



NMO SEMIFINAL

DRONE DELIVERY PLAN

LEADERSHIP PRESENTATION



Business Case

GOALS

1. Break-Even Timeline
2. Brand Establishment
3. Innovation and Market Leadership in Aerial Logistics

Market Analysis

- PESTEL Analysis
- Identify critical areas capturing value in the airway delivery industry

DEPT OBJECTIVES

1. Marketing Plan:

- Target Market Identification
- Marketing Mix & Strategy,
- Pricing Strategy

2. HR Recruitment & Training Plan:

- Recruitment strategies,
- continuous training, and talent retention.

3. Financial Planning:

- Budget allocation,
- cost optimization,
- break-even analysis

4. IT Infrastructure Plan:

- Platform development and scalability.

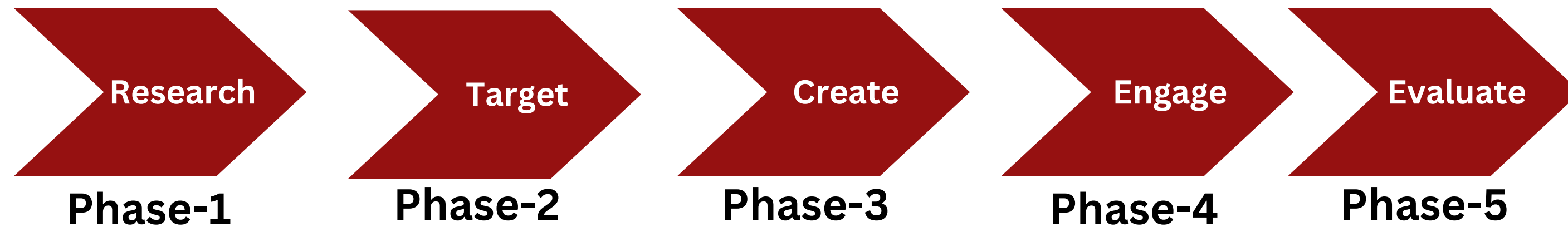
Risk Management



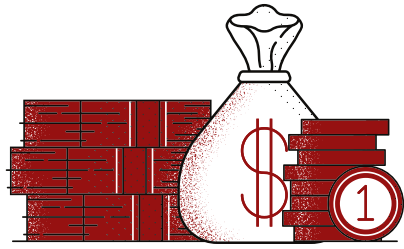
1. technological failures
2. regulatory changes
3. public relations issues.

Implementation Timeline

Timeline for the implementation of each phase, indicating milestones and key activities for each department

Marketing Roadmap



 Objectives	Target Market Identification	Marketing Mix (4Ps - Product, Price, Place, Promotion)	Sales and Marketing Strategy	Pricing Strategy
 Activities	<ul style="list-style-type: none"> Identify potential customer Evaluate market size, growth 	<ul style="list-style-type: none"> Develop a unique value proposition Create engaging promotional materials 	<ul style="list-style-type: none"> multichannel marketing strategy comprehensive sales strategy 	<ul style="list-style-type: none"> detailed cost analysis of drone operations competitor pricing and market expectations
 Deliverables	<ul style="list-style-type: none"> Comprehensive market research report Competitive analysis 	<ul style="list-style-type: none"> Clearly defined value proposition statement informative promotional materials 	<ul style="list-style-type: none"> Executed social media campaigns Sales strategy with identified lead generation 	<ul style="list-style-type: none"> Cost breakdown analysis Established dynamic pricing models

Brand Strategy Roadmap

VISION: To revolutionize and lead the future of efficient, time-saving, and reliable delivery solutions through cutting-edge drone technology.

PURPOSE: Empower businesses and individuals by providing hyper-local drone delivery services that redefine convenience, speed, and sustainability in the logistics industry.

Big Idea: Fostering a seamless and connected world through rapid and reliable drone deliveries.

PROMISE

innovative and reliable hyper-local drone deliveries.

STRATEGY

leverage data-driven marketing, and sustainability

STORY

From urban skies to your doorstep, our drones redefine delivery

FRESHNESS

bring a fresh approach to the traditional logistics landscape.

EXPERIENCE

Elevate your delivery experience with swift horizons, seamless

VALUES: Innovation, Reliability, Sustainability, Customer-Centricity and Efficiency

GOALS: Achieve Break-Even within First Year, Establish Brand Leadership in Drone Deliveries, Innovate and Expand Service Portfolio

STRATEGIES

Build Strong Partnerships

- collaborative marketing with e-commerce platforms
- exclusive benefits for partners

Data-Driven Marketing

- Implement robust data analytics tools
- Personalize marketing campaigns

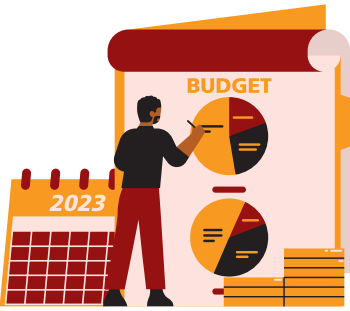
Public Relations

- Share success stories and customer testimonials
- transparent communication

SEO Optimization

- Regularly update website content
- Implement SEO best practices

TACTICS



Financial Strategy Roadmap

Collaborate with software development team to find R&D Cost
Monitor and analyze the impact on fuel consumption cost



Conduct beta testing to evaluate the effectiveness of financial model
Implement the optimized route planning system on a pilot basis to observe cash flows

implement real-time financial reporting features.
Roll out the real-time financial reporting system in phases



Collaborate with the marketing team to design a customer loyalty program
·continuously optimizing based on Cash Inflows and Outflows

Identify key vendors and products/services crucial to cost-effective drone operations
Conduct a comprehensive cost analysis to determine potential savings through strategic partnerships



Negotiate favorable terms, emphasizing long-term financial benefits and bulk purchase discounts
Pilot partnerships with select vendors, measuring financial impacts on procurement costs



HR Strategy Roadmap

1 RECRUITMENT AND TALENT ACQUISITION

- Collaborate with department heads
- Develop targeted recruitment strategies
- Implement onboarding programs

2 TRAINING AND DEVELOPMENT

- Identify specific training needs for drone operators
- Develop a comprehensive training curriculum
- Implement regular training sessions

3 EMPLOYEE RETENTION STRATEGIES

- Conduct regular salary reviews to ensure competitiveness
- Design and implement incentive programs

4 ADAPTATION TO INDUSTRY CHANGES

- Provide regular updates and training sessions
- Foster a culture of adaptability and continuous learning

5 TEAM BUILDING AND COLLABORATION

- Organize team-building activities
- Establish communication channels for efficient interaction

IT-MIS Strategy Roadmap



Customer App Roadmap

1

Transfer of Goods (P2P Delivery)

- Collaborate with UI/UX designers
- user-friendly interface
- Beta-version release

2

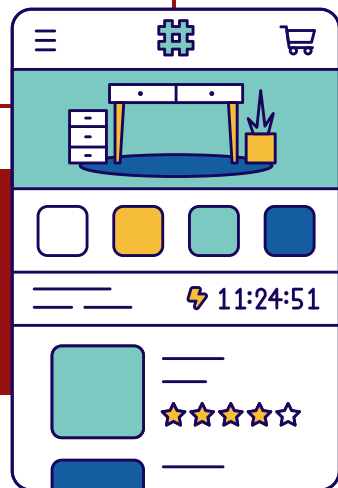
Payment Gateway Integration

- secure and reliable payment gateway service
- a user-friendly payment interface
- real-time payment confirmation

3

Dynamic Pricing on User Interface

- Integrate the dynamic pricing feature
- Conduct A/B testing



AIRWAY-DELIVERY App/Website Roadmap

1

Algorithm for Dynamic Pricing

- Implement a pricing dashboard
- Conduct extensive testing
- Integrate user feedback loops

2

AI-Powered Routing Algorithm

- Collaborate with GIS experts
- Develop an in-app routing system
- Simulations and real-world testing

3

Data Encryption and Hiding

- Implement robust data encryption protocols
- Regularly update encryption standards



Thank
you!