

International Marketing

Big Pie Promisers

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The Analysis of India

9<sup>th</sup>, June, 2025

Family  
names.

Bit dull

What should  
the file  
name be?



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## Objectives

Identify and analyze appropriate market segments through the STP (Segmentation, Targeting, and Positioning) framework.

Design a tailored marketing mix using the 4P strategy (Product, Price, Place, and Promotion) to meet the needs of the target customers.

Incorporate service marketing elements using the 3P model (People, Process, and Physical Evidence) to enhance customer satisfaction and brand loyalty.

## The STP Analysis

### Segmentation

- Geographic:

We segmented India geographically based on port accessibility, regional economic activity, and the level of urbanization. Our focus is on western India, especially Maharashtra state, where major import hubs Nhava Sheva are located. These areas offer efficient logistics access and a strong demand for tools due to their dense population and industrial activity.

- Demographic:

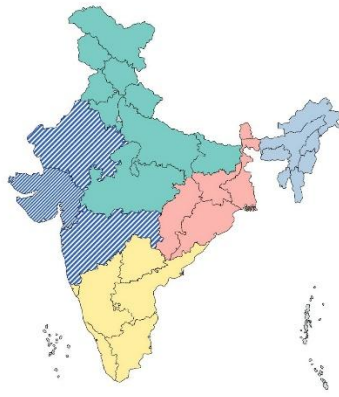
In the demographic part, we divided the market by age into 18–30, 31–50, and over 50. We also categorized income into low (INR 15,000–50,000/month), upper-middle (INR 51,000–100,000/month), and high (above INR 100,000/month) levels. Furthermore, we segmented users based on occupation: students, professionals, middle-class families, small business.

Figure 1

styles!

Add → In writing  
"See Figure 1"  
Use word.





### Targeting

In this project, we selected our target market based on geography, age, income level, and occupation:●

Geographically, we chose Mumbai, one of the most economically active and industrially developed cities in India. It also has well-established import infrastructure, making it an ideal entry point for our products. Moreover, Mumbai and its surrounding areas have a large and growing middle-class population, which aligns well with our target customers who seek affordable and functional tools. ✓

Figure 2



Demographically, we are targeting middle-income individuals aged 31 to 50. This group is typically financially stable, often responsible for basic household

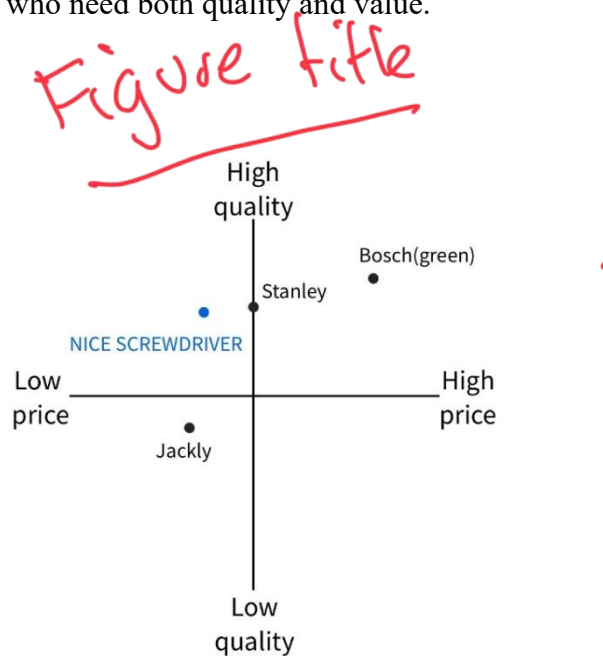


maintenance, and more likely to seek affordable, functional, and durable tools—such as interchangeable screwdrivers.

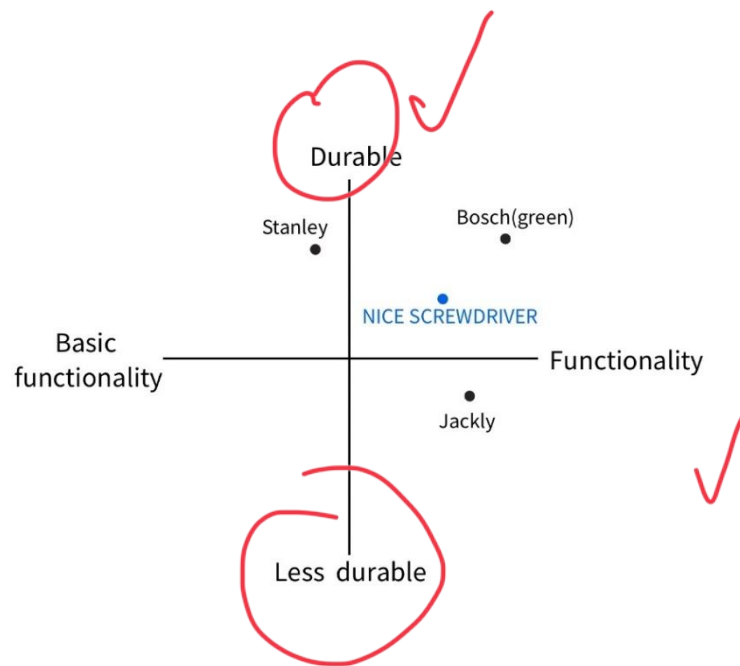
### Positioning

Our product, NICE SCREWDRIVER, stands out as a high-quality, functional, and durable tool with an affordable price, making it highly competitive in the Indian market. In Figure 3 and Figure 4, you can clearly see how our product compares to major competitors such as Bosch, Stanley, and Jackley. Our product is the best choice for middle-income users who need both quality and value.

Figure 3&4







Bosch (green): Positioned in the high-quality and high-price quadrant. Bosch is known for its professional-grade tools, with excellent durability and functionality, but at a premium cost.

Figure 5



Stanley: Slightly more affordable than Bosch, Stanley still maintains high quality and decent durability, though with more basic functionality compared to Bosch.

Figure 6





Jackly: A lower-end brand, located in the low-quality and low-price area. Jackly screwdrivers are functional but lack durability and premium materials.

Figure 7

✓ good.



NICE SCREWDRIVER: Positioned in the high-quality, low-price quadrant (Figure 3) and high functionality and good durability quadrant (Figure 4), making it the ideal choice for middle-income consumers in Mumbai who need reliable and cost-effective tools.

good  
dissection



## The 4Ps of Marketing

### Product

**How do the features of your product answer the needs of your target segment?**

**Durability:** Indian consumers, especially in the DIY and construction sectors, value tools that last under tough working conditions. **Comfortable Handling** can reduce hand fatigue, which is important for professionals using

**Wide Application:** Multiple screwdriver types serve diverse needs in India's growing

### Pricing

**How much might you charge?**

This positions Nice Screwdrivers in the premium segment of the Indian market.

Targets consumers who value durability, quality, and international standards.

**Why?**

**Imported Quality:** Taiwanese-made tools have a strong reputation for reliability and precision.

**Professional Appeal:** A complete, well-designed set is attractive to businesses.

**Brand Positioning:** Sets your product apart from mass-market Indian or Chinese alternatives.

**Packaging & Design:** A sturdy, professional look supports higher perceived value.

### Place

**What position do you want the product to have in customers' minds**

**Reliable and Durable:** These screwdrivers last longer than any others I've used.

Any product adaptation?

? Finish the sentence.

No

Rework



Professional Quality: They feel like something a real technician would use.

Comfortable to Use: The grip is so good—even after hours of work.

A Smart Purchase: It's worth the price.

✓

### How can you map positions for your product?

#### Retail Channels

Hardware Stores: Local tool shops and construction supply stores.

Tool Distributors: Partner with regional distributors in major cities (Mumbai, Delhi, Bangalore, etc.).

Online/E-Commerce Platforms - Amazon India, Flipkart

B2B Sales - sell directly to construction companies, automotive repair shops or schools or institutions with vocational training

OK.

### Promotion

#### What channels will you use to communicate with your customer?

Social Media Platforms (Facebook, Instagram, YouTube, LinkedIn)

Partner with DIY influencers or local repair professionals.

E-commerce Listings with Reviews

Attend industry events in India to build awareness and get distributor contacts.

#### What strategies might you use to encourage purchase?

Promotions and Discounts

Bundle Deals (Buy 2, Get 10% Off)

Customer Reviews ?

Loyalty Program for Repeat Buyers

premium?  
Don't touch  
price -  
think ~~complementary~~  
Complimentary  
products



~~Discounts or cashback on future purchases~~

## The 3Ps model

### People

- Store staff

Our store staff provide substantial services to customers, including introducing products, managing inventory, answering customer questions, handling customer complaints as well as returns and exchanges. They are all strictly trained by the company, so in terms of service, we understand the needs of customers with the highest quality and try our best to meet them, so that customers can enjoy shopping and buying in our store.

- Repairman

Our repairmen are responsible for repairing after-sales products, including diagnosing faults, repairing damage, replacing parts, and performing maintenance. Customers can send back the products that need to be repaired to the store or headquarters for processing. They will provide professional technology to solve the problem according to the customer's needs. The product that should be repaired can be completed and returned to the customer within about 7 working days, maintaining efficiency and quality assurance.

- Website service staff

Website service staff is one of the important bridges between companies and customers. They not only represent the first impression of the company, but also play a key role in solving customer questions, providing assistance and improving the user experience. Whether it is product consultation, order inquiry, technical support, or



for general.

even after-sales service, customer service staff can respond quickly and provide professional assistance. Our customer service team has good communication skills and high patience to solve problems in a friendly and efficient manner. In addition, we also continue to conduct on-the-job training to familiarize ourselves with the functions and product content of various platforms to ensure that every customer can feel valued and properly taken care of. We are committed to building customer trust and satisfaction with the brand and are an important guardian of our brand value.

**Process** → of service not production  
think warranty

The distribution and service process of our product, the Nice Screwdrivers set, is designed to ensure both efficiency and customer satisfaction. This section illustrates two key flows: the logistics and distribution flow, and the customer purchase and after-service flow.

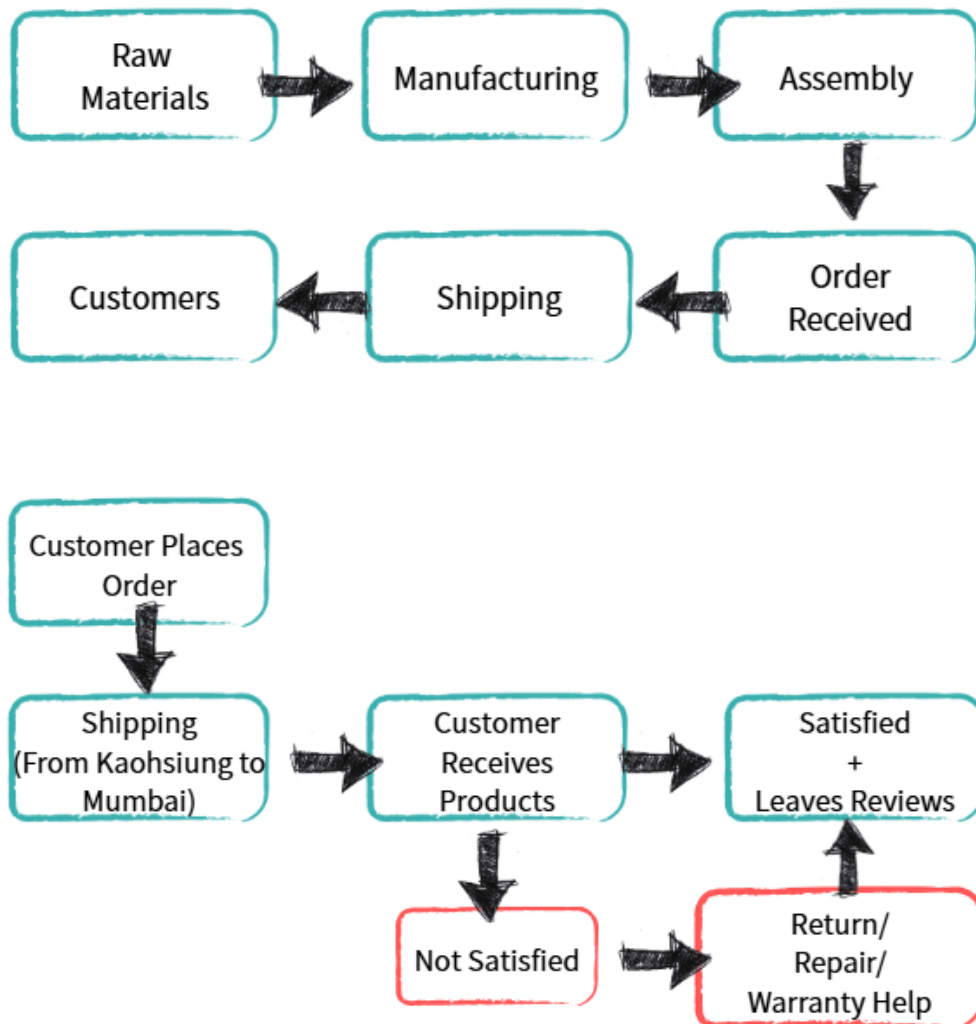
The logistics and distribution process begins in Taiwan, where all our screwdrivers are produced. It starts with the sourcing of raw materials, followed by a meticulous manufacturing stage and a careful assembly process. Once the product is fully assembled, it is packed and prepared for shipping. Orders are received and processed centrally, and the products are then shipped directly to our distribution partners and end customers. The final step is the delivery of the product into the hands of our customers, completing a streamlined production-to-customer journey.

Once the product enters the hands of consumers, the customer purchase and after-service process begins. Customers in India place their orders through international e-commerce platforms, such as Amazon or Flipkart. After placing an order, the screwdriver set is shipped from the port of Kaohsiung in Taiwan to Mumbai, India.



When the customer receives the product, the process diverges depending on their level of satisfaction. If the customer is happy with the product, they are encouraged to leave a review, helping strengthen brand visibility and credibility. However, if the customer is not satisfied, we provide comprehensive after-service support. This includes options for returning the product, requesting repairs, or receiving warranty help. The goal of this process is to ensure that every customer—regardless of their initial experience—ends with a positive outcome and feels valued by the brand.

Figure 8&9





### Physical Evidence

• Our vision is to make customers like to use our products and are willing to repurchase. So, our products are clearly printed with brand logos and product models on the exterior design. We also provide instruction manuals and warranty cards so that customers can feel our professionalism and care when unboxing.

• We continue to optimize the official website interface, providing detailed product information and instructional videos. Hope to strengthen customers' positive perception and trust in our brand.

### Conclusion

In conclusion, our marketing strategy for Nice Screwdrivers demonstrates a strong product-market fit within the Indian market. By carefully segmenting the market based on geography and demographics, we identified a clear target audience—middle-income, urban consumers aged 31 to 50—who value both quality and affordability. Our Taiwan-made product stands out for its durability, ergonomic design, and eco-friendly materials, offering a smart alternative to more expensive global brands. Through the 4P framework, we addressed every stage of the customer journey—from product design to pricing, placement, and promotion—ensuring our message reaches the right people, through the right channels, at the right price. Furthermore, our 3P service strategy adds value by delivering bilingual customer support, a transparent purchase and after-sales process, and ~~clear physical branding that reinforces customer trust~~. Ultimately, this project not only provides a practical roadmap for market entry but also reflects our core belief: that a well-made, responsibly priced product, supported by thoughtful service, can successfully compete and grow in one of the world's most dynamic consumer markets.