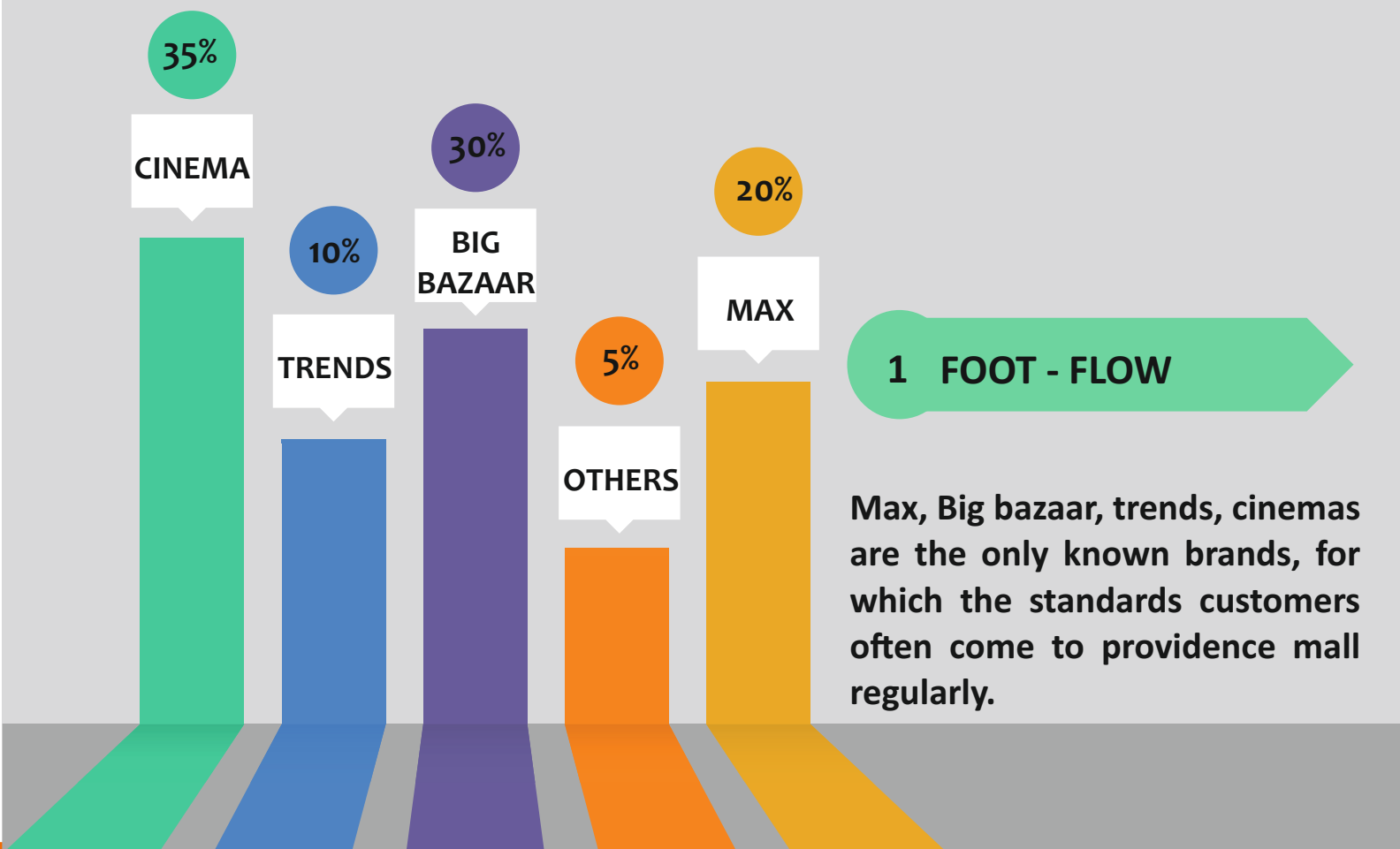


PROVIDENCE MAIL

Market Survey

Common Public Data





2 CREATE AN NEW ADVERTISING STRATEGY

The existence of providence mall is not known to the tourist as no advertisements have been reached regarding the mall.



3

CREATIVE ARTWORK TO ATTRACT IN TOURIST SPOT

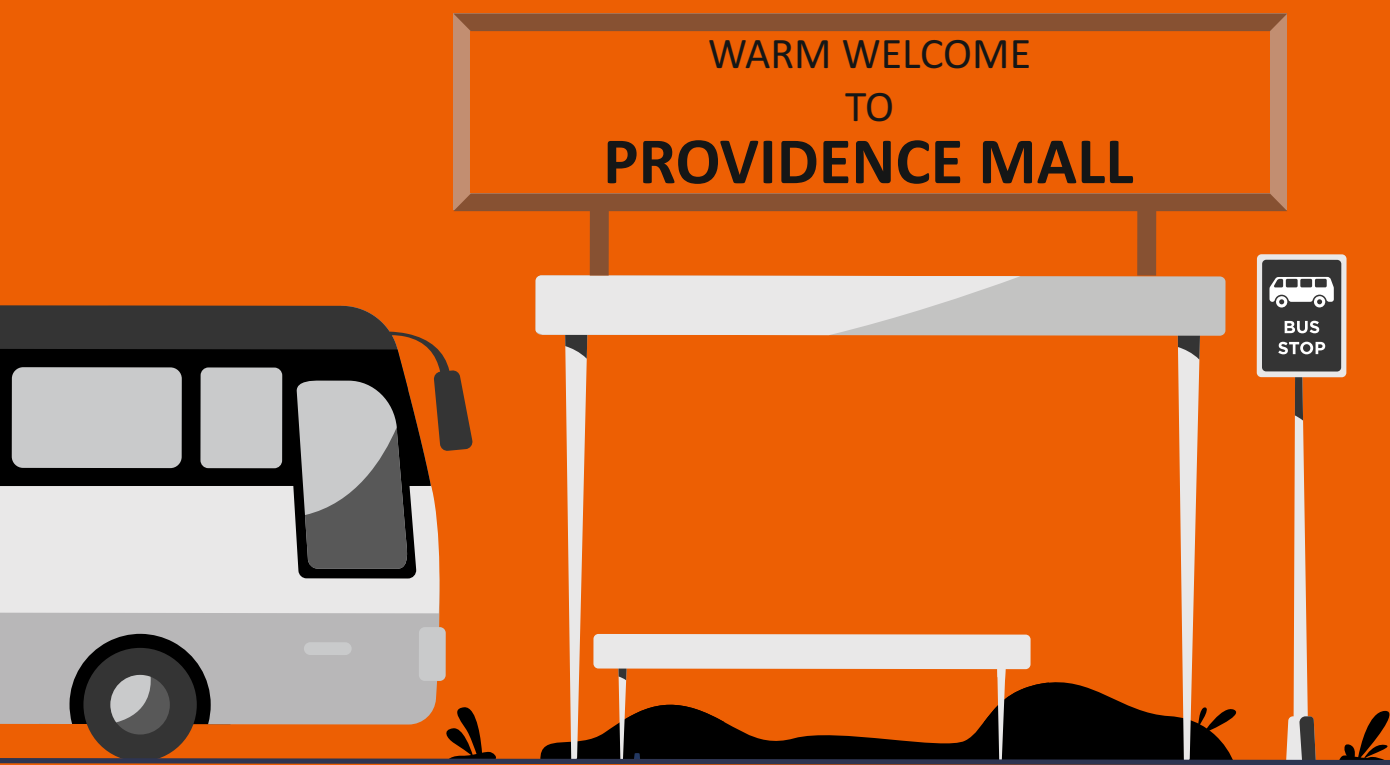
Places, to which tourist visit often have to selected and advertisement carrying providence mall's features have to be brought to them.



4

CREATE AN ATTRACTIVE HOARDING FOR BUS STOPS

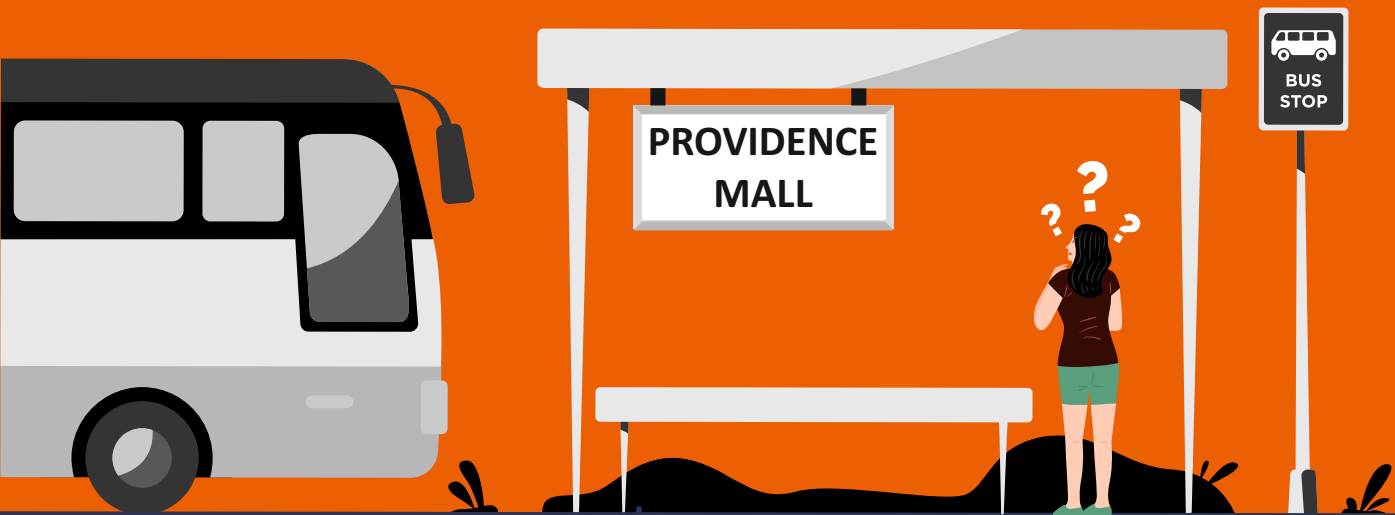
Advertisement which has already been there in bus stand doesn't seem to be adequate as it looks very small. So it has to be very creative that should make the people stand and see.



5

EXISTING CREATIVE IN BUS-STOP IS NOT ATTRACTIVE

Basically, the creative or designs done at the bus stand or kept for attracting the tourist are not attractive.



6

INCREASING FOOT-FLOW DUE TO THEATRE

It's clear that if people would like to go for movies around the bus stand, they are to go mall only.



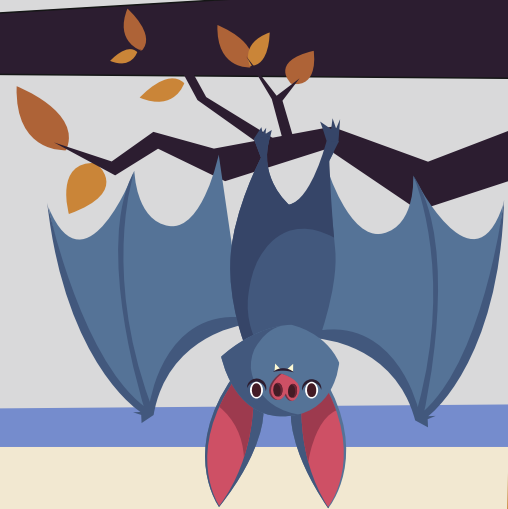


7 L-SHAPED STANDEE TO BE PLACED

The tourist places, especially receptions of significant hotels A3, A4 strong reminder medium have to be placed

8 PROVIDING ATTRACTIVE OFFERS

Certain crowd input is that they maintain an credit account for which they can pay at the end of the month , whereas, bills have to be paid immediately at big bazaar



OFFER

UP TO
50%

STAY AWAKE TO GET EXCITING OFFER GIVEN BY

PROVIDENCE MALL

9 CREATE AWARENESS ABOUT THE OFFER

Of all the interacted people of 150 approximately, none of them told about that they came to know about the offers or features given by mall.



10 SMS MARKETING SHOULD BE STRONG

SMS from respective brands come regularly to the people, but there is no sms or update about products going from mall.



11 INCREASE FACEBOOK FOLLOWERS

Face book followers only 10000 people, which has to be maintained at least of 5lakhs people. So it has not reached many. Only one (Pothy's Sales Executive) said that he looks often for knowing the offer



12 THERE MUST BE EQUAL PRIORITY FOR ALL COUNTERS

People feel that small snack items such as Chat, samosa cost more in food court, whereas, they accept the cost going for biriyani or other big food items.



13 MUST MAKE LOYAL CUSTOMERS

Mixed crowd – middle class, upper middle class, rich come to mall . So it has to be converted into regular customers or visitors to the mall



LET'S MAKE EVERYONE AS
LOYAL CUSTOMER

14 ATTRACTING OFFERS ON EVERY MONTH

Shopping attraction have to be created among the people through unique attractive offers and people have to be kept at surprise by months after months offers in advance so that they would always think about until they buy using the offers like how movie is released by giving trailers highlighting some specific scenes which make the people to be curious about it.



15 STAY CONNECTED IN ALL ASPECTS

People have to be in connect through any mode such as face book, media about the product offers, activities throughout the year.



16

FOOD FESTIVAL ADVERTISEMENT

There is a difference which has to be understood between the food attraction and food festival advertisement. For Instance ,a special crab soup or crab spicy biriyani or south Indian special or north Indian or continental food varieties is served this particular day so that people would have something different to come and enjoy rather than being served mundane food .



17

VARIOUS DISCOUNTS TO ATTRACT THE CUSTOMER

There are 3 types customers: one who buys regularly, one who comes occasionally and the one who comes following the offers, benefits and concessions or discounts. The thirds type of customers has to be made addicted through various offers and discounts and make them regular customers.



There are certain type of customers who are afraid of malls thinking that the prices would be high. So the advertisements are to be made have to be designed in such a way that is breaking the fear phsycology of the middle class people ,at the same time, not letting loose of attracting the other types of people so as to cover up all sorts of people .



19 WINDOW SHOPPING

Especially, some female crowd who feel complex getting into the mall thinking that once entered something has to be bought . They need to be encouraged to go for window shopping . So , if they do window shopping today , they will come to know the offers , prices and varieties so that they may come prepared next time to buy.



20

ALL THE POSSIBLE PRODUCT TO BE DISPLAYED

There are some women crowd who say that shopping mall don't have variety of products which go between low and high . If the mall offers such products it would be easy for them to purchase everything within their budget. Why some women go Nehru street, mission street and Sunday market because they are in need of buying things for all sorts people like their husbands, maids children, relative or neighbour . So they will allocate fund going between low to high and buying all these within their becomes easy at those places, whereas it's not at the mall.



21 AVOID FAKE RUMORS

Especially, the auto drivers who not only direct the people to malls but also misguide them telling that malls would be costly .but the reason is that for the auto man ,the mall would be costly and not for the people who travel in. So this psychological mind set has to be broken.



LETS MEET IN MALL

22

STAY CONNECTED WITH YOUNGSTER

Specially teenagers have to be connected , because they only bring all their friends and families to the mall. So they may be called sales stars too . So they have to be connected through social media which is the easiest way to make the products reachable.

23 CREATE CURIOSITY

The mentality of gens is that if they bring in their family to mall, they may go for shopping which would cost them much . So if they have decided for a movie they start home planning to be there at the movie before 15 min so that they wil rush up for the movie and no time for shopping.

THEY MAY SPEND
LOT IF WE GO
FOR SHOPPING



24

ANNOUNCEMENT - FESTIVAL OFFER

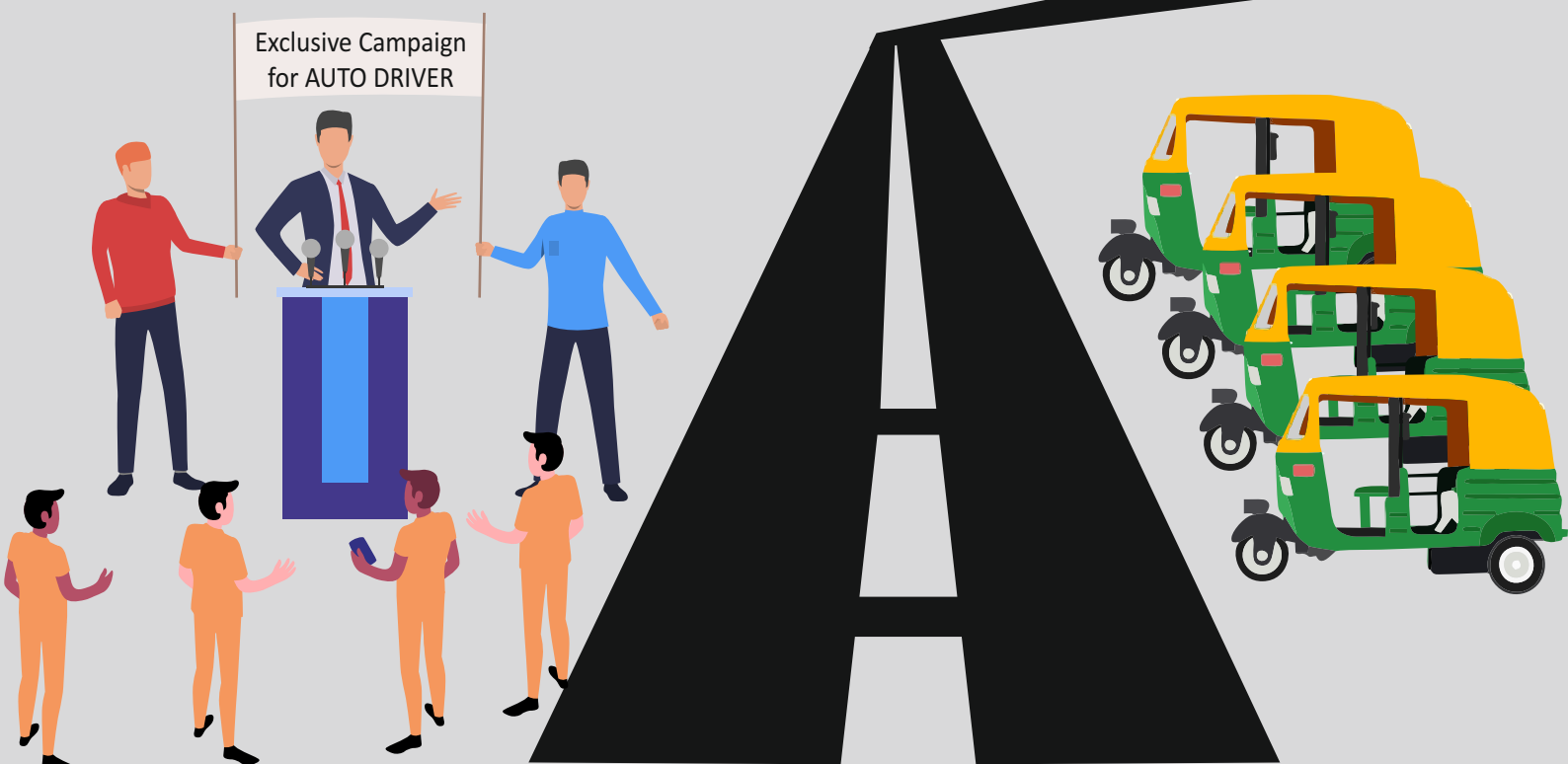
Generally customers, look for festive offers. So the mall has to prepare in advance like two months before so that the customers would save up their money for buying certain things that they have planned .

OFFER!
AFTER
2 MONTHS



25 CAMPAIGN FOR AUTO-DRIVER

There needs to be an exclusive campaign for 5000 auto drivers taking the theme that the mall is cost effective and it has a lot offers and people can trust and go for the products and their money spent would be valuable . So they shall pass on the information at least to 50k people about the cost effectiveness of the mall so that the image would take its change.



26

MAKE CUSTOMERS TO VISIT OTHER SHOPS

They are certain regular customers who consistently buy groceries from the mall . They should be converted to go other shopping

SUPERMARKET

MAX

Special offer
for first
10 visitors

HURRY
UP !!!!

27 TARGET PEOPLE NEAR BY MALL

There are regular customers who are around the mall residing, working or studying between 3 to 4 km. They are the regular spender who are to be targeted accurately

THE MALL

ATTENTION
PLEASE

ATTENTION
PLEASE

28

ORGANISE EXCITING FUN GAMES FOR CUSTOMERS

Variety of Gaming competitions such as treasure hunt, teen catch, group code competitions (50 groups registration) and run out have to be conducted regularly to and youngsters and teenagers

FUN GAMES BY PROVIDENCE MALL

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29

COST EFFECTIVE FUN GAMES FOR KIDS

The same adding more new entertainments have to be organized for kids too and the most important is they should be cost effective.



30

ORGANISE EXCITING FUN GAMES FOR CUSTOMERS

There are some crowd who are always ready to spend regularly for entertainment alone provided that they should be reasonable and affordable.



31

CREATE EXCITING ENTERTAINMENT SPOT

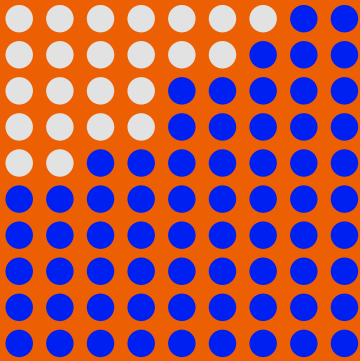
People can buy products at any place like Nehru street, mission street and Sunday market but entertainment mixed shopping is possible only at mall , which is the unique strength of the shopping mall. So mall has keep that in hold and try to find out ways to keep their customers in hold and increase as well



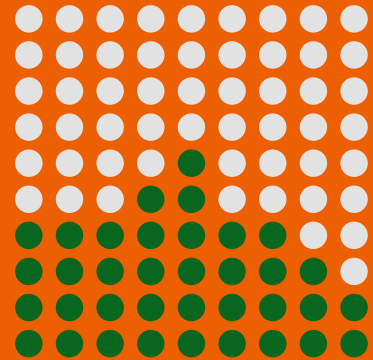
32

WELCOME THE NEW CONCEPT FOR BETTER GROWTH

There are only three reasons for which the customers are used to come. They are : different products, different shopping, and different entertainments.



GROWTH RATE
FOR NEW CONCEPT



GROWTH RATE
FOR EXISTING CONCEPT

33

IMAGE CAMPAIGN THROUGH WHATSAPP

Image campaign to be done on whatsapp has to initiated like fire so as to fascinate and pull in the customers



34 YOU TUBE PROMOTION FOR PRODUCTS

At least 100 You tube video content have to be released about each specific products



35 CREATE FREE GIFT OFFER FOR CUSTOMERS

Some crazy offers have to be created attracting customers crazily. For instance, parking is free for a week or free gifts for women who come in for a day. If this is done , it would drive the customers fast to the mall



36

EXCITING OFFERS FOR SPECIAL CUSTOMERS

There are a group of customer specially coming for KFC. So, taking those particular customers we can convert them to sales.



37

MUST CREATE CURIOSITY AMONG EVERYONE

Out of 200 spoken customers only one of them said that he is using Indian terrain brand pant shirt which I buy from mall.



38

MAX CAN INCREASES FOOT FLOW

According to parents, instead of going to Pothys or other textiles, they prefer for Max , especially when buying dress for their children's birthday.

MAX

RATE YOUR EXPERIENCE



39

MUST MAINTAIN SINGLE PHONE NUMBER

There must be a centralized fancy telephone No. for knowing whatever services or facilities or products or groceries their offers. As searching over net would take Some time they prefer to have contacting this product details no. to make their purchase easier.



40

DATA COLLECTION USING SAME NUMBER

There are two advantages : whatever event or programme is organized, we can make people to use the same no., and by doing this we can even collect 10000 contacts who can be followed to convert into sales target.



41

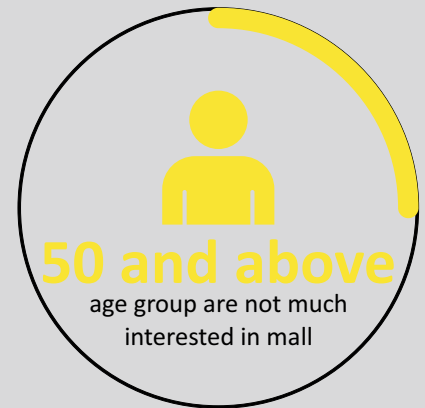
CAMPAIGN FOR FRIENDS WITH EXCITING OFFERS

Mall has to promote a campaign for friends alone : for instance, if five friends are buying 5 shirts of same colour and brand, there will be given a discount of 100 rs each. This kind of promotional activities are run, this would enthuse friends circle to buy more or in bulk.



42 TARGET AUDIENCE

Whatever branding or activity or advertisement is done, the targeting group should be focused between the age group of 6 and 45 because people above 50 would clinging on to their traditional shopping mind set and bringing them to our new product would be very little difficult



43 CAMPAIGN FOR LADIES AND HAVE TO GIVE FREE SERVICE

An exclusive campaign for ladies has to be organized, in which they have to be given a free service of facial or slimming therapy or anything that is related to beauty. By doing so , we can bring the ladies crowd into the mall



HAIRDRESSING CENTER



FOOT MASSAGE CENTER



NAIL ART CENTER

44 TARGET AUDIENCE

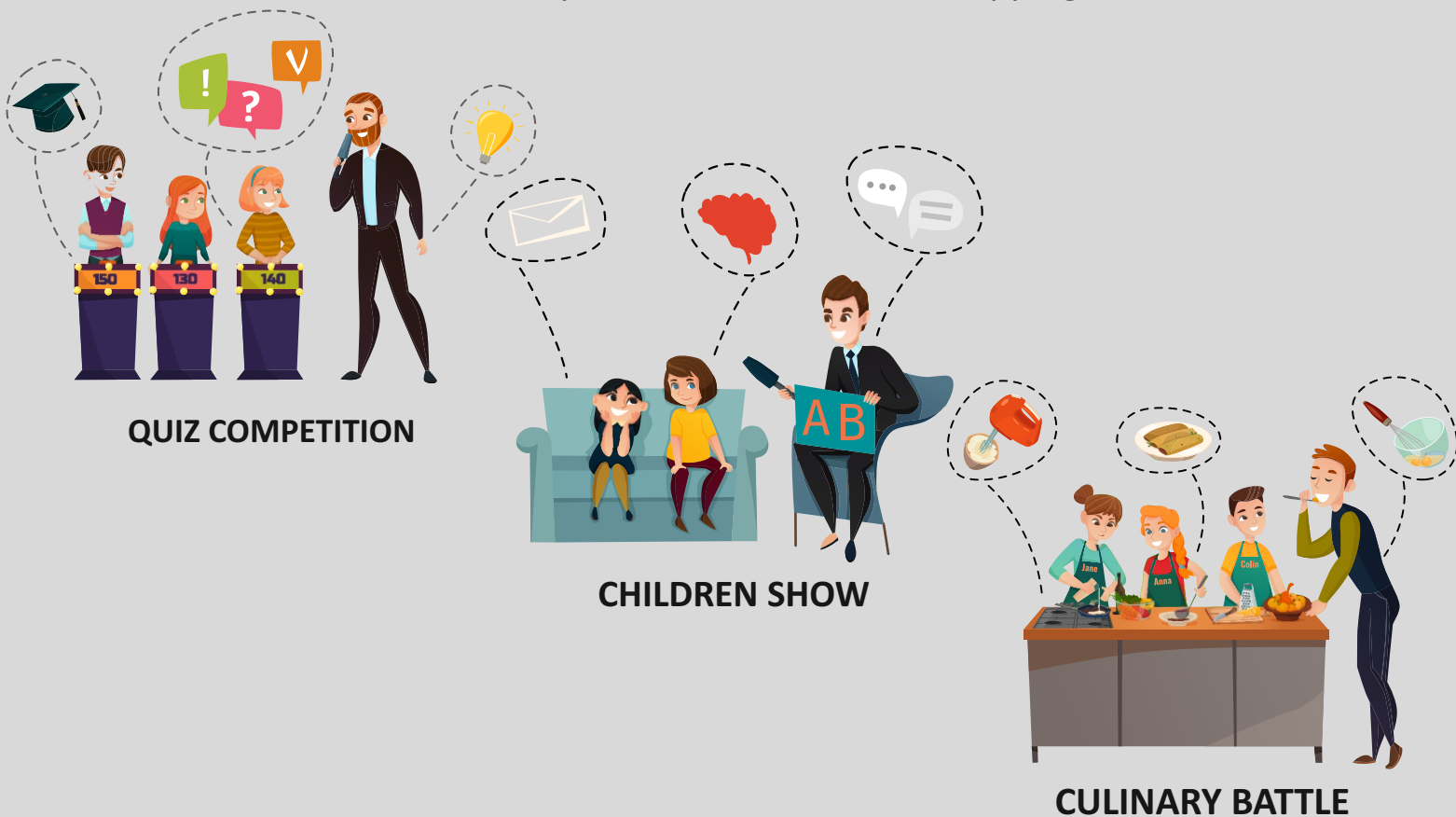
Reminder medium has to be placed in five places such as kids corner, food court, college students hang out and freak out place and places where working women, house wives and teenagers often go or visit . This is very important as this would leave a great impression of the brand .



REMINDER NOTICE

45 CONDUCT SHOWS INSIDE SHOPPING MALL

It should be ensured that nobody feels the boredom of shopping malls.



46

CREATE EFFECTIVE FOR PRODUCT SALE

Whatever activity or programme is being done, how we connect the customer with the products matters a lot . The way through which we connect them with product should be easy.



47

INCREASE WALK - IN BY CONDUCTING COMPETITION

Competitions have to be increased a lot. How much ever the registration is done for competitions that much walk-ins can be expected or more than that also.

FUN GAMES BY PROVIDENCE MALL

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REGISTER

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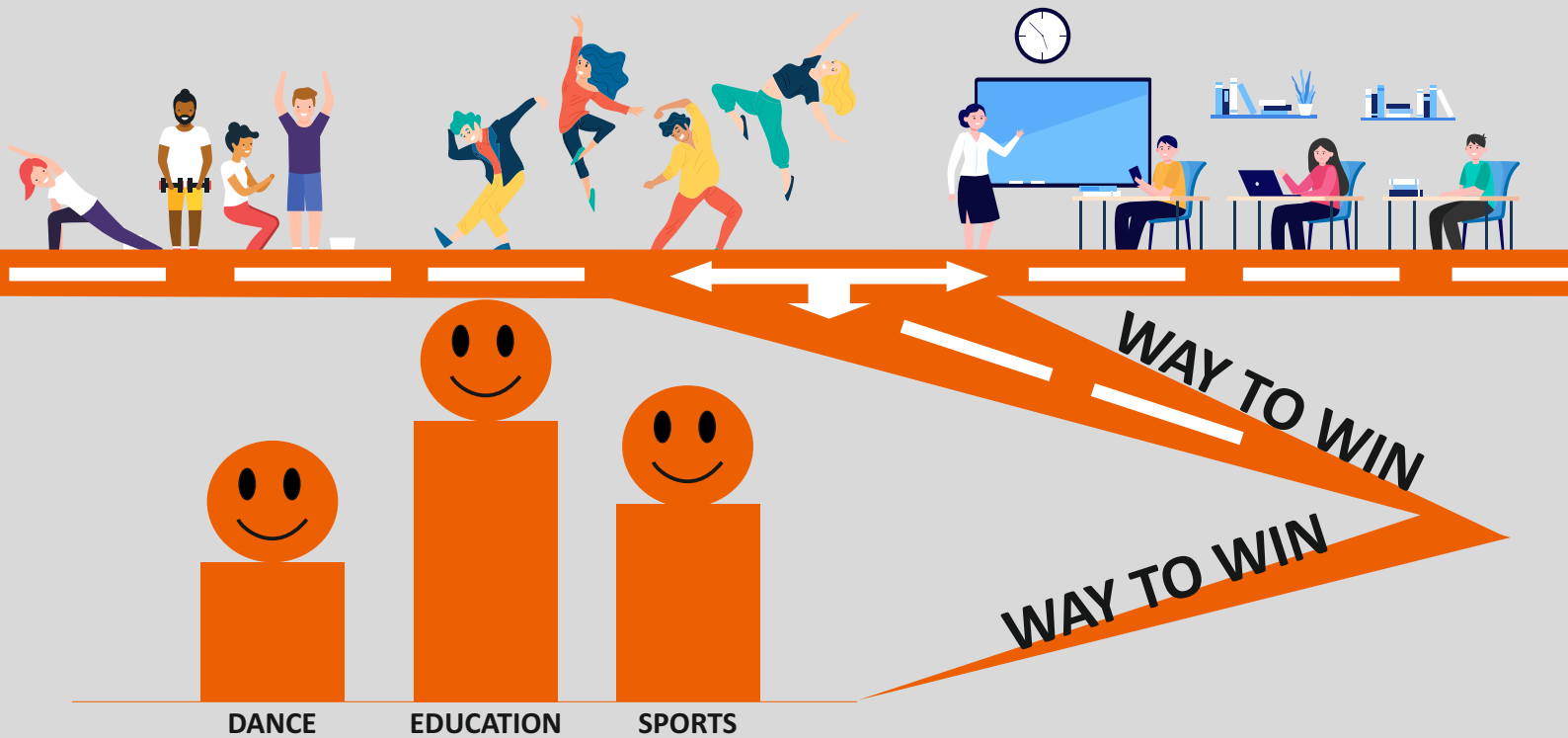
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48

TARGET CUSTOMERS - INDUSTRY WISE

For instance , selecting a particular industry such as dance industry or sports industry or teaching line people, competitions have to be organized. By doing so, we can cover up people industry wise.



49

MUST MAKE CUSTOMER VISIT REGULARLY USING DATABASE

Data base have to be obtained from the people who come into the mall so as to make use of them for engaging in to others activities that are proceeded in the mall



50

TARGET CUSTOMERS - INDUSTRY WISE

If display based mini exhibitions such as exhibition for costliest alcohol brand or saree with different ideas or world largest golden bangle are organized, top level crowd would surely come and visit them



MINI EXHIBITION



51

OFFER AND DISCOUNTS FOR BEST 1000 VIP

Selecting the best 1000 VIP and provide them card loaded with offers and discounts. This would automatically make them use the card and by which we can track their purchase data base for understanding their purchase interest . As this card would grow as a social status , many would like to hold one. So many would opt for it and by which sales can be increased. At the end of the year there shall be special programme for those VIPs alone annually.



52

TARGET CUSTOMERS - INDUSTRY WISE

If they want buy products within their budget, they may go to Pothys, but if hey want to enjoy and see the trends happening in the city , they would flock to mall



**SHOP NEW ARRIVAL WITHIN THE BUDGET AND
ENJOY THE BEAUTY OF MALL**

53

PROVIDE NEW VARIETIES IN DRESS AND COSMETICS

Women are in want of new varieties according to the trend. So the mall has to show varieties in dress , cosmetics etc

54

FESTIVAL ON BASES OF TRADITIONAL BELIEVE

There are 3 districts are found around Pondicherry: Kadalur, Vilupuram and Panrotti. Festivals related to their traditional beliefs are conducted, those districts people visits would be more.

- PANROTI
- KADALUR
- VILUPURAM





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Seven

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