



# The Analysis of India

## Big Pie Promisers

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### ISSUED BY:

Big Pie Promisers

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# 1. Introduction

Big Pie Promisers introduces a premium, eco-friendly interchangeable screwdriver set proudly made in Taiwan. This versatile product has been carefully engineered to address the practical needs of diverse users, ranging from household repair to professional applications. Our screwdrivers feature a durable body, comfortable ergonomic grip, rust-resistant coating, and interchangeable magnetic bits that allow users to work on various tasks without the need for multiple tools. Additionally, the product is designed using recycled materials, offering a sustainable option for environmentally conscious consumers. With its high utility and affordable price of ₹699, this screwdriver set stands out as a valuable addition to modern toolkits.

## 2. Objectives

- Understand cultural and societal influences on consumer behavior in India.

- Analyze the economic environment and infrastructure. ✓
- Evaluate how screwdrivers fit into Indian consumers' daily lives. ✓



## 3. ~~Product Overview~~

↓ Repeat!

Big Pie Promisers introduces a premium, eco-friendly interchangeable screwdriver set proudly made in Taiwan. This versatile product has been carefully engineered to address the practical needs of diverse users, ranging from household repair to professional applications. Our screwdrivers feature a durable body, comfortable ergonomic grip, rust-resistant coating, and interchangeable magnetic bits that allow users to work on various tasks without the need for multiple tools. Additionally, the product is designed using recycled materials, offering a sustainable option for environmentally conscious consumers. With its high utility and affordable price of ₹699, this screwdriver set stands out as a valuable addition to modern toolkits.



# 3. Cultural Analysis of India

## 3.1 Geographic

India is located in South Asia and has a tropical and subtropical climate.

## 3.2 Social Organization

It encompasses strong family bonds, communal living, and deeply rooted traditions, which influence consumer behavior. Many families engage in home improvement and small repair activities, especially in urban households where external services can be expensive or inconvenient.

### Living Conditions

The Smart Cities Mission reflects a governmental push toward modernization and improved urban infrastructure, indirectly driving the demand for tools and hardware. Tools like ours can also find a place in religious practices,

such as the creation of household altars or participation in traditional crafts.

## **Political System**

Furthermore, India's multilingual population and regional diversity present both opportunities and challenges for marketing and communication strategies, making it essential to localize messaging across key states and cities.

## **Legal System**

Some categories of tools and hardware products are required to comply with BIS certification, which stands for the Bureau of Indian Standards.

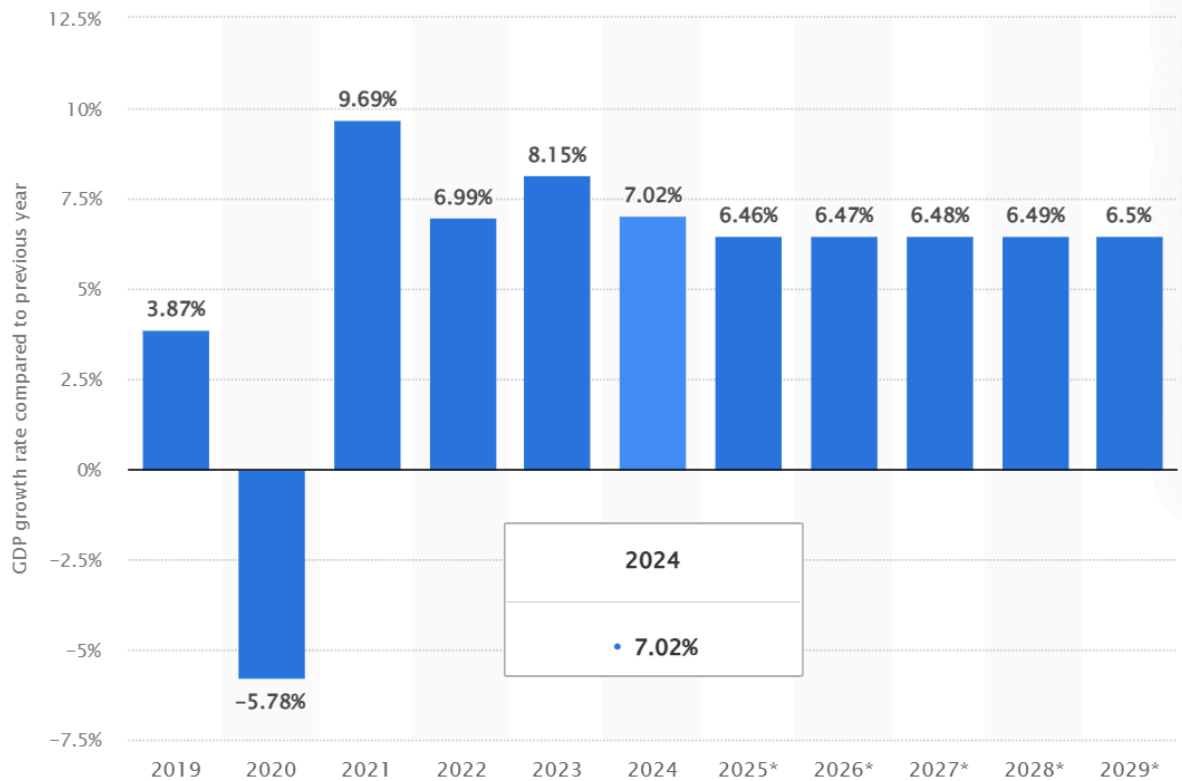


# **Economic Analysis of India**

## **Economic Statistic**

India is the fifth-largest economy in the world by nominal GDP and continues to experience consistent economic expansion, with growth rates ranging from 6% to 7% annually. (See Figure X).

Figure X



## Population

Its population of over 1.4 billion includes a substantial youth demographic and an expanding middle class with increasing purchasing power.

## Dominant Sectors

Key economic sectors include manufacturing, construction, agriculture, and information technology—all of which contribute to tool demand either directly or indirectly.

## **Currency**

The Indian Rupee has remained relatively stable, and government initiatives supporting infrastructure and development create new markets for hardware products.

## **Transport & Communication**

Extensive rail and road infrastructure; high mobile internet penetration.

## **Trade Restrictions**

However, importers must navigate trade restrictions including a 10% Basic Customs Duty, an 18% Integrated Goods and Services Tax (IGST), and a 10% Social Welfare Surcharge. These charges should be factored into pricing strategies to maintain competitiveness.






# Lifestyle of Indian Consumers

Indian lifestyles are shifting toward practicality and functionality. In addition to traditional values and family-centered routines, modern Indian households are increasingly adopting western-style conveniences, including toolkits for home repairs. From fixing furniture and electronic devices to assembling children's toys and religious decorations, tools ~~have~~ <sup>are</sup> become an integral part of daily life. Students living away from home, freelancers, artisans and micro-entrepreneurs also find value in having access to reliable and versatile tools. Consumers in urban and semi-urban areas are especially receptive to affordable, high-quality products that can enhance convenience and self-reliance. The role of tools is further amplified during festivals, when decorations and crafts often require assembly or maintenance. festivals, when

↑ Nothing very specific here.

decorations and crafts often require assembly or maintenance.



# How customers integrate the product

*What are  
customer needs?*

~~The Big Pie Promisers screwdriver set is designed to become an essential part of customers' lives by addressing both functional needs and emotional values.~~ For home users, it simplifies routine maintenance tasks with a single, easy-to-use tool. Its comfortable grip and interchangeable bits make it suitable for a wide range of applications, reducing clutter and enhancing efficiency. For students and young professionals, the screwdriver set offers a compact, portable solution for managing small tasks independently. Small business owners, including electricians, carpenters, and shopkeepers, can use the set as a reliable and economical tool in daily operations. In

addition, the product's eco-friendly materials appeal to environmentally responsible consumers, allowing them to contribute to sustainability without sacrificing performance. Over time, the product can foster brand loyalty as it proves its value through everyday utility.

*This is what you should do.*

## Summary form

- What is important to you from the economic analysis?

India's expanding economy, vast consumer base, and supportive infrastructure make it an ideal destination for launching Big Pie Promisers screwdriver sets. Key insights from the economic analysis include stable GDP growth, a large youth population, and reasonable trade regulations.

- What is important to you from the cultural analysis?

Cultural factors, such as the DIY trend, family-centric lifestyles, and emphasis on quality tools, indicate strong alignment with our product's features.

*partly.*

- How might the customer make your product part of their lives?

Consumers are likely to adopt this product as part of their daily lives due to its simplicity, affordability, and eco-conscious design. Its versatile functionality supports both personal and professional use, making it a practical and ethical choice for the Indian market.



# Conclusion

India represents a strategic market for Big Pie Promisers to expand its international presence. The combination of favorable economic indicators, cultural readiness, and increasing awareness of sustainability creates an excellent opportunity for a product that blends function, value, and ethics. Our interchangeable screwdriver set stands out with its thoughtful engineering, durable construction, and accessible pricing. By tapping into India's DIY movement and responding to consumer values, Big Pie Promisers can successfully establish itself as a trusted name in tools and

contribute meaningfully to sustainable product innovation.



# References

Theri

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- <https://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG?locations=IN>

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- <https://www.bis.gov.in/>

# International Marketing

## Objective 1

## Feedback on country choice

GROUP NAME: Big Pie Promise

ORGANIZATION:

Report received? Yes All peer reviews? Yes PPT ready? Yes

PRESENTATION START – does it fit with feedback and class review? Yes - solid

Good afternoon! My name is XXXX and these are my team members YYYY, ZZZZ and NNN. The objective of today's presentation is \_\_\_\_\_. The presentation will last about 10 minutes. Our agenda is in X parts. First . . . Second . . . Let start with, [First agenda point]

### PRESENTATION FLOW

General points presentation organization:

- Is there are clear agenda and, so structure? Yes - very clear
- Is there animation? Sometimes! Inconsistent
- Is the style consistent e.g., are font sizes the same through the presentation? Yes
- Do team members listen to each other? What is going on? Where is my 'phone? Is it over? Who cares?
- Does this look like a team? Yes - team members support each other and look familiar with the work

Specific notes on presentation content

Good start. Why numbers on the agenda? Good direction talking about the product. That is about all I want to say about the product. Next XXX will continue the presentation.

Urban – growing call for tools – is DIY big? Paying someone to install / do things in your home is cheap (like Taiwan).

Good transitions in economic analysis – “more people in the middle class’ Building / fix / ... etc. who are these people, though?

Relatively stable – talk about fluctuations Animate as you talk

Good there are generally few words on the slide. That is all I want to say on ... Now X will continue the presentation. Then next presenter comes and presses “conclusion”

Conclusion – sooooo many words

# International Marketing

Objective 1

Feedback on country choice

## FEEDBACK ON THE REPORT

Overall:

Attractive cover page No Table of contents No Introduction No Objectives Yes Conclusion Yes

Summary feedback on the report:

The report has some good sections (e.g., the objectives) and other sections that are not working so well (e.g., the introduction is not an introduction to this report and the life of the consumer is about your product ideas).

The report is a little thin on data which means you need to get closer to your market. You claim DIY is a growing market but where is the data to support this? If so, what type of DIY do customers want to do?

82%