**MARVA QASIM**

**ID#16765**

**ASSIGNMENT**

**MARKETING MANAGEMENT**

**SIR ZAIGHUM ABBAS**

1. **BUSINESS OVERVIEW:**

Legal Name: Life Time Tiles (LTT)

Trading Name: Life Time Tiles (LTT)

Description of the Business: Life Time Tiles (LTT) aims to provide both local and foreign tiles. Local tiles will be provided from Lahore, Karachi and Islamabad and foreign tiles will be provided from China. LTT deals with all kind of tiles such as bathroom tiles, wall tiles, facing tiles, kitchen tiles and many more. In addition, we also deal with bathroom accessories such as pedestals, basins, mirrors, and bathroom tube.

Major Demographic, Economic, Social & Cultural Factors: Life Time Tiles provide tiles and bathroom accessories according to the need and affordability of the families who wish to build their new house efficiently. LTT provides tiles and bathroom accessories for both high level of income class and low level of income class with different designs, sizes, colors and qualities.

Major Players (suppliers, Distributors, clients): There are many other shops in Karkhano Market such as Tiles Palace, Royal tiles and master tiles which also deal with tiles and bathroom accessories but on a smaller scale, with minimum colors and designs but LTT will provide tiles and bathroom accessories with maximum colors, designs and sizes so that consumer can choose any kind of color or design for his/her new house.

Nature of the Industry: Economically developed countries (United states, United Kingdom, Spain, Germany and France etc.) use very high quality and expensive tiles in their offices, schools, universities, restaurants ,hospitals and house which have very long lasting life but people of under-developed countries such as Pakistan, India, Iran and Afghanistan cannot afford such kinds of expensive tiles. Therefore, LTT imports tiles from China so that consumer can afford the prices willingly.

Trends in the Industry: Since Pakistan is an under-developed country and there are many projects which are going on such as housing, hospitals and universities, LTT aims to target these projects effectively by the help of contractors and promotional campaign.

Government Regulations: LTT will pay only custom tax on foreign products which are imported from foreign countries.

1. **MARKET:**

Market Segment: New housing schemes in Regi, Model Town, Hayatabad Area, Mardan, Sawabi and Charsada Projects.

Products & Services: Local and foreign tiles and bathroom accessories.

Pricing & Distribution:

Wall Tiles:

10x13 680 rupees per meter any color/design.

12x18 860 rupees per meter

12x24 1250 rupees per meter

Kitchen Tiles:

12x18 1300 rupees per meter

Kitchen motif 800 rupees per piece

Floor Tiles:

8x8 460 rupees per meter

24x24 1430 rupees per meter

Market Trends: There is minimum quantity of foreign tiles which is available in the market at very high price but we will sell both local and foreign tiles in big quantity and cheaper prices.

Implications or Risk Factors:

1. Government may increase custom duty of foreign products which will cause to increase our prices.
2. Competitors may also start to import foreign tiles.

Planned Response:

1. If there is any potential threat from competitors, we will have more focus on foreign tiles at comparatively cheaper rates and slowly get rid of local tiles.
2. We can also open another showroom on Ring Road.
3. **COMPETITION:**

Competitors & Type of Competition:

1. At the moment there are so few showrooms which deal with foreign tiles but in small quantity.
2. There is so much competition among the prices of local tiles in Peshawar.

Competitors’ Strengths & Weaknesses:

1. Having limited stock and designs.
2. Have captured main areas of market.
3. Have built strong relationships with their customers.
4. Their main focus is on local tiles.

Competitive Advantage: We deal with foreign tiles such as China, Spain and UAE in big quantity and designs that other competitors are unable because they are financially weak.

1. **SALES AND MARKETING PLAN:**

Customers:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  | **NAME/ADDRESS** | **TERMS** | **PRODUCT/SERVICE** |
|  | **1** | Regi Lalma Model Town | Cash | For selling of products |
|  | **2** | Construction in Hayatabad | Cash | For selling of products |
|  | **3** | Construction on Ring Road | Cash | For selling of products |
|  | **4** | Government Schools, colleges and universities | cash | For selling of products |
|  |  |  | | | |

Suppliers:

N/A

Advertising & Promotion: Bill boards, newspapers, magazines and favorable words of mouth from customers.

Pricing & Distribution: Pricing will be different, depending up on the sizes and categories of tiles.

Customer Service Policy: Repeated and loyal customers will be given discount on every purchase they make in the future or free services like Transportation to the place of construction.

1. **OPERATING PLAN**

Location: Life time tiles and bathroom accessories, Karkhano Market, Peshawar, Pakistan.

Size & Capacity: 1 Kanal for showroom and 5 Kanals for stock.

Advantages/Disadvantages:

1. Showroom available on cheap price (Rs. 20,000/Month)
2. Less competition.
3. We provide tiles and bathroom accessories in different designs and sizes.
4. We are new in the current market, so it will take time to adjust ourselves.

Lease or Ownership Details: Monthly rent Rs. 20,000/-

Equipment, Furniture & Fixtures: 1 Suzuki and 1 Shehzore for transport.

5 Sliders for wall tiles (Import from China)

5 Sliders for wall tiles (Import from China)

3 Sliders for wall tiles (Import from China)

5 tables

20chairs

Research & Development: None.

1. **HUMAN RESOURCES PLAN:**

Key Employees:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| KEY E |  |  | **NAME OR TITLE  (Nº OF POSITIONS)** | | **KEY  RESPONSIBILITIES** | **QUALIFICATIONS** |
|  | **1** | 1HR Manager | Managing overall operations and reporting to the owner. | | BBA/MBA |
|  | **2** | 2 Drivers | Driving/ supplying goods on times to specific locations. | | FSc/FA/Matric |
|  |  | **3** | 1 cook | Individual who will prepare lunch and tea. | | Education till class 8 |
|  |  | **4** | 10 Employees | Individuals, who will load and unload, clean the showroom and do other arrangements. | | Education till class 4 |
|  |  | **5** | 1 Sales Manager | Managing overall sales. | | BBA/MBA |
|  |  | **6** | 1 Accountant | Keeping records of daily transition. | | BBA/MBA/M.com |

**Policies & Procedures:**

Hours of Operations: 8:30am - 8:30pm.

Number of Employees: 16

Vacation Program: 10 days in a year.

In case of sickness (10 additional days will be given).

Performance Program: It will be discussed later.

Remuneration & Benefits:

Manager 18,000/-

Sales Manager 16,000/-

Accountant 15,000/-

Drivers 11,000/-

Cook 5,000/-

Each Employee (Loaders) 7,000/

1. **ACTION PLAN:**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | **ACTION** | |
|  | **1** | Acquisition of Land on Ring Road, construction of showroom and office building in the above stated designated business area. |
|  | **2** | Purchase of vehicles (Suzuki and shehzore), and hiring of working staff (16 staff members) |
|  |  | **3** | Distribution of flyers and marketing activities such as advertisement on local cable TV network (cable office in New city homes) |
|  |  | **4** | Business registration with securities and exchange commission in order to acquire Life Time tiles trade mark and logo.. |
|  |  | **5** | 1 Suzuki Ravi and 1 truck (second hand) should be acquired. |
|  |  | **6** | Hiring of 8 new staff members (3x Employees, 1 HR Manager, 1 Sales Manager, 1 Accountant 2x drivers. |
|  |  | **7** | Business operations should be extended to Islamabad and Murree. |

1. **EXECUTIVE SUMMARY:**

Objectives/ Description of the Project: Main business objective for the next 2 years is to have the minimum customer profile of 400 customers including contractors by the end of year. Other than that the second major objective for the next 2 years is to register Life Time Tiles (LTT) with Securities and Exchange Commission and officially collect contract directly from them.

Business History/ Nature of Operations: The business has not started yet therefore the lack of history.

Product & Services: Tiles and bathroom accessories.

Project Financing:

Advance for the land Rs. 500,000

Construction of showroom and office building Rs. 500,000

Purchase of vehicles Rs. 2500,000

Cash for running expenses Rs. 10000,000

Other equipment for official use Rs. 100,000

Total required Rs. 13,600,000

Risk Assessment & Contingency Plan: A company has to then combine risk assessment with an impact analysis if the plan does not develop as expected and must come up with new plans to eliminate/reduce the deviations from occurring in the future.