**Marketing Objective according to case**

* **Brand Establishment** – So that we can establish out Airway Delivery brand in the market.
* **To achieve Break-Even in a year –** So that we achieve break even in a year (no loss, no profit) situation.
* **To become market Leader –** it is also the objective of company to lead market in upcoming year.

**Marketing Strategy**

* **Brand Logo in Air delivery drone**
* **Brand Tagline – Upar Vala Sab Kar Raha Hai**
* **Brand positioning –**
* **Instant Delivery**
* **Cheapest delivery cost**
* **Marketing through Social media ,Apps ,Website ,Through celebrity, Bill bord ,Special offers**
* **It decreases the effect of covid**

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