



# Product presentation

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Slowness to change  
usually  
means fear of  
the new!  
*Philip Crosby*





# RELAXATION

# Content

- ▶ Product
- ▶ Target Market
- ▶ SWOT analysis
- ▶ Advertisement
- ▶ Benefits or "Why should I buy this stuff?!"





# Product life cycle

Competitors

Product

Price

Promotion

Distribution

Introduction



Growth

few

one

100 - 130 LVL

Newspaper  
ads

2 channels

more

more versions

gain market  
share

Different  
media

Baltic region

# FIRE-LOOK-MANTELPiece

- for EVERYONE
- relaxation  
teraphy
- interesting  
design  
solution



## Product

- Fire-look-mantelpiece
- Is sold only for grown ups under 18 years old
- Brings warmth and comfort
- For home use
- Unique design

## Price

- Prices in all shops don't differ (the average value is 100 Lats)
- There is special discount program for regular customers

## Promotion

- Marketing presentations in Riga's supermarkets – Alfa, Domina, Mols
- Brochures in other shops in Vilnius, Kiev
- Promotion program begins in the middle of september

## Place

- 3 shops in Riga, 1 in Daugapils and 1 in Ventspils
- Addresses on the stores are available on [www.fire.com](http://www.fire.com)

**TARGET  
MARKET**



# SWOT analysis

Internal	<u>Strengths</u> <ul style="list-style-type: none"><li>Existing client base</li><li>Production quality</li><li>Distribution channels</li><li>Reputation</li></ul> <b>S</b>	<u>Weaknesses</u> <ul style="list-style-type: none"><li>Limited resources</li><li>Product differentiation</li><li>Lack of managerial depth</li></ul> <b>W</b>
	<u>Opportunities</u> <ul style="list-style-type: none"><li>New technologies lead to costs reduce</li><li>New distribution channels</li></ul> <b>O</b>	<u>Threats</u> <ul style="list-style-type: none"><li>Prices for raw materials are growing</li><li>Seasonal demand</li></ul> <b>T</b>

# USPs and benefits

## USPs

- ▶ the design is UNIQUE
- ▶ use bio-ethanol
- ▶ surprise your guests

## Benefits

- ▶ brings warmth, comfort and harmony to your home

# Summary

- ▶ Lack of rest and relaxation can lead to the apathy, stress and finally to the depression
- ▶ FIRE-LOOK-MANTELPiece is unique and stylish product, that uses bio-ethanol and is eco-friendly
- ▶ Our product can help You to feel warm and cozy, to relax and bring harmony to your home





Thank you for  
attention!