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project report from the year 2014 in the subject business economics offline marketing and online marketing grade b university of bedfordshire course master of business administration language english abstract this report on the topic of launch of innovative product within indian sanitation industry the scope of this report is broad it has been discovered that innovation in marketing offering products or services managed to command top attention from the majority of ceos innovation in product is considered as major opportunities for the purpose of making customers loyal to the specified brand there is no doubt in saying that indian sanitation industry has been growing on consistent basis and also promising great potential for future prospect as well by analysing all forces of porter five forces model it has been inclined that indian sanitation industry is attractive and has potential for growth in the long term it has been discovered with the help of pestle analysis that there are two aspects sociological environmental that could pose threat to the indian sanitation industry while the other four aspects political economical technological and legislative would be seen as great opportunities for the indian sanitation industry dg corporation entrepreneur business idea is indian based company and is thinking of entering indian sanitation industry with its innovative product named as dg solar glass sanitizer the core objective of dg corporation is to successfully execute the launching plan for its solar glass sanitizer the company's main competitive is that the company is going to successfully launch its innovative product as the company's dg solar glass sanitizer is based upon innovative idea so that the company is planning to adopt differentiation strategy for the targeting purpose dg corporation is considering strongly to target middle class and high class social classes of urban areas in regard to positioning dg corporation is aiming to position its glass sanitizer on point of difference basis for the marketing mix strategies the company has formulated four aspects dg solar glass sanitizer would use uv technology and boiling steaming method for removing germs from the glasses the skimming pricing structure would be adopted the company would utilized all available promotion methods and for placement the company would make relationships with few wholesalers it has been recommended that trend of launching innovative marketing offerings products or services has been getting prominent these days and also incorporates more potential for success within almost all industries

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