive response from the audience since more and more people are aware of the degrading quality of the environment these days.

Reassurance: Assuring the consumer that the product is good and it is biodegradable. EnviGreen doesn't use chemicals at all. Even the paint used for printing on the bags is natural and organic.

Tone: EnviGreen has a rational appeal that such small products can bring about a huge change in the environment.

IMC MIX

Objective

The main objective of EnviGreen is to build attention and awareness for their brand along with the environment. A consistent brand voice helps build stronger relationships with consumers. Strong relationships translate into customer loyalty. EnviGreen wants to keep its brand in front of customers, reminding them of who they are and what they do.

Sales Promotion

1.Loyalty Reward Program

The consumers (B2B) are given certain points or credits, every time they use the company's product/service. These points can later be redeemed by the customers for rewards or freebies. So when every time a customer uses its product, EnviGreen awards some points to their customers. This is also for retailers (fancy bags) which can be redeemed at certain websites like Amazon, Flipkart, or EnviGreen itself.

2.Price Pack Deal

The consumers (B2B) are given something "extra" at the same price. For instance, on a 10000 units EnviGreen product pack, 500 units extra is given free i.e. At the same price.

3. Contests

Contests like writing slogans, poems, etc about the environment in order to raise awareness. Are tools often used by corporates to promote their offerings to the potential buyers. The participants are judged by a panel and thereafter, the winner gets prizes like a free product or sometimes visit a foreign country, etc. Envigreen use this sales promotion technique to extensive use.

Direct Marketing or Personal Selling

Envigreen uses the direct marketing technique to market its products as Envigreen wants to introduce its products to a large number of individuals. EnviGreen uses this technique that involves making direct contact with the intended customer through phone calls, emails, offers through newspapers and magazines, etc. so that they can reach a much wider customer base.

MEDIA MIX

Geographical Allocation of Media Budget

1. Rural Areas

Radio ads will be the best way to market in rural areas.

Local events like Kushti competition, are also a good way to market in rural areas.

2. Urban Areas

Billboards and TV ads are the best way to market a product in the Urban area.

Also, the website will also be helpful in creating awareness about EnviGreen.

3. Metropolitan

Social Media will be the most productive way to promote EnviGreen in urban areas. Events like International Conferences or College events will help in introducing the brand to the active members of the society and the youth.

Media

Social Media, events, billboards, website, television and radio advertisements will be used.

Media Objectives:

- 1. Social Media:** Social media is used as a medium to spread awareness in youth regarding EnviGreen products.
- 2. Events:** Relevant events like conferences on topics related to saving the environment will be sponsored to spread awareness among people with similar interest that the company caters to.
- 3. Billboards:** Billboard advertisements will be used to increase the visibility of the brand.
- 4. Website:** Website is being made to create an online presence of the brand.
- 5. Television Advertisements:** Tv ads are done to make the audience connect with the problems caused by the usage of plastic products and proving them with the solution.
- 6. Radio Advertisements:** Radio ads are done to make the audience aware of the problems caused by the usage of plastic products and proving them with the solution.

Scheduling Pattern

Continuous scheduling advertisement pattern will be the followed pattern for this marketing campaign, as environment-friendly products have an evergreen demand. This implies, an equal amount of money will be spent every month for the advertisement purposes

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