

Navkar

heights III

Understanding

Observation

Strategy

Brain Storming

Date : 01-05-2022
Swar Shilp Properties



Basic Objective

- The objective of this presentation is to understand all aspects of projects, its strength, challenges, opportunities & potential.
- The content of this presentation is for brain storming & discussion, As we are understanding to project to make it success, the details, inputs, revision from owner is essential & welcome.
- All content are subjected to change, with intimation to point of contact only.



Positive Points

- Located on one of upcoming happening location, little away from Ring Road yet in Ring Road Proximity.
- Very advance stage of construction, this will give confidence to customer about delivering.
- Reasonable foyar size, Good Common aminities & openness on master plan.
- Proximity to School, Club, Temple.
- Well Connected and fastest Developing area.
- Can take advantage of location & 3 side Road site Layouts



Challenges to address

- Market Perception of project, as no selling done till date and project is at advance stage so retail customer may get less time for margin**.
- Low land cost is facing to take some Non Loanable money.
- Sites present condition is good for stage of construction but not very customer friendly, and No Branding & Communication material on Site.
- No professional customer experience, so it might take a while to turn around the culture & people involved.



Plan for on Site Experience

- State of the art customer management & CRM Technology custom made CRM with lots of personalised elements to give personalised & special treatment to customer.
- Welcome, acknowledged, thank you msg - stage wise software integration for auto msg & whatsapp (first enquiry, Site visit planning, folowup, before booking, closer, intimating collection stage \ as per site or construct - reminder - community & branding)
- Mature & Presentable frontline staff & supportive back office staff
- Office decorum, Gazets, dressup & hospitality SOPs
- Appropriate Communication material - A/V, Shotfilms, PPT, Customer Brochure, Sales Office Brochure, FAQs.
- Escorted Sample House Experience, and Articulated Sample House Route.



Strategy for Marketing

- We are planning 360 ° marketing to give larger impact in starting and then reviewing it as per response.
- Digital Marketing - Facebook, Instagram, Youtube, Microwebsite, Google, Online Marketing Platforms 99acres.com, housing.com, and whatsapp, mails-sms.
- In Offline we will go with Good quality liflets, Strategic Hoarding, Newspaper, Radio and Brokers.
- We will target Retail home buyers/Individual Investors over Bulk Buyers.
- Will do interesting, curiosity Increasing promotions to ensure constant footfalls.
- Will be aggressive in speed of selling & Targeting to finish sale in 18-24 months max.

Project ambassadors, Channel Partners, Bloggers, Customer Testimonials to create a buzz



Marketing Styles

- **Normal** : Go with the flow, Put some people - do Digital Marketing as Routine Agencies, wait for people to come and do very little newspaper & few Hoardings.
- **Aggressive** : Make welcoming experience / aggressive digital marketing / launch & other events / reasonable awareness through media / more hoardings / Radio
- **Super Aggressive** : Go with big push to get noticed to Industry.
- Digital Marketing & PR
- Big Launch Event with mature / Project Content Material.
- Strategic Aggressive Hoarding, Newspaper & Radio.
- Big Visibility & live Site Experience with all details.



Strategy to create proude Community

- Will Design & Push reframe selling from members, this will create close community.
- Will make Data & Profile of members & Pipeline members to create Good Neighbourhood.
- Proper Marging Community activities & Gathering of exisiting members on periodic basis.
- This will help us to get premium at the end.
- This will attract Investor with assumption that they will get better premium on Investments.



USP

- Price
- Less Superbuilt incompare to Surroundings
- Site Plan
- 3 Side Road
- Parkings
- More Common Aminities
- Customer Experience

We are working on creating our “Punchline” or “Unique Selling Proposition” which will put our project on different League, this USP will be harmoniously presented in all our campaigns, Artworks, Communications to people at large.



Implementation Suggestion in Urgent Basis

- Cutoff date to change Sale Marketing Experience & Actions. (3rd May “Akha Treej”)
- Designing Options of Route & Experience of Sample House.
- Front side Branding/Cleaning/Leveling/Interior Finishing/On shop side - Shutters/ other things to be put or not .
- Big LED Signage on terrace visible from Ring road.
- Small LED, Backlit, Flex Onsite .
- Good Film, Marketing film, Brochure, Lots of 3D, Walkthrough of Project.
- Designing & Working on Cashflows / Barter / Followups / Timely Execution & Complex Ownership



Timeline of Selling & Collection

- | | | |
|--|------------------------|-------------|
| ● Creating all Communication material / Strategy / USP / Design / Logo / File / 3D | 2 weeks from 3rd May | 15 - 20 May |
| ● Onsite fact lift listing Implementation 3/4 week | 3-4 weeks from 3rd May | 20-25 May |
| ● Finding putting Manpower Training, Call centre activation, Attending Customers/ getting involved | 1-2 weeks from 3rd May | 10-15 May |
| ● Starting Digital Marketing/ Prelaunch bulk - Old Inquiries | 1-2 weeks from 3rd May | 10-15 May |

Implementation Suggestion in Urgent Basis

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|--|------------------------|-------------|
| ● Detail Monthly Sales Targets.
(Assuming 18-24 months - month on month Sales & Collection Targets) | 2-3 weeks from 3rd May | 15 - 20 May |
| ● Tie up with Banks for Housing Loan | 3-4 weeks from 3rd May | 20-25 May |
| ● Sale price / DP/ Discounts Promotion Strategy | 1-2 weeks from 3rd May | 10-15 May |
| ● Construction - Monitoring Methodology | 2-3 weeks from 3rd May | 15-20 May |
| ● MIS/ Daily Reports/ Documentation & Data Analysis. | 1-2 weeks from 3rd May | 10-15 May |
| ● Any other Point Related to scope of Project except Construction. | 4 weeks from 3rd May | 25-30 May |

FAQs (From Customer Perspective)

1. Who is developer and What other projects have been done by Developers
2. Who is an Architect and other Project of Architect.
3. What is special about Project.



4. What is the area of 2 BHK House.

5. What is the area of 3 BHK House .

6. How much is Super builtup area, Carpet area.

7. Is SBA at par with Market Pracrtice.



8. Possession Date

9. Is there Alloted Parking in Project ? How much is Charge?

10. What is Prelaunch/ Down Payment/ Regular Price.

11. Is there any Tieup for Housing Loan to any Institute.



12. What is Cash Cheque Ratio.

13. Any Special Promotion Scheme .

14. What is life of Structure, Is it Earthquake proof

15. What are Nearest Landmarks.

16. Whar are common aminities, How is it going to manage.



18. What about Water supply, Drainage Electricity etc.

19. Maintenance Methodology

20. Rera Account Detail.

21. Is there a separate entry for 2 BHK & 3BHK.



22. Is there a separate Parking for commercial.

23. Will there be two different maintenance body for commercial & Residential .

24. UG Water Tank, OG Water Tank Capacity.

25. Firewall between Commercial & Residential Members.

