



The background is a solid teal color. On the left, a hand holds a glowing yellow lightbulb. On the right, a hand holds another glowing yellow lightbulb. Scattered around the lightbulbs are small white mathematical symbols: plus signs (+) and multiplication signs (x). On the far left, there are several vertical lines of varying colors (brown, orange, white) and a cluster of orange circles of different sizes.

**NUBRELLA**

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# NAME OUR PRODUCT

## NUBRELLA



TO CREATE FACILITIES FOR ALL PEOPLE



MAKE YOUR LIFE EASY WITHOUT CREATING ANY  
PROBLEMS







- Segmentation in relation to the product.
- That is, a person knows that this product is an umbrella. But he doesn't know what he has provided

- The products are intended for athletes, tourists,
- photographers and other people that bad weather won't keep him from his Hobbies

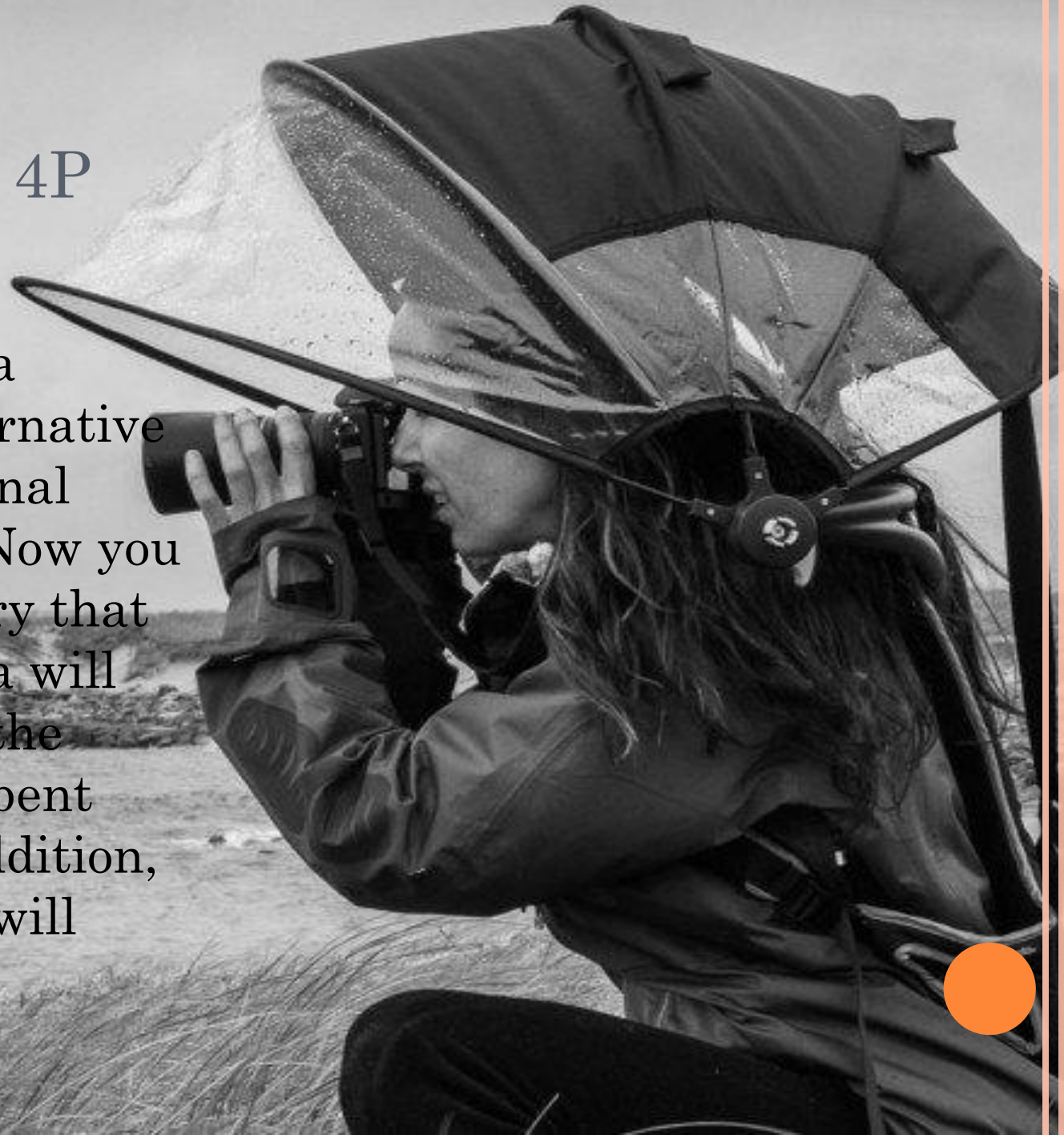


# TARGET MARKET



## MARKET MIX 4P

- Nubrella is a modern alternative to conventional umbrellas. Now you can not worry that the umbrella will carry away the wind or his bent spokes. In addition, your hands will remain free!



PLACE

ONLINE SHOPS OR CITY CENTER. LARGE  
SUPERMARKET

# The Good Place





- Price
- The company itself sells this product for \$ 55. If we are suppliers then consumers can purchase goods for 65 or 75 dollars.

