

The Concept that secured the 1st Prize in "Crypt O Creative" (Bill Board Making) event conducted by Indian Institute of Management, Kozhikode held on Oct 27th, 2013

Crypt a creative- 'Amaranthine' Notebook

Team Name-CAP-MS

Team members:

Charanraj A Poojary
M.P. Birla Institute of Management, Bangalore
Ph: +91 9035236083
Email: charanraj3788@gmail.com

Mohammed Suhaib
M.P. Birla Institute of management, Bangalore
Ph: +91 8147322254
Email: mohammed.suhaib.91@gmail.com



AMARANTHINE NOTEBOOK - *Innovation in writing!!!*

**“Thinking maketh quarter the man.,
Speaking maketh half the man.,
But WRITING completeth a man”. -Sir Francis Bacon**

Writing, as an activity, has been an ordinary experience thus far. Such writing is going on since ages. No one ever thought of giving a different dimension to it. Writing from now on will be a totally new experience. Students as well as corporate will enjoy the art of writing with our “AMARANTHINE” notebooks. Amaranthine means eternally beautiful and unfading; everlasting.

Any regular notebook is used by individual to express their thoughts related to anything in life. Writing helps an individual recollect and record various aspects of what goes on in everyday life during a certain period of time. But the disadvantage with the regular notebook is doesn't suit for all conditions. The **Aspirational** value of our notebook is unique. *The main USP of this note book is that- “It won't fade with water and time”.*



Amaranthine notebook is manufactured from wood pulp and industrial byproducts. This ensures environmental protection. It is designed with minimum sheets and extra sheets can be purchased by the customers separately. The highlight of this note book is that the paper is of a high quality, as it is matt finished, so it accommodates any type of pen for writing on it and an

The Concept that secured the 1st Prize in "Crypt O Creative" (Bill Board Making) event conducted by Indian Institute of Management, Kozhikode held on Oct 27th, 2013

additional feature that which would add value is the combination of fragrance with colors and availability in different sizes.

BILL BOARD:

With respect to the Billboard created by us, it adequately expresses the spirit of **Amaranthine**. The billboard is large enough to catch the attention of the passers-by and is also physically positioned for better visibility. Our billboard advertisement is placed in a busy area. And the location is close by to the university to capture attention of prospective customers. The idea used in bill board is- on one side we are showing the effect of water on fading of note book and on other side the notebook which won't fade that is **Amaranthine**.



MARKETING STRATEGY:

PRICING

The potential customers which we are targeting are college going students and corporates. It will be available in three different varieties-two of them for price conscious customers and the third one is targeted towards higher end customers mainly corporate. The first two varieties are priced at Rs50 and Rs70. The third variety is available for Rs 100. For higher end customers a customized benefits are available, notably an enclosure fixed on top of the front frame wherein any sheet/picture of the customer's choice could be inserted.



PLACE

Our notebooks will be available in places where there are academics institutions and corporates. It will also be available in Book Expos thus enabling us to target to the book reading customers. Initially the notebooks will be available in all Tier 1 Cities and will also be available cities like Dehradun, Ahmadabad and Pune where there are great educational institutions and corporates.

The Concept that secured the 1st Prize in "Crypt O Creative" (Bill Board Making) event conducted by Indian Institute of Management, Kozhikode held on Oct 27th, 2013

PROMOTION

As this is a new product in the market, we have issued few sample notebooks to retailers who eventually will talk positively about the product to the customers. These notebooks will also be given as free samples to Deans and Principals of different colleges and institutions in order to convince them about the product. They will be requested to first use the notebooks themselves and then recommend the same to their students. This is because we feel that "word of mouth" recommendation is extremely reliable in business. Pamphlets containing product information will be distributed in areas where there are book stores, stationery shops and shopping malls.

Amaranthine is a notebook that is a new entry in the market. There are no competitors at least as of now. Therefore this product will definitely serve as our competitive edge in this category. This is a notebook which will truly serve the needs of the target customers- great looks, convenience in use and affordability. The target customers have three varieties to choose from, thus giving them some sort of flexibility.



Billboards are our initial promotional tool along with product demonstrations, samples and gifts. As the sales pick up, we plan to introduce other forms of advertising. We definitely feel the product is a radical one and will create a new product category for the first time. **Amaranthine** will hopefully change the way people write in future, hence this how we feel our **product will achieve the aspirational value as desired by consumers.**



This concept of Mohammed Suhaib and Charanraj Poojary of MPBIM secured 1st Prize in "Crypt O Creative" (Bill Board Making) event conducted by Indian Institute of Management, Kozhikode held on Oct 27th, 2013

Well done Charanraj and Suhaib!!!

May you win more laurels and make MPBIM proud !!!!