

VAGAD INSTITUTE OF MANAGEMENT STUDIES

Managed by (Shri Vagad Visa Oswal Chovishi Mahajan)

presents

FOCUS-2010

25th April 2010, Navin Thakkar Auditorium

Simple Easy to Use 50 Marketing Tips

Presented by: Dimple Gada

Email: dimpleshah15@gmail.com

1. Well Maintained Name Board



2. Neat and Clean look of the Shop



3. Well stacked Products



4. Catalog



5. Calendar

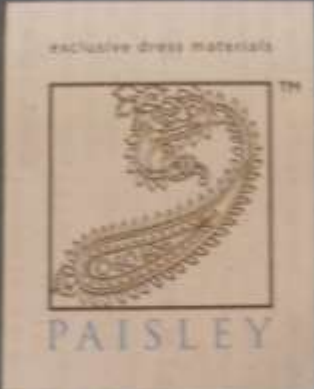
JANUARY 2010						
SUN	MON	TUES	WED	THU	FRI	SAT
31					1 New Year	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



6. Bright Coloured Envelopes



7. Discount Coupons



exclusive dress materials

completing
**Truly
Wonderful &
Outstanding
YEARS**

We are elated to present to you the 2nd Anniversary Celebration. Avail of an exciting **11%** discount on the exclusive range of PAISLEY designer unstitched dress materials.

*Visit our showroom on the **23rd, 24th & 25th April, 2010** and share our success with us.

Note: Also, surprise discount is in store.

casual | wedding | occasion | trousseau

360, k. n. building, bhandarkar road, marunga (central), mumbai 400 019
tel: +91-22-2410 4141 | +91-22-2410 5151 | fax: +91-22-2410 6262
info@paisley.in • www.paisley.in

8. Articles in Magazines



9. Car Ads



10. T- Shirts to Staff



11. Tag Line



12. Window Display



13. Just Dial Service

Justdial.comTM

India's No.1 local search engine

 **6999999999**

14. Publications



दिव्य भास्कर

hindustan**times**.com

THE TIMES OF INDIA



15. Radio Ads



16. Cable

WIDE

Welcome to
ICICI Bank TV Banking

ICICI ACTIVE

"As a specialist, I trust only the expert."

Renuka Kapoor
Architect



SMS "CARLOAN" to 56767662

i ICICI Bank Car Loans

Khushiyaan top gear mein

Press  to continue

dishtv

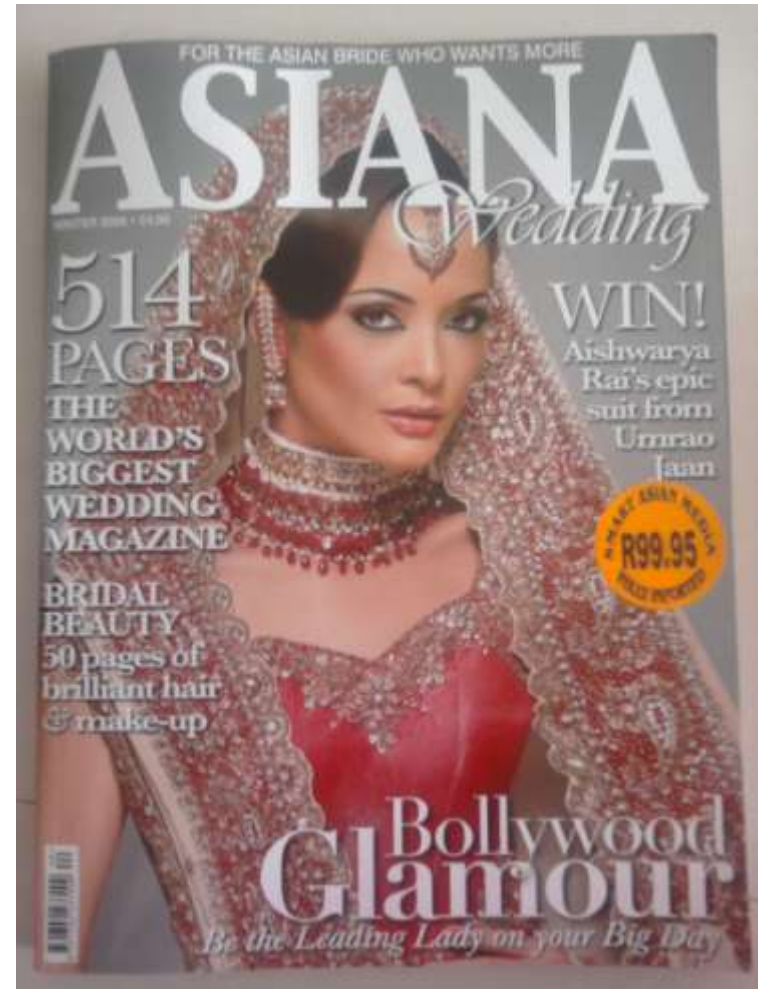
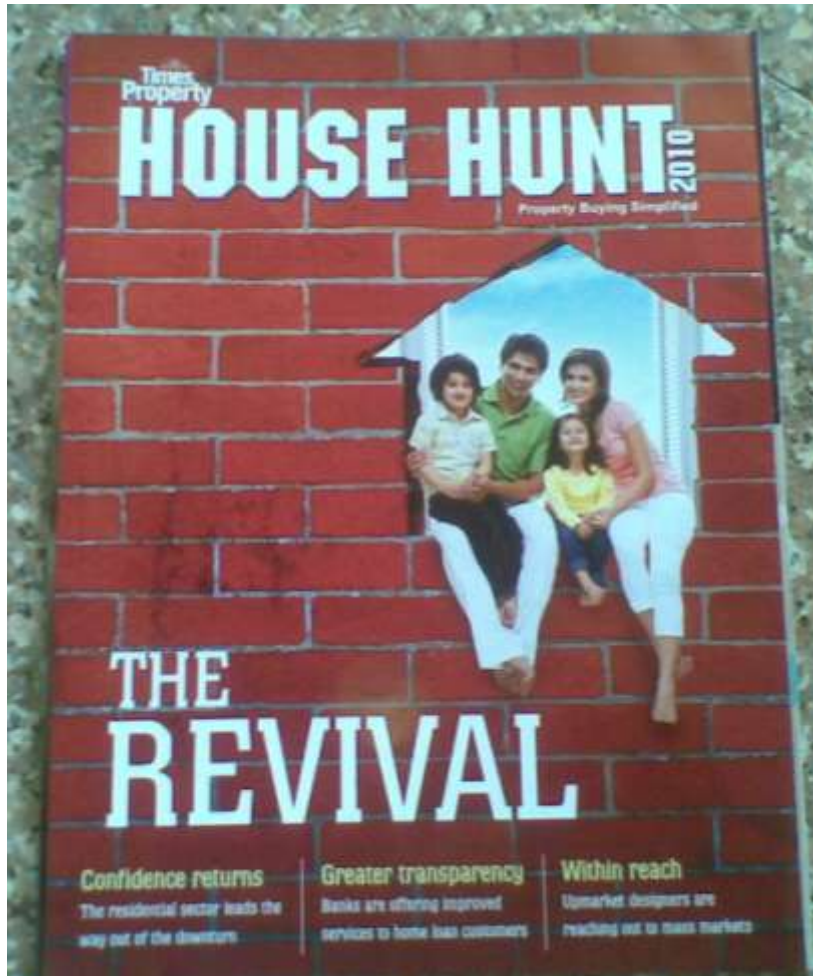
All loans at sole discretion of ICICI Bank Ltd.

Panasonic

17. Bargains in Ads

- Low Cost Ads
- Ads twice in paper

18. Trade journals



30 दिवसात सगळ्या
न झाल्यास **100%** पैसे परत

ज्योतिषांचा मोफत सल्ला

सुवर्णस्पर्श

जेम्स जॅल् ज्येलरी प्रा. लि.

काही राजकारणी व छत्र मानवाचे
२४ ऑरेटचे फ्रीमिंग दागिने

उपकरणे	वीडियो	बॉयंग	पांथू	नोभेल	हिरा	पोपले	जखण्या	मोती
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तुमच्या हस्तरेषेत लपले आहे तुमचे भविष्य

**ज्योतिषांचा
मोफत सल्ला**

20. Tourist Guide in Hotels



21. Community Newsletters (Patrika)

888-888-8888
 4444 4444



INVENTURE
GROWTH & SECURITIES LTD.
Corporate Capital, Institutional Services, Securities

**Inventure presents Online / Offline
Delta Hedging Training**

Our professional team will teach Delta trading & Hedging Strategy in F&O Segment. Training includes detail explanation of Delta, Gamma, Vega, Theta, In the Money, Out Of The Money, At The Money, etc... concept with advanced technology and practical examples.

In Online trading of DELTA, we will give 20 days of live market training of how to create and square off positions by student him/her self. Complete knowledge for Delta Hedging software will also be provided simultaneously.

To avail benefit of this offer contact:

Mr. Akhil Panjwani
Mob: 9833407704

Mr. Chetan Shah
Mob: 9320706917

Our Present activities:

**Equity Trading, Future and Options, Currency Trading,
Commodities Trading*, Insurance and Mutual Fund* Distributors.**

SEB Reg. No. BSE Cash INF010801730 BSE F&O INF010801730 BSE Currency Derivatives INF020801730
 NSE Cash INF230901730 NSE F&O INF230901730 NSE Currency Derivatives INF230901730 MCK Currency Futures INF230901730
 *By Group Companies

< Corporate & Registered Office >
 'Ving Tower', 2nd Floor, Near Andheri Flyover, Western Express Highway Andheri (East), Mumbai - 400 069.
 Tel : 39548900, 40781518 Fax: 40781535 Website: www.inventuregrowth.com
 E-mail: investing@inventure.com

Disclaimer:
 Inventure Growth & Securities Limited is preparing, subject to receipt of requisite approvals, market conditions and other considerations a public issue of its equity shares and has filed a Draft Red Herring Prospectus with securities and Exchange Board of India. The Draft Red Herring Prospectus is available on the website of the Securities and Exchange Board of India at www.sebi.gov.in and the website of the Stock Planning Lead Manager at www.intemsoftindia.com

Any potential investor should note that investment in equity shares involves a high degree of risk. For details, potential investors may refer to and rely on the Draft Red Herring Prospectus, including the section titled "Risk Factors".

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22. Mailer Campaign



23. Voice Mail

- Company Intro
- Products & Services Offered
- Schemes

24. Bulk SMS



25. Lucky Draw



26. Presentation

Roman Apparels Pvt. Ltd.



27. Workshop for customers



28. Include Brochures with your Invoice

		1 INVOICE XXXXXXXXXX																																																																																																				
		2 ACCOUNT NUMBER XXXXXX	Page: 1 of 1																																																																																																			
		3 INVOICE DATE 20030901																																																																																																				
BILL TO 4	Company Name Attention City, State, ZIP/Postal Code Country	PAYMENT TERMS 5	CURRENCY 6																																																																																																			
		PO # 7	TAX CODE 8																																																																																																			
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YOUR ACCEPTANCE OF THIS PRODUCT AND SERVICE IS SUBJECT TO THE TERMS AND CONDITIONS OF THE SERVICE, INCLUDING THE TERMS AND CONDITIONS OF THE PRODUCT AND SERVICE. BY USING THIS PRODUCT AND SERVICE, YOU AGREE TO THE APPLICABLE TERMS AND CONDITIONS FOR SUCH PRODUCT AND SERVICE. BY USING A SUBSIDIARY CONTRACT WITH AN ELECTRONIC SIGNATURE OR ANY ALTERNATIVE, IN THE ABSENCE OF SUCH A CONTRACT OR TO THE EXTENT THAT THE TERMS AND CONDITIONS OF SUCH A CONTRACT ARE NOT APPLICABLE, YOUR AGREEMENT TO THE APPLICABLE TERMS AND CONDITIONS OF THIS SERVICE SHALL BE DEEMED TO APPLY. IF YOU HOLD A COPY OF THE APPLICABLE TERMS AND CONDITIONS, PLEASE SIGN YOUR AGREEMENT TO THEM AND RETURN A COPY TO US. IF YOU DO NOT HOLD A COPY OF THE APPLICABLE TERMS AND CONDITIONS, PLEASE SIGN YOUR AGREEMENT TO THEM AND RETURN A COPY TO US. ANY DISPUTES CONCERNING THIS INVOICE MUST BE RESOLVED BY ARBITRATION IN ACCORDANCE WITH THE DISPUTE RESOLUTION POLICY.																																																																																																						
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29. Testimonial

Gained Weight During Diwali ?
LOSE WEIGHT & HOLIDAY FREE
 Travel Port gift vouchers (on cruises, hotels and airfares!!)
 Worth Rs. 20000/- for first 20 enrollments*

I Lost 35 kgs in 7 months*
 Pooja Bhattacharya
 Singer, Andheri (W)

Before

After

No Heavy Exercises, No Crash Dieting, No Side Effects

Treatment by latest German technology & under supervision of qualified doctors

- Weight Loss • Inch Loss • Tummy Tuck • Body Toning
- Anti-cellulite • Spot Reduction • Double Chin • Arm Tuck
- Thigh Tuck • Body Shaping • Face Lifting • Body Firming

SMS "SLIM" to 56677 for a free slimming tip

Andheri (W): 26 35 66 11 / 26 35 66 88
 Kandivali (W): 93 21 21 21 23 / 32 467 468

Pretti Slim
 CLINIC
 SLIMMING • SKIN • WELLNESS
 For Men & Women

Lokhandwala, Andheri (W) : 112, 1st Flr., Samarth Vaibhav, off New Link Rd.
 Kandivali (W): 18 Vasant Aishwarya, Vora Colony, Mathuradas Road.
 Timings: 7.00 am - 9.00 pm. Open all 7 days Website : www.prettislim.net

30. Product Demo



31. Tie Up With Non Competing Business



32. Discount for Each Referral



33. Cross Sell to Customers



34. House Call



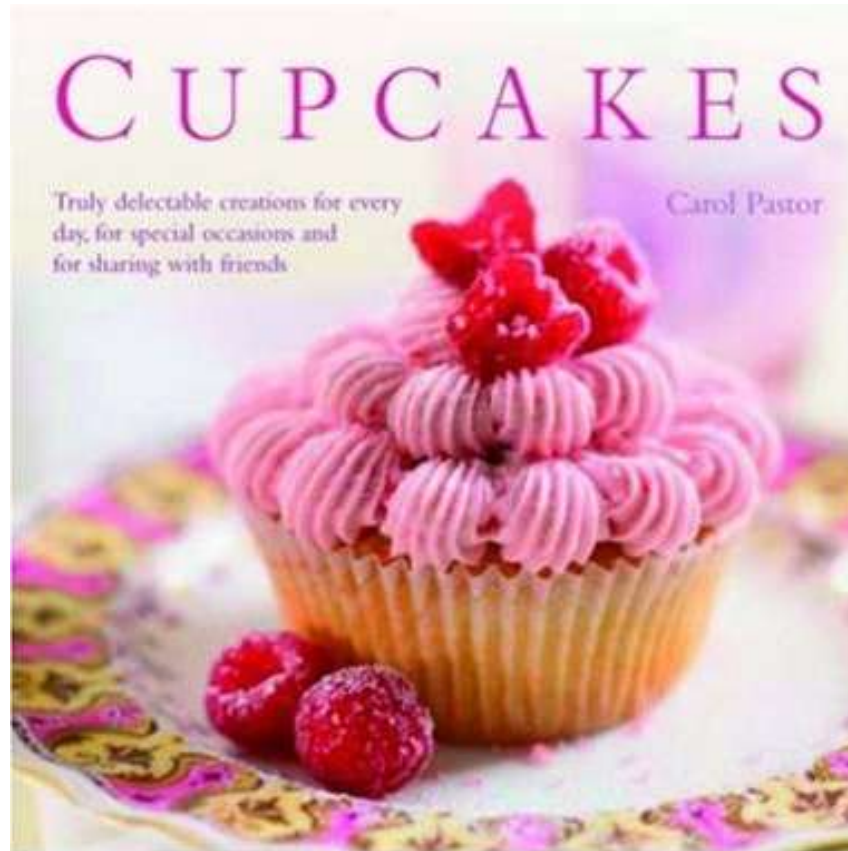
35. Family Card



36. Pick the Slowest Day of the Week

- Eg:- Wednesday, Big Bazaar
- Eg:- Tuesday, Fame Adlabs

37. Recipes



With 100 ideas shown step-by-step and more than 400 beautiful photographs



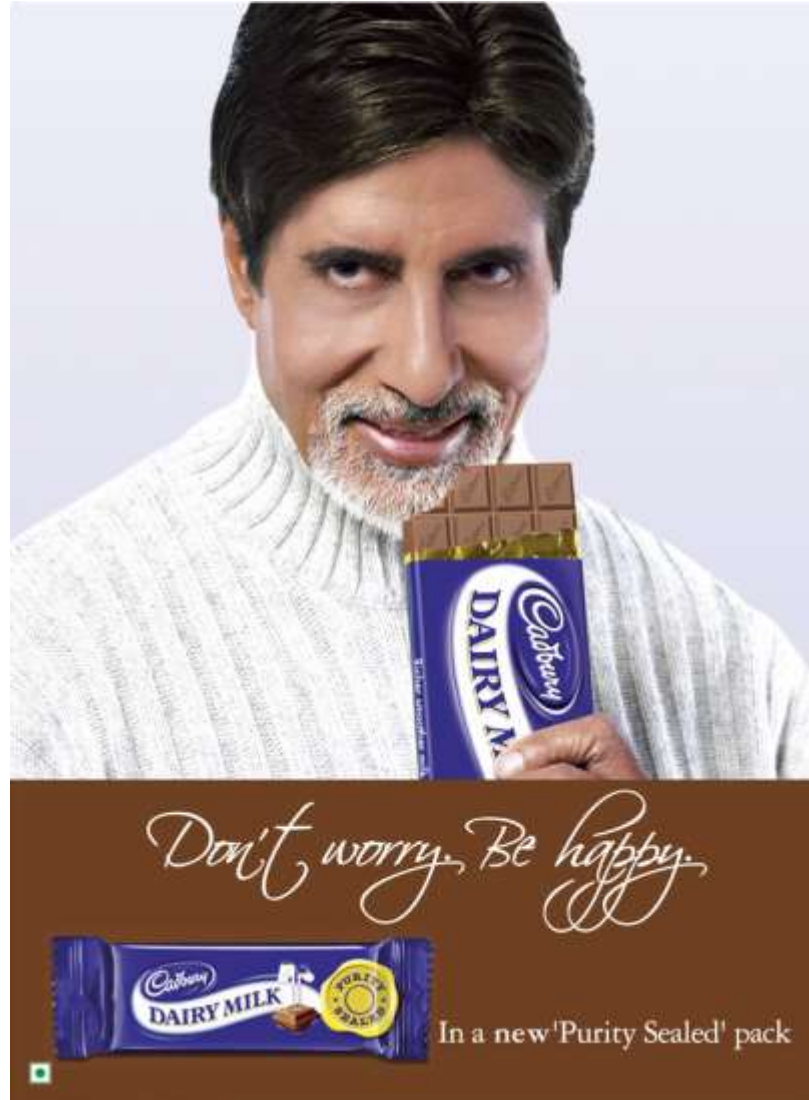
38. Pair up Slow Moving Items with Related Products



39. Window Dressing



40. Product to Purchase Influencers



41. Free Samples



42. Thank You Card



43. Customer Feedback

BUSINESS ASSOCIATE FEED BACK FORM	Ref. No. MKG / QF / 0718 Rev.No. 01 Date : 15.11.2003 Page No. 1 of 1	FOR OFFICE USE ONLY	
		S. No. : Date : Area Code :	
NAME : COMPANY NAME : PROPRIETOR / PARTNER : TELEPHONE : MOBILE :	ADDRESS : CITY : PIN: : E - MAIL :		

We do request you to kindly spare a few moments and fill in the Enquiry Form.
The information you provide will help us to understand you better as our prospective Business Associate.
Please mail this form to Atma Lubricants and Specialties Limited.

- 1) When was your company established? _____
- 2) The business nature of your company:
 a) C&F agent ☐ b) Distributor ☐ c) Consignment agent ☐
 d) Re-distribution stockist ☐ e) Wholesaler ☐ f) Authorized dealer ☐
 g) Retailer / Dealer ☐
- 3) Name the Products you deal in _____
- 4) Area of your operation:
 a) Local ☐ b) City/town ☐ c) District ☐ d) State ☐
- 5) Your turnover in the current financial year Rs (in Lakhs) _____
 (Enclosed last two years sales tax assessment orders and APGST registration certificate)
- 6) Turnover target for the coming financial year Rs (in Lakhs) _____
- 7) Do you wish to become a business associate of Atma?
 a) Yes ☐ b) No ☐
- 8) If yes, in which status would you like to join
 a) Consignment Agent ☐ c) Wholesaler ☐ d) Liaison agent ☐ e) Re-Distribution stockist ☐
 f) Dealer ☐
- 9) Please mention in which city/district/town would you like to operate _____
- 10) Your expected monthly turnover from ALSL in Lakhs _____
- 11) Proposed amount of investment in the business with ALSL
 a) 10 - 20 Lakhs ☐ b) 5 - 10 Lakhs ☐ c) 2.5 - 5 Lakhs ☐ d) 1 - 2 Lakhs ☐
- 12) Networking skills
 a) Fairly good ☐ b) good ☐ c) Very good ☐ d) Excellent ☐
- 13) Influential skills
 a) Fairly good ☐ b) good ☐ c) Very good ☐ d) Excellent ☐
- 14) Business skills
 a) Fairly good ☐ b) good ☐ c) Very good ☐ d) Excellent ☐
- 15) Expected ROI (Return on Investment)
 a) 12 - 18 % ☐ b) 18 - 30 % ☐ c) 30 - 40 % ☐
- 16) Mention three reasons for opting Business Association with ATMA.
 1. _____ 2. _____ 3. _____
- 17) Existing infrastructure
 1. Go down SIZE _____ 2. Sales Man Name, Age and Qualification _____
 3. Goods Vehicle [Auto] [LCV] _____ 4. Office Assistant Name, Age and Qualification _____
 5. Own vehicle _____

44. Surprise Gifts



45. Send Greetings on Occasions



46. Charity of Your Products



47. Volunteer for Non – Profit Organization

48. Schools & College Annual Book / Programme



49. Contest for New Ideas



50. Trade Show, Fairs & Events



THANK-YOU