

Paper planes postcards

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1.
Couple of words about our
project

Paper Planes are

One-of-a-kind luxurious postcards

Customer can choose any kind of paper, design, ink, font and decorations or tell us the theme of the desired postcard(s) so we could make up something beautiful and fitting for the occasion.

It is also possible to deliver the postcard in a fancy way with the help of our beautiful postpeople

Now we are just a small enterprise



but one day

We will become a big company, operating
in many russian towns

2.

Couple of words about our
target segment

Demographic

Adults with an income above average

Psychographics

Romantics & traditionalists

Geographic

Moscow, later Saint Petersburg

Behavioral

Quality-conscious people & luxury seekers

3. Competitors

- ▣ In the niche: none
- ▣ In the Russian market of postcards: two

Hallmark

- ✓ International company, the leader on the international postcard market
- ✓ The largest player on the market, has the biggest profit
- ✓ Traditional & non-traditional occasions
- ✓ Elegance
- ✓ Stable customer base
- ✓ Response to our appearance is not predicted
- ✓ Relies on common values of the whole world

Мир открыток

- Russian company (obviously), second on the Russian market
- Less occasions, widens assortment offering charters and church holidays' themed postcards
- Less elegance
- More plateresque
- Cheap
- Pays more attention to the features of the Russian mentality

4. Positioning strategy



We sell emotions

In our world postcard became formal mandatory element of any event. Nobody pays extra attention to postcards in Russia, and we would like to change that. We would like to add a smidgen of sincerity, care and romance in our everyday life

Our postcards are the best way to show how dear the person really is to you. How deeply do you care about them

You, as our customer, can congratulate a person, apologise, confess love, invite to a wedding or another important event. Even send a Hogwarts letter

Everything with just one click

5. Marketing mix

Product

The core benefit is to make someone significant happy. The actual product is a luxurious postcard. The augmented product includes delivery either by the company's postperson or the standard post service (or picked up)

Design: pre-designed products, client's design

Theme: Valentine's Day, Birthday, New Year, Wedding invitation, Hogwarts invitation, Apology, Anniversary, other clients' themes

Every card is put into envelope, every envelope is sealed with wax

Place

Online sales through the website

Several delivery options:

1. Postpeople in fancy uniform
2. Pickup
3. Postal service

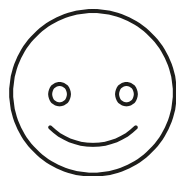


Price

The prices solely depend on the materials used for every individual postcard and the chosen shipping method, however there are also pre-designed options with the fixed prices

Promotion

1. Through a popular media figure (eg a Youtuber, Instagrammer)
2. Through company's own social media accounts (Instagram, Facebook, VK and website)
3. Through flower seller(s) in Moscow (mutual promotion)
4. Using contextual advertising and SEO



спасибо за внимание!

Вопросы?