
Business Case Solution -Marketing Department

➤ Assignment Taken:

Projections of the Brand Journey included in the marketing plan.

➤ Case Understanding

Our company, Elite Courier Services, is a courier service with locations all over India and can deliver to almost any pin code. The company's board of directors has decided to enter the '**Hyper Local Delivery area,**' with the goal of doing local deliveries using drones. All of the essential approvals have been granted to our organization. Trials and successful test deliveries are conducted. Due to the high expense of "Long range drones," the company has decided to launch its business as "Short Range Drone Based Services" rather than "Long Range Drone Flight Operations." The company intends to develop an end-to-end Drone Operations & Management Platform that will allow for rapid business growth. The company has completed numerous successful beta testing deliveries for early partners, including food delivery providers, a few pharmaceutical chains, and internal local deliveries, and is looking forward to continuing to do so.

➤ BCS Solution Summary

Elite Courier Services plans to open its hyperlocal delivery services and soon expand into surrounding large cities to increase its service offering, which will include a drone-based courier service. This will be accomplished by actively marketing to the younger audience, who place a high value on speedy delivery.

As a start-up delivery service, it will require marketing, which will include logo creation, brand setup, market trends, market competitors, and brand positioning in the future.

➤ **Marketing Plan:**

It is in the business drone conveyance line of business to increase benefits, and we will do everything permitted by Indian law to achieve our business objectives.

We plan to use our solid robots to transport medications and immunizations, as well as clinical samples, into and out of remote or difficult-to-reach locations, as well as to transport bundles, food, or other products.

❖ **Market Analysis:**

➤ **Market Trend:**

Over time, it will become one of the most popular options for delivering packages within the specified weight range. Meanwhile, drone delivery will most likely begin in remote areas, such as flying basic machine components to oil rigs and mines, or by collecting delivery data to improve efficiency.

People are even paying for their packages to be delivered by drones. Companies like DHL and Amazon are currently on the cutting edge of using drones to deliver packages, and foresight-seeing entrepreneurs are starting to follow.

➤ **Target Market:**

We recognise that the drone transportation industry is fundamentally green, and that as the launch date approaches, creative promotion will be required. Our target market includes emergency clinics that require sensitive blood tests or prescriptions, as well as homes in remote areas that require urgently needs.

As a result, we've set up our company drone conveyance administrations to help the Indian consumers. We've done some research and have some thoughts about what our target market would expect from us.

We are prepared to go to the following individuals and organisations for administrations;

- Clinics
- Supermarkets
- Café serving fast food
- Households
- Executives from large corporations
- People in Business

1. Product

Service for different Businesses:

This will enable small businesses to deliver their products directly to the client's door. However, have a presence on the app where customers can easily purchase their products.

We will begin with empowering small agencies and then provide our offerings to large organizations which already have the usual time-consuming transport services.

We will also provide Return service which will be introduced at a later stage for businesses that accept the return where the customer will allow the drone pilot to inspect the product before accepting the return order.

Service for Consumer:

The client will be able to use our website or app to order products from nearby businesses, as well as use our courier to return offerings from the comfort of their own home. Customers will receive a convenient academic guide on how to safely pack the product so that there is minimal human contact throughout the delivery/return process.

2. Price

For other Businesses:

For businesses that will use our home delivery services, a subscription-based model will be implemented. The model will have varying prices based on the weight of orders.

For the Customers:

Customers of businesses that partner with us will be able to benefit from either free or subsidized delivery (the delivery fee will be paid by the business either completely or partially according to the plan chosen). If the client wishes to make a purchase from a company which is not yet affiliated, the consumer will be responsible for the delivery costs.

3. Place

To decide the city where will start its drone delivery services, the radius, population density, availability/set-up cost of support infrastructure and eagerness of the population to try new things must be taken into consideration.

4. Promotion

For other Businesses

Campaign

Elite Courier Services will launch a business-to-business campaign to promote and elevate small businesses and start-ups. A social media commercial, physical marketing such as posters, billboards, and vinyl on empty storefronts with quotes such as "**Deliver in style**" and videos demonstrating why Elite Courier Services is the best delivery platform will be part of the campaign.

Co-Branding

Elite Courier Services will begin selling branding rights to companies, allowing them to combine their logos with Elite Courier Service's and customize the paint job of the drone. These companies will fund the majority of the drone fleet, but it will rely on Elite Courier Services technology and

software. This will benefit the company's brand memory while using our delivery services, creating a win-win situation.

For the Customers

Reward System

Customers who place orders through the Elite Courier Services app or website will receive coupons and discounts. As a result, our customer retention will improve. They will also be rewarded with delivery fee reductions if they sign up people and businesses in their area to use our services.

Promotional Activities

Collaborations with local influencers will be pursued, as will low-cost delivery of their products, benefiting both parties.

To raise awareness among the older generation, printed advertisements will be distributed on a regular basis, and a modern approach to addressing the youth, such as wall art, will be implemented. Active promotion will be done on all social media sites, and the company will actively connect with its customers on these handles.



Elite Courier Services
Your Vision, We Delivered

- Door to door Delivery
- Contactless delivery
- Faster and Cheaper charges
- Carry Weight up to 10 Kg

 Elite Couriers  _elite.services_

For more information, contact us on www.eliteservices.com



Elite Courier Services

 Elite Couriers

 _elite.services_

Contact us on. www.eliteservices.com

➤ Conclusion

Drone services are more convenient and faster than traditional delivery methods. Marketing strategies will aid in the development of an ecosystem for these businesses, as they are beneficial to a big consumer base.

