



Product presentation

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

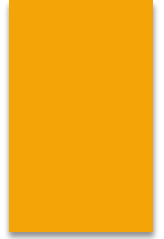




RELAXATION

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 therapy
- 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

Place

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

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

TARGET MARKET

SWOT analysis

Internal	<p><u>Strengths</u></p> <ul style="list-style-type: none">Existing client baseProduction qualityDistribution channelsReputation <p>S</p>	<p><u>Weaknesses</u></p> <ul style="list-style-type: none">Limited resourcesProduct differentiationLack of managerial depth <p>W</p>
External	<p><u>Opportunities</u></p> <ul style="list-style-type: none">New technologies lead to costs reduceNew distribution channels <p>O</p>	<p><u>Threats</u></p> <ul style="list-style-type: none">Prices for raw materials are growingSeasonal demand <p>T</p>

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!