Product presentation

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RELAXATION

Content

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



Product life cycle

Competirors
Product
Price
Promotion
Distribution

few
one
100 - 130 LVL
Newspaper
ads
2 channels

more
more versions
gain market
share
Different
media
Baltic region

Growth

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

<u>Place</u>

•3 shops in Riga,
1 in Daugapils and
1 in Ventspils
•Addresses on the stores are available on www.fire.com

Price

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

Promotion

TARGET

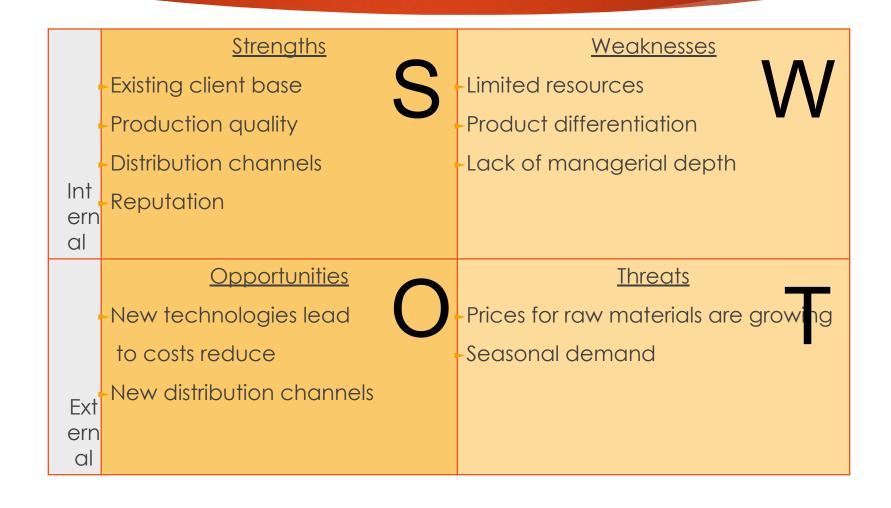
MARKET

•Marketing
presentations in
Riga's supermarkets

Alfa, Domina, Mols

- •Brochures in other shops in Vilnus, Kiev
 - Promotion program begins in the middle of september

SWOT analysis



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!