

Do's & Don'ts OF MARKETING AFFORDABLE HOUSING PROJECTS



MARKETING





Brand Positioning

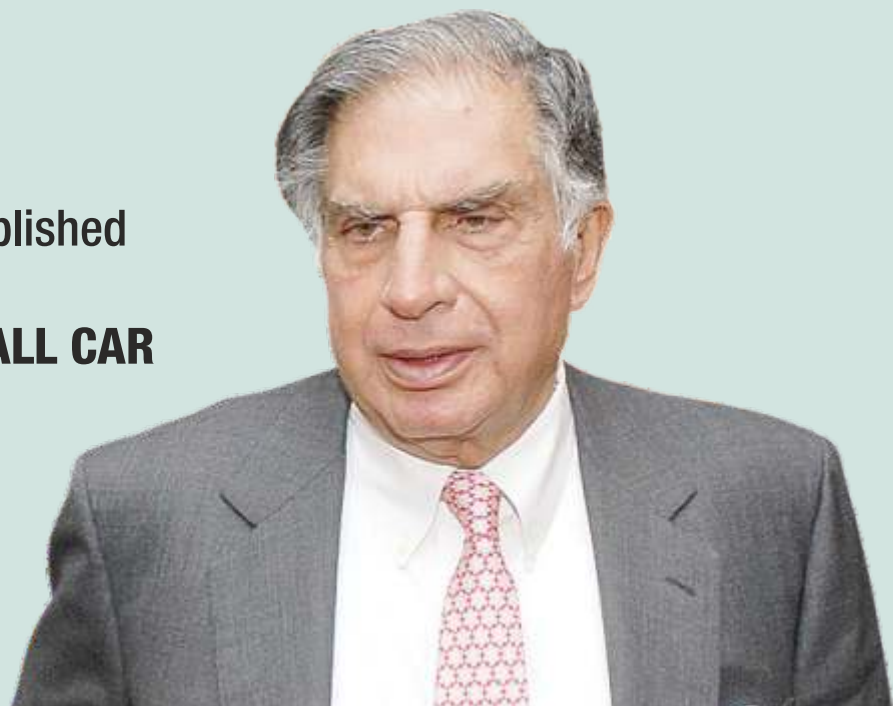
- Brand positioning remains highly crucial to face the cut throat competition in the highly volatile and dynamic markets.
- A brand can only succeed if it is able to capture a unique and specific image and position in relation to its competitors.
- The main dimensions of branding are brand positioning and brand image.
- Both are the psychological attributes but play a crucial role when it comes to success or failure of a brand in market
- Positioning is a marketing method for creating the perception of product, brand or identity. Positioning is where your product's image is placed in relation to image of your competitor's products.
- Brand positioning is the sum of all activities that position the brand in the mind of the customer relative to its competition.
- Positioning is not about creating something new or different, but to manipulate the mind set and to retie existing connections
- The product can be a leader in the market, when the product attributes are coupled with marketing efforts.

TATA NANO – A CASE STUDY



Ratan Tata announces his vision of the small car. Says ideal price level of an affordable family car should be about \$2500 or ₹1 Lakh.

Tata motors Ltd.- Brand established in INDIA announces it's another milestone-A SMALL CAR



TATA NANO – A CASE STUDY

- Tata Nano popularly known as people's car was launched – it was not just a business opportunity, but **also a tool to improve quality of lives of millions of Common Indian** who were facing the dangers of fast paced roads and everyday were being exposed to accidents due to non-affordable four wheelers.
- The Tata Nano is a small car manufactured by Tata Motors made and sold in India. Nano was initially launched with a price tag of **100,000 (US\$1,600)** which was ultimately increased with time. Designed to lure India's burgeoning middle classes away from two-wheelers, it received much publicity





TATA NANO – Failure Reasons

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THE TIMES OF INDIA
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NEWS / BUSINESS NEWS / INDIA BUSINESS NEWS / RATAN TATA: MARKETING NANO AS 'CHEAPEST CAR' WAS A MISTAKE

TOP SEARCHES: ITR Filing Last Date ITR Filing Online ITR Late Fine Penalty Digital Signature Certificate ITR

Ratan Tata: Marketing Nano as 'cheapest car' was a mistake

PTI | Updated: Nov 29, 2013, 19:28 IST

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Ratan Tata said Nano could be marketed as a changed product in Europe to tap interest on the car outside India.

SINGAPORE: The Tata group may consider launching its small car Nano in a new avatar in another country like Indonesia, where it doesn't have the 'stigma' of being 'the cheapest car', and bring it back to India for a fresh start with a new image, according to chairman emeritus Ratan Tata.

Tata, who stepped down as the chairman of the salt-to-software conglomerate last December,





TATA NANO – Failure Reasons

EXPRESS DRIVES



Auto / Car News / The Tata Nano might soon be killed and here's why

The Tata Nano might soon be killed and here's why

The future of Tata Nano seems uncertain as Tata Motors pursues a new growth strategy. We explain why and what went wrong for the Nano through its journey.

By: Arpit Mahendra | Updated: February 7, 2017 10:48 AM



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TRENDING

Car Discounts in March 2018: From Rs 70,000 off on Maruti Alto K10 to Rs one lakh off on Honda CR-



TATA NANO – Failure Reasons

Looks like it might be the end of the road for Tata Nano

The entry-level car developed by Tata Motors, envisaging a safer and affordable two-wheeler alternative to families, sold just three units last month

PTI | Updated: July 05, 2018, 09:48 IST

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8th August 2018
03:00 PM IST

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Trending In Business Of Brands



TATA NANO – Failure Reasons

Ratan Tata had admitted that the company made the mistake of promoting the Nano as **‘THE CHEAPEST CAR’**

Without a customer’s context even A GREAT PRODUCT CAN FAIL.

Indian Customers want **‘VALUE FOR MONEY’**, they want key features but at a certain value and this is where the NANO missed consumer aspiration.



AIR DECCAN (2003-2008)

“I want every common man in India fly”

- Capt. Gopinath is credited with opening up the aviation industry with India's first low-fare carrier called Air Deccan.
- Air Deccan was India's South West Airlines. It made air travel affordable and many Indians had a chance to experience traveling in a plane..
- Kingfisher took over this brand followed by rebranding it as Simplify Deccan
- Kingfisher got a larger marketshare to fight Jet Airways. More over Air Deccan was creating huge problems for full service airlines.
- The death of this brand is a huge loss. All airlines have jacked up prices, cut many routes and scaled down their operations .
- Capt. Gopinath was very close to starting Air Deccan Version 2, with a bunch of foreign investors early this year. The investors developed cold feet after the surprise launch of the much stronger AirAsia-Tata LCC.



AIR DECCAN (2003-2008)

The Reasons for Failure of Air Deccan

Problems of Micro-management – Non Delegation of Authority

Mucked up operations - Operational mess due to which it acquired a bad reputation for cancellations, lost bags and very poor on time performance.

Poor Organization Structure/ Processes

Slow response to external changes - The airline business is complex anywhere in the world and even more so in India. It burns cash fast, is highly regulated and produces a commodity that is worth nothing if not sold in time





CONCLUSIONS

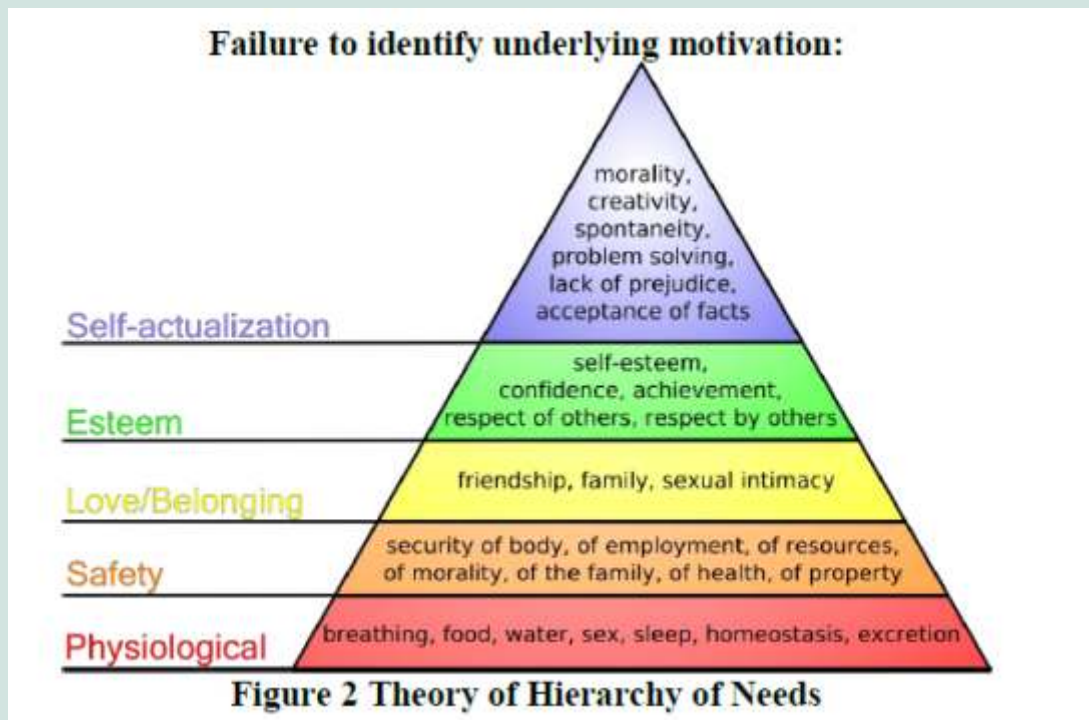
Dos & Don'ts of Marketing, Branding & Selling of Affordable Housing



CONCLUSIONS-DO'S

Know Your Buyers WELL : Market Research

- Understand their needs, priorities, demands of the Target Audience.
- Know your competition well.
- Find out and fix the differentiation between our product and competition.



CONCLUSIONS-DO'S

Design your Product well:

- As per the result of Market Research
- Sustainability of the business Model
- Cost of production , profit margins



CONCLUSIONS-DO'S

Brand Positioning

- Hire A best Advertising Agency
- Have a very strong **USP (Unique selling Proposition)** and Differentiator e.g. Value for money
- Create a strong perception about your product by designing high quality marketing collaterals like brochures, site brandings, brand language & communication but should be understandable and easily convincing the target group.



CONCLUSIONS-DO'S

Marketing of a BRAND

- Plan and Monitor- 360 degrees marketing and sales campaign which can be easily penetrated, understood & influence this segment. e.g. ads in local news papers, outdoor media like hoardings, bus and auto panels, and radio channels.
- Sell the Surroundings – while advertising give importance to surroundings and basic amenities around the project, e.g. schools, colleges, market area , hospitals, amenities in projects like open areas, community space gardens etc.
- Always highlight the point ‘ **how buying this product is going to change their life positively** ‘ in all the communications.



CONCLUSIONS-DO'S

Strong Sales and Marketing Team

- Strong Marketing Team – to handle these prospective buyers.
- To be in a role of Councilor than a Seller
- Make the Customer feel important.
- Clear and Simple Messages with no Ambiguity – To maintain transparency in the whole process of buying and selling to gain their trust.



 **CONCLUSIONS-DON'Ts****NEVER PROJECT YOUR PRODUCT AS CHEAP OR CHEAPEST**

Do not make the marketing material cheap or non classy which will make them feel that they are buying a cheap home with cheap specifications of low quality

Do not use the language in your marketing communication which can't be understood by the target buyers where it will look unachievable for the TG

 **CONCLUSIONS-DON'Ts**

- **Avoid Typical Sales Talk - Do not treat the prospective client casually , and create confusions**
- **Do not hide the facts**
- **Do not use any Advertising Media which is beyond the reach of your target audience.**
- **Do not focus only on Press and digital marketing'**



BRAND LANGUAGE

वाजवून पैसे द्या. वाजवून घर घ्या.

स्वतःवर प्रयोग करु नका.

'वास्तुशोध' सादर करीत आहे- सर्व सरकारी मान्यता असणारं,
वेळेत ताब्याची खात्री देणारं पिरंगुट येथील दुसरं 'अर्बनग्राम'!



सुंदर जीवनशैली देणाऱ्या मॉडर्न अॅपेनिटीज

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- इन्डोअर बालकेटबॉल कोर्ट • ऑम्बी व्हिएर ग्रीन परपॉजिंग एरिया

निवांतपणा देणाऱ्या आउटडोअर अॅपेनिटीज

- सेव्हक पार्क • रिचोव्हान पूल जॅड स्क्वॉर • कॅम्पि एरिया
- मिनिमल एरिया • सोनियल सिटीकन एरिया • रिज सिव्हिल डेव्हलप

निसर्गाच्या आणखी जवळ नेणाऱ्या सोयीसुविधा

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- हॉल गार्डन • स्ट्रीम एज गार्डन

LEGAL DETAILS OF THE PROJECT:

1 BHK	37 Sq. Mtr.	19.46 L
2 BHK	56.61 Sq. Mtr.	30.54 L

प्रिमम सर्व्हराईस, २.50 इंचर देव्हन बुईंग, उच्च शीशमेंट, 90% गृहकर्ज उच्चरक.

वर शिलेले परांपे कासर निव्हरंनुसर करीट एरिया व न्हे गीटलपदे अडेट.

NA Order No: PMA/NA/SR/111/14 Possession: 3 yrs.

EC No: SEAC-2013/ER-345/TC-2 Amenities Completion: 4 yrs.

TP Approval No: PRA/NA/SR/111/2014 Project Completion: 5 yrs.

वेतनर वेववून गळी अगल! सर्व्हरिटे अॅफिशियलर सर्व्हरिटे व्हीटिटी व्हास गीय.

vastushodh

beginning

Call: 86 57 77 33 77

CORPORATE OFFICE: 101, Lotus Plaza, Opp. Karishma Society, Off Karve Rd, Kothrud, Pune 38

SITE: S. No. 422-422A, Opp. Vulkan Technologies, Lavasa Road, Pirangut-Urawade, Pune 412108

www.vastushodh.co.in

Size: 16 x 24 cms
Kesari



BRAND LANGUAGE



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OF BANGALORE

ऑफर्स की बाढ़ तो बहुत मिलेगी,
लेकिन घर आपको **GAURS** ही देगा।



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- Well connected to main NH-24 (NH-9), Approved 15 lane Expressway
- 2 Km from proposed metro station (New Bus Stand, Ghazibad)
- 4 Km from Ghazibad Railway Station
- 4 Km from Sector 62, Noida
- 7 Km from Delhi Border
- School and Temple within the project

POSSESSION IN MARCH 2021

RERA Registration Number: UPREAPR12035

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GAURS GROUP

Gaur City Park, Plot No-1, Ashby Khurd-9, Indrapuram, Ghazibad-201314



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BRAND LANGUAGE

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₹13.62 L

1BHK
₹21.18 L

2 BHK
₹27.74 L

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Are you ready for a Goodlife?



Spread across
10+ acres at Katvi,
Talegaon.



A secure and
well-planned
gated community



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2 BHK value
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Amenities
for all
age groups



Infrastructure
that nurtures
education & sports



Maharashtra No. Phase A: P52100016242, Phase B: P52100016237, Phase C: P52100016233
available at website: <https://maharashtra.mahachines.gov.in>

Disclaimer: All art renderings, illustrations, photographs and pictures contained in this advertisement are an artist's impression only and the same should not be construed to be the final image / view of the final project. Since the project is under evolution there is a possibility that there may be certain changes in the project as represented in this advertisement. Every interested purchaser should take note of this explicit representation. *Including Subsid Development, T&C apply

BRAND LANGUAGE



LUXURY HOME
AFFORDABLE PRICE
Sector 10, Greater Noida (West)

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BRAND LANGUAGE



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2 BHK Starts @21.60 LAKHS



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Credai National
President, Credai Maharashtra
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