

A modern office interior with white walls, large windows, and several wooden tables with blue chairs. A white square frame is centered over the image, containing the text 'DESIGN my SLIDES'.

DESIGN *my* SLIDES

Visit designmyslides.com
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Presentation Samples

The samples are extracts from previous decks we have designed for various clients. Unfortunately we cannot share the full presentations as most of them are bound by NDAs.



Strategic Business and Brand Study For Aizome Jeans

September 28 2016

What are the purchase drivers

Physical Attributes

Fit & Look

Value Attributes

Price

Emotional Attributes

Brand



Aizome: Brand Attributes

Physique

Blue jeans
Japanese logo and motifs
Distinctive orange color

Relationship

Handmade
Fashionable
Eco friendly and natural
Recyclable

Reflection

They are fashionable men and women who care about comfortable and clothing that fits well.

Personality

Confident
Mature
Stylish
Casual
Authentic

Culture

Japanese Denim tradition
Denim culture
Individual styles

Self-image

I am up to date with fashion trends
I dress well and wear branded clothes
I am willing to pay a premium price for quality clothing

AIZOME
(藍)(染め)

Talking about Aizome Ingenuity

Aizome doesn't tell us irrelevant stories, Aizome content will share its passions with you. So you can appreciate the ways in which Aizome is aiming to change fashion in India

AIZOME
(藍)(染め) **Content**
Understanding and engaging
with Aizome through its content

Aizome Ingenuity

Fashionable
Aizome brings you the most up
to trend and fashionable clothes

Ecological
Aizome used the most advanced
and sustainable methods of
production

Bespoke
Aizome allows you to order
custom made jeans

Upcycling / Recycling
Aizome allows you to upcycle
and recycle your jeans

Try at home
Aizome allows you to try your
chosen pairs at home

Anything else?

Content Stack - Primary
Video
Lists
Interviews
Instructional
Infographics
Reviews

Content Stack - Secondary
Announcements
Quotes
Controversial
Images
Guest posts
Blog series
Personal Stories
Resources

Premium +
Stronghold of designer-led labels with sustainability as a bare minimum



WE HAVE SOLUTIONS FOR MANY



DIRECTIONS

FREE SOLUTIONS AVAILABLE



GOOGLE MAPS



HOTELS / RESTAURANTS

FREE SOLUTIONS AVAILABLE



VARIOUS TRAVELS
PORTALS



TRAFFIC CONDITION

FREE SOLUTIONS AVAILABLE



GOOGLE MAPS



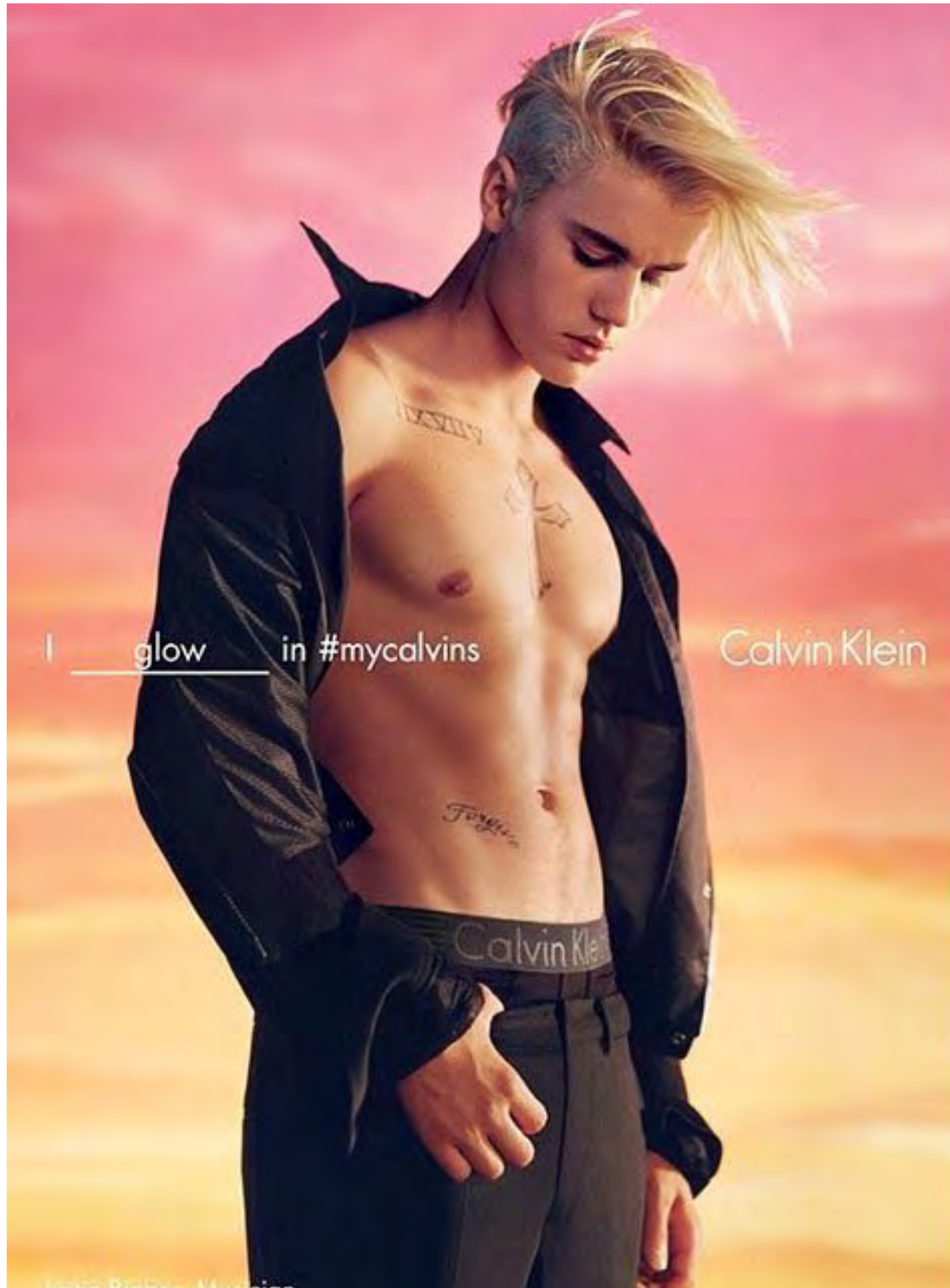
FUEL STATIONS

FREE SOLUTIONS AVAILABLE



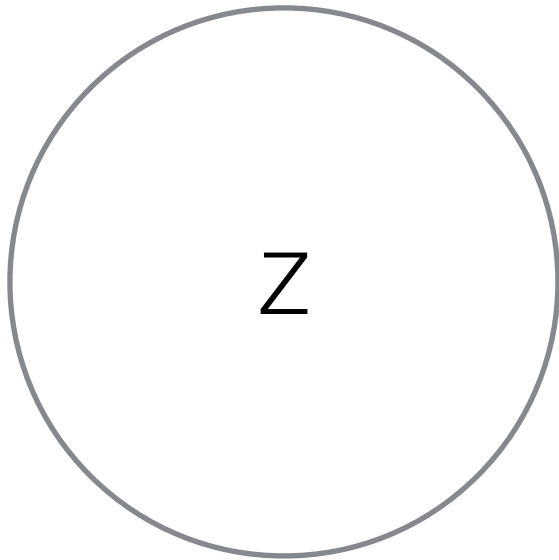
GOOGLE MAPS

Calvin Klein Jeans: Icons participate to motivate



Using the voice of millennial media age celebrities to create desire across Gen Z

Communication Target



SIMPLIFYING THE TOLL COLLECTION PROCESS

JULY 10 2017



KEY ISSUES TO ACKNOWLEDGE



LONG QUEUES

- MONITORY LOSS TO TOLL PLAZA
- WASTAGE OF FUEL OF COMMUTER
- REDUCED AVERAGE SPEED ON NATIONAL HIGHWAY



NON CENTRALISED SYSTEM

- UNORGANIZED FEE COLLECTION
- UNDER-REPORTING



UNDER REPORTING

- LONGER TOLL TENURE
- LOSS OF REVENUE TO GOVERNMENT



PLAZA MANAGEMENT

- STRESSED ENVIRONMENT
- ALTERCATION WITH COMMUTERS



TECHNICAL ISSUES (SHUT DOWN)

- PRESSURE ON OPERATIONAL BOOTHS
- INABILITY OF OTHER EXECUTIVES TO SUPPORT THE WORKING BOOTH TO REDUCE THE LOAD



CASH MANAGEMENT

- CASH MAINTENANCE & REPORTING
- LACK OF CASH CHANGE

GENERATING REVENUE FROM PAY AS YOU GO CUSTOMERS (NO SUBSCRIPTIONS)

REVENUE SUMMARY

- Actual Toll Fees Charge from User
 - Service Charge
- Partnership Marketing (with Hotels/ Restaurants/ Fuel Stations on NH)

FEATURES

- Credit Note issuance for cancellation. No cash refund
 - Electronic Customer Service (Non-Voice)



TARGET CUSTOMERS

- Feasible for individual customers (B2C) travelling very often by road
- Small Size Travel Agencies (B2B)

THE ENVIRONMENT

India is moving towards a cashless society

1 month later

Number of e-wallet transactions

Portion of corporate revenues received in cash

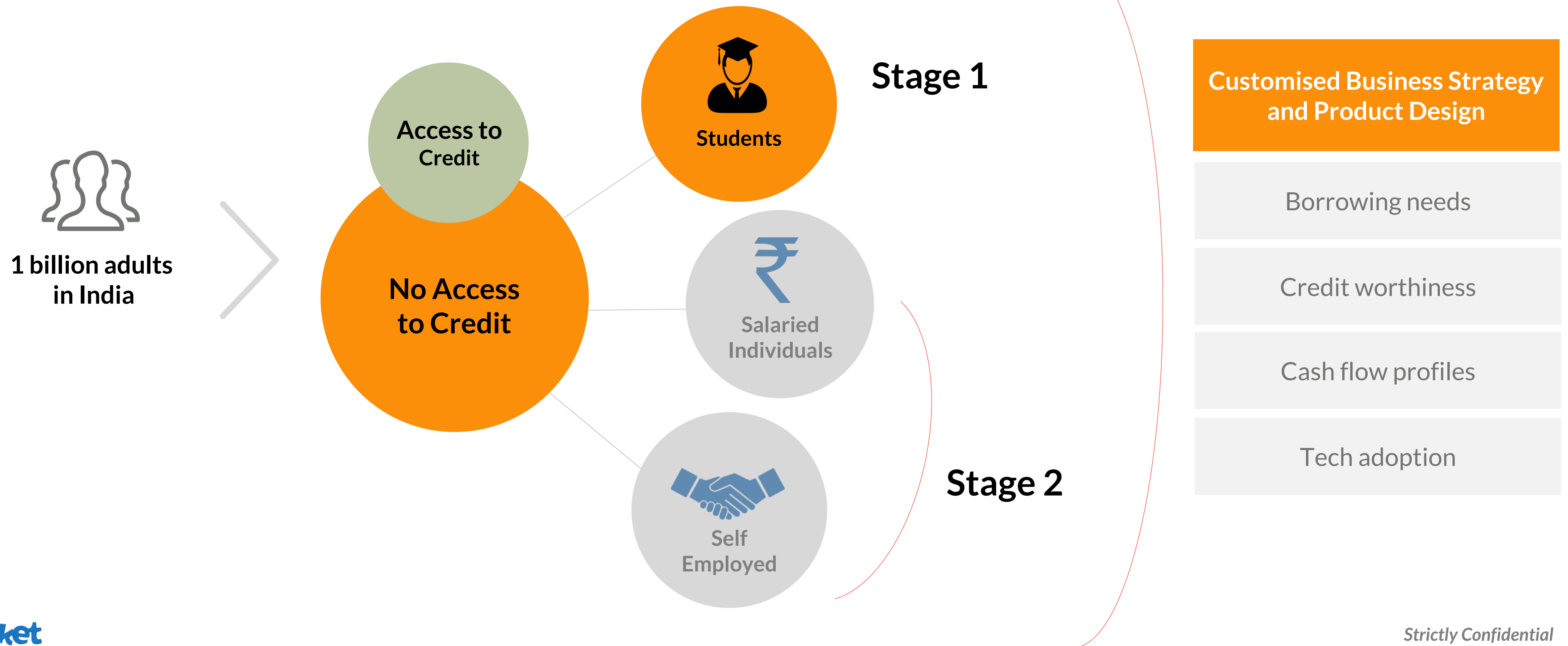


Mobile Wallet Market Will Reach Rs 30,000 Crore By 2022; Govt Increases Monthly Transaction Limit to Rs.



THE PROBLEM

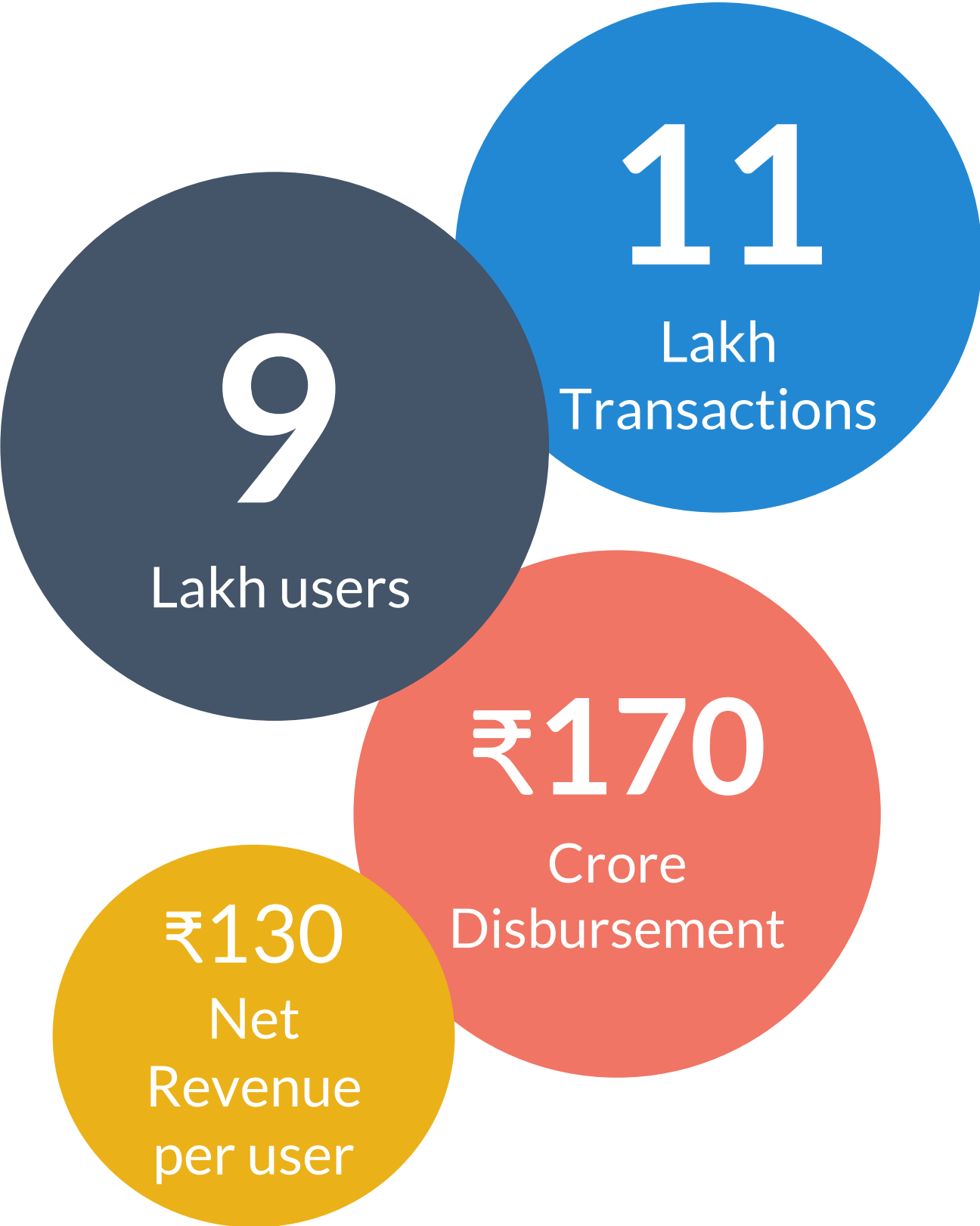
75% Indians don't have access to credit



FINANCIALS

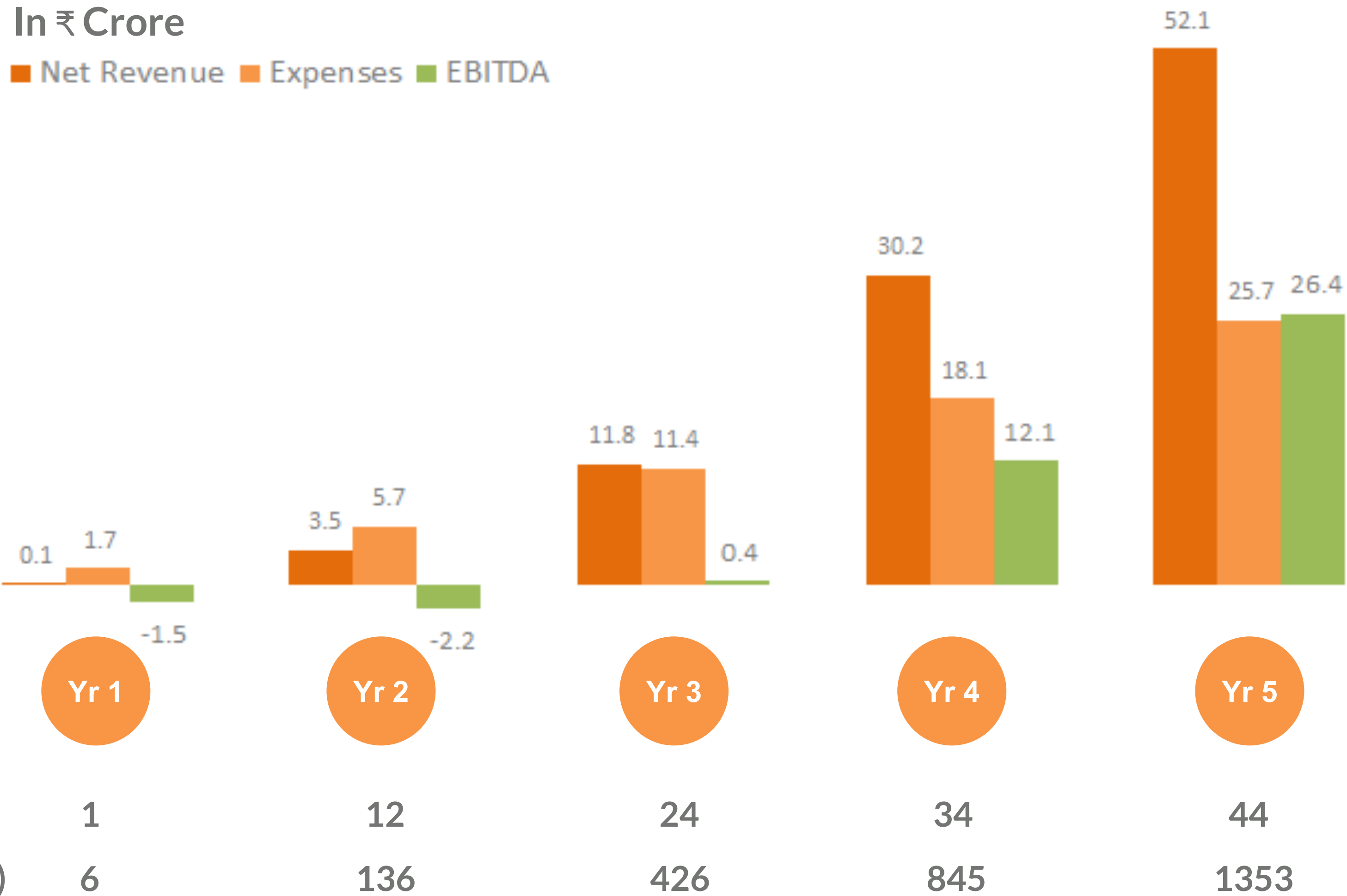
Robust revenue model and cash flow break even in 3 years

Projections for Year 2



In ₹ Crore

Net Revenue Expenses EBITDA





UNLIMITED POSSIBILITIES

WWW.MYAVN.CO.IN

GATEWAY TO UNLIMITED ENTERTAINMENT



ENTERTAINMENT ON COMMAND

Would you like to catch up on TV shows or just watch the news? Stream videos directly from the Internet with apps like Hotstar, Netflix, YouTube. Or just tether in your smartphone and play what you have in stock!

MUSIC ON THE GO

You can stream music with just the flick of a finger. With pre-installed apps such as YouTube, Saavn or Musical.ly, My AVN makes listening to music just about the experience minus the hassles.

YOUR FINANCES IN CRUISE CONTROL



KEEP TRACK OF THE MARKETS ON THE MOVE

Don't want to miss out on any market activity whilst on the move. Just download your favourite app, keep track of markets and make decisions swiftly at the seat of your car.

PLUG INTO PLAYSTORE



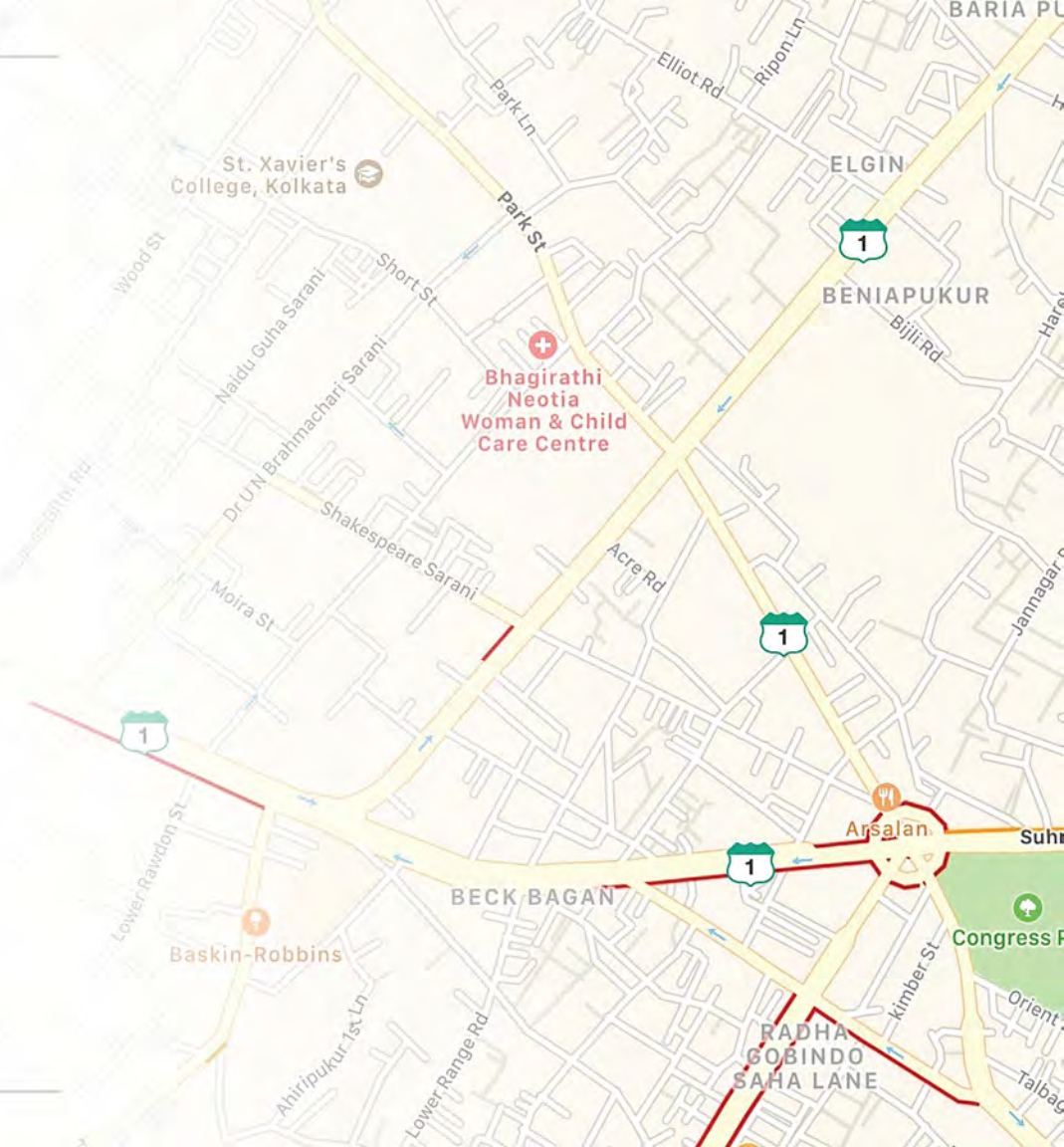
THE WORLD AT YOUR STEERING WHEEL

My AVN gives you easy access to Google's Play Store. One touch and be prepared to step into a world of possibilities. Music, books, movies, television series and innumerable apps at your disposal, all from the steering wheel.

NAVIGATE ALL THE WAY

My AVN comes pre-installed with popular navigation apps. With high quality displays, working your way through the streets has never been this easy. Just key in your destination and you can be on the move. Want real-time traffic updates, connect to the internet and voila!

It may be so that you're on an important business call or may be enjoying a long serene drive, and do not want any unnecessary noise around you. Well, the best aspect of our systems? They are advanced enough to understand when to shut up.

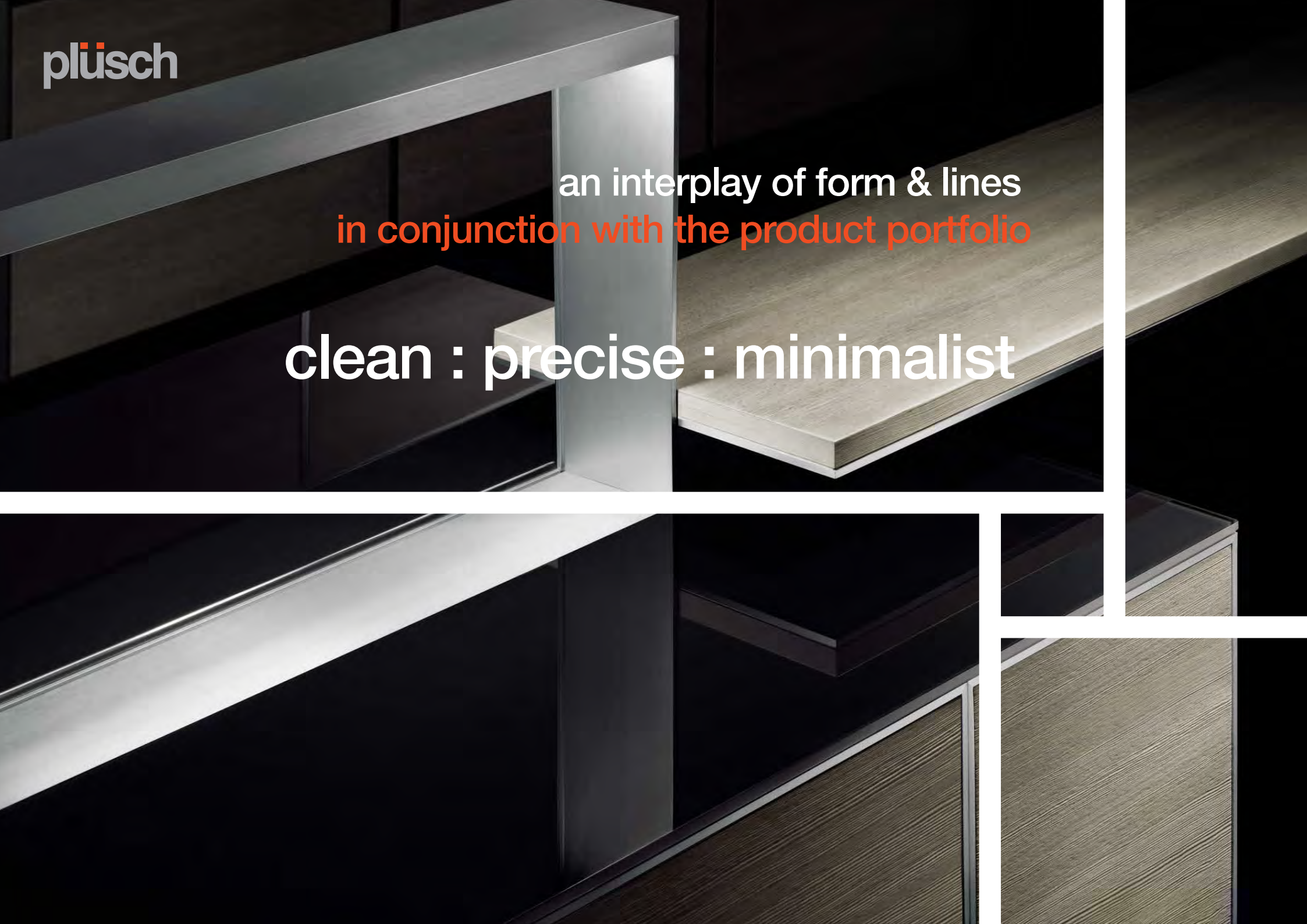




plüsch

plush
elegant
refined

The following advertising
templates indicate brand
messaging in greater
detail



plüsch

an interplay of form & lines
in conjunction with the product portfolio

clean : precise : minimalist

THANK YOU.

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