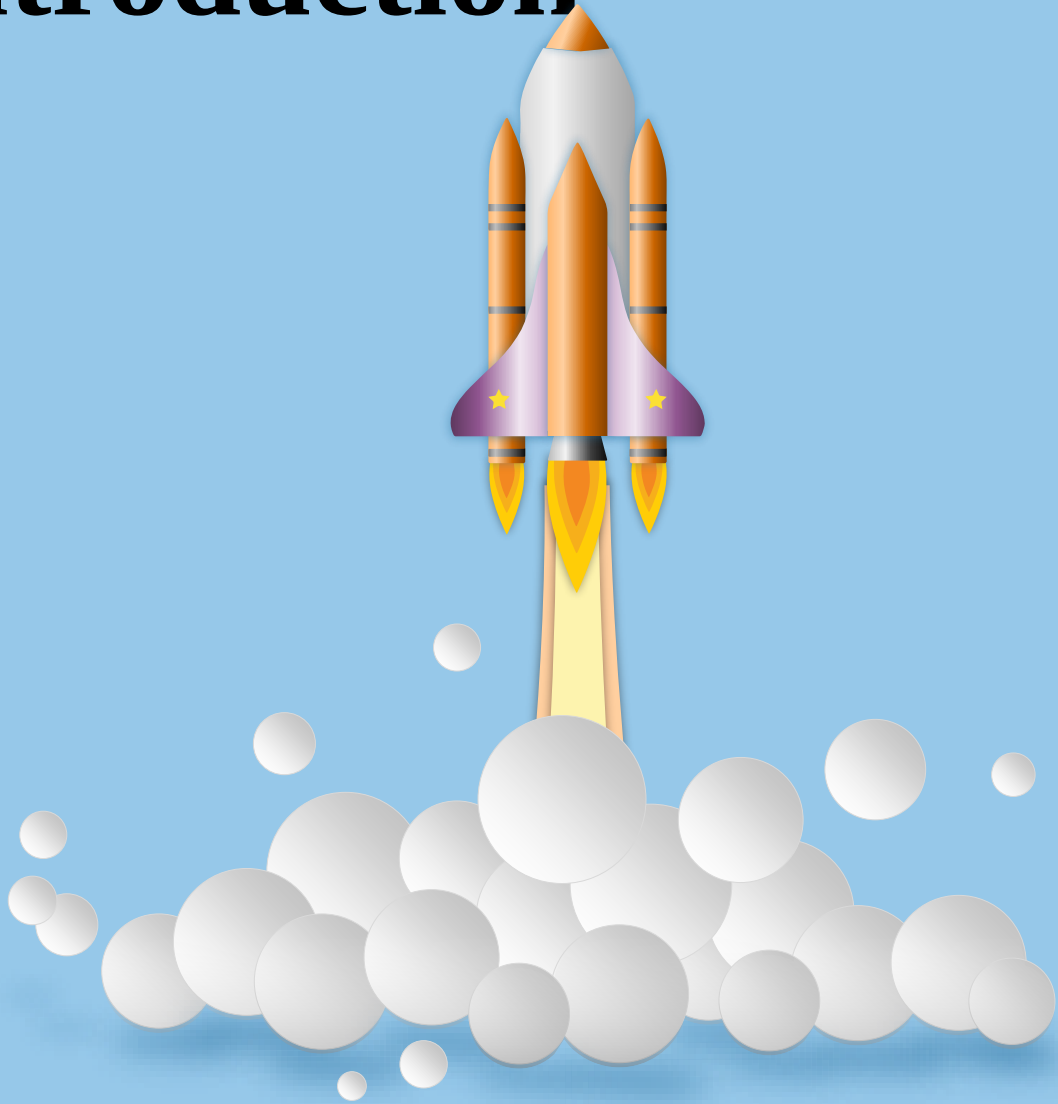




Development of
innovative products or
unique service
proposition

Introduction



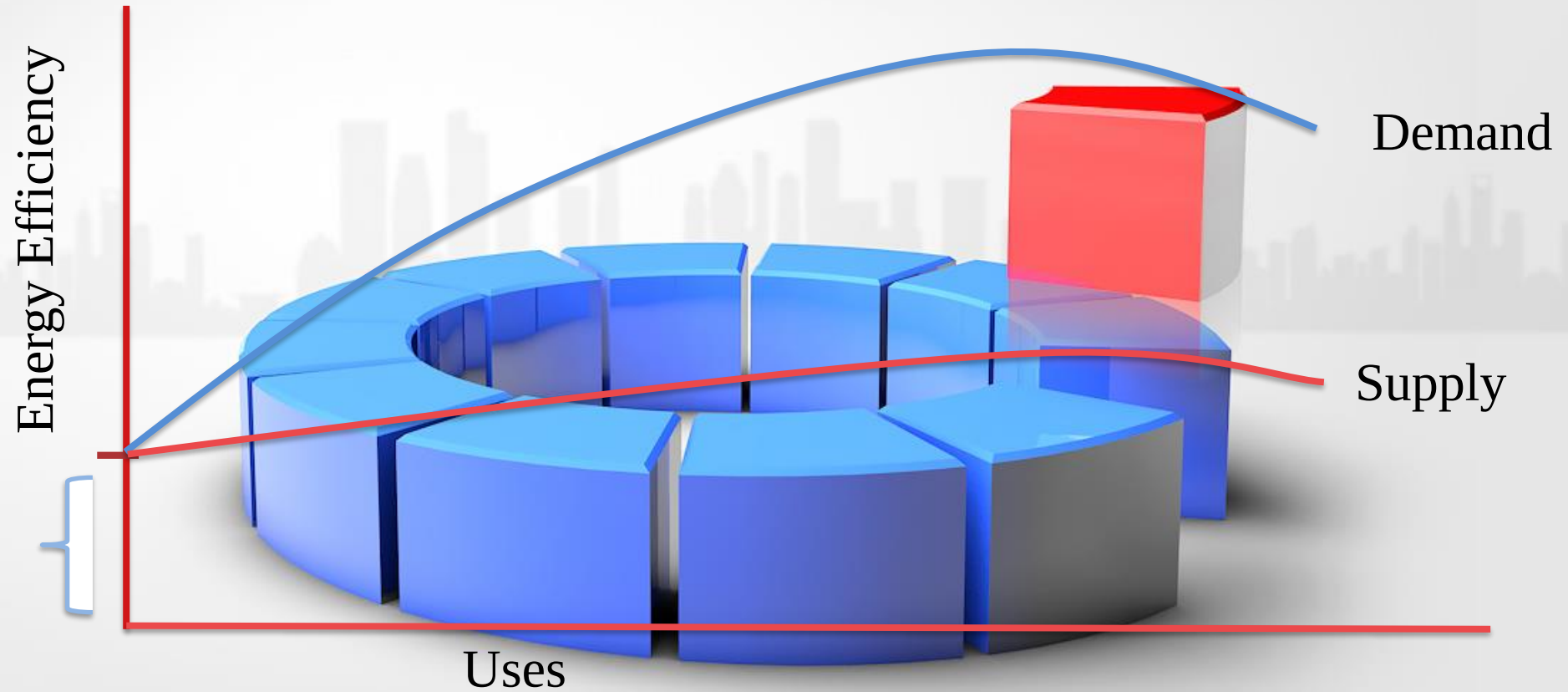
First part represents descriptions of innovative products or services based on the analysis of the current situations in the world.

In the second part, there is a plan to perform an online presence with the innovative product.

The third part describes a marketing activity with communication and marketing strategies.

- This report involves some rules and acts defining data protection measures.

The market gap



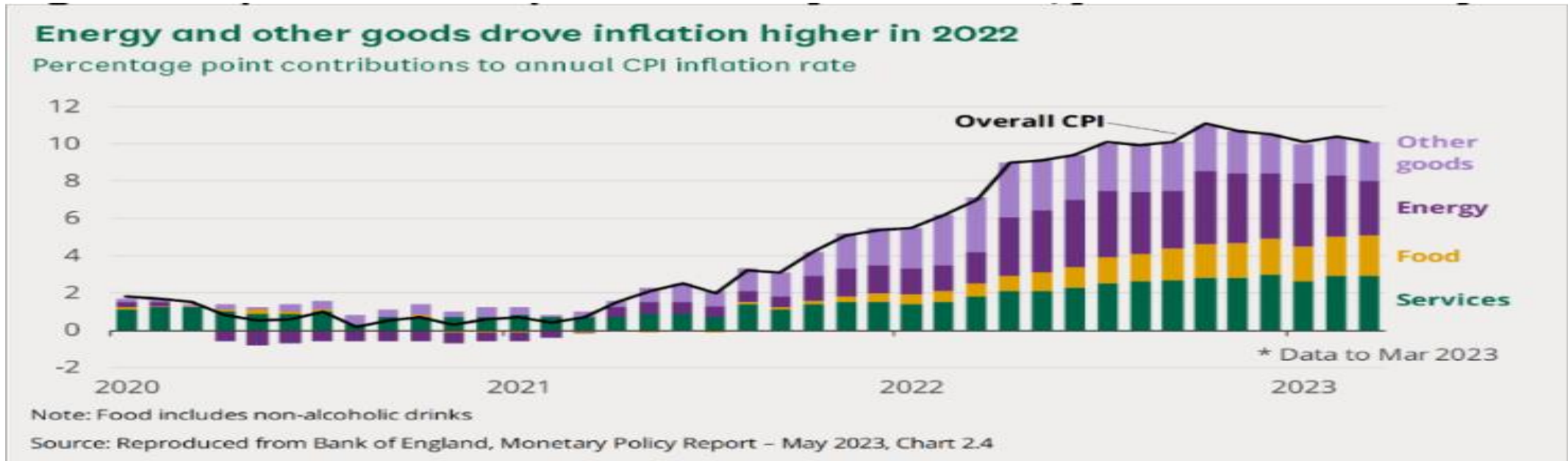
The problem

War

Inflation

Price Hike

Deficiencies High cost



Proposed Solution



Energy Efficiency

Efficiency has become the contemporary practice of the years because of environmental hazards. Thus a huge market gap has been created in the area of energy consumption all over the world.



Energy-efficient electric bulbs



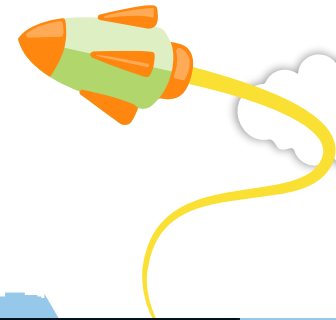
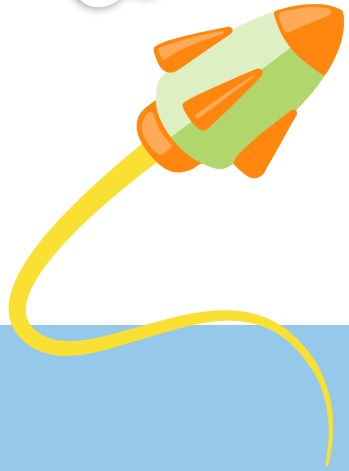
Smart thermometers



smart plug



4 Key concepts in the digital age



Ecosystems

**New work
culture**



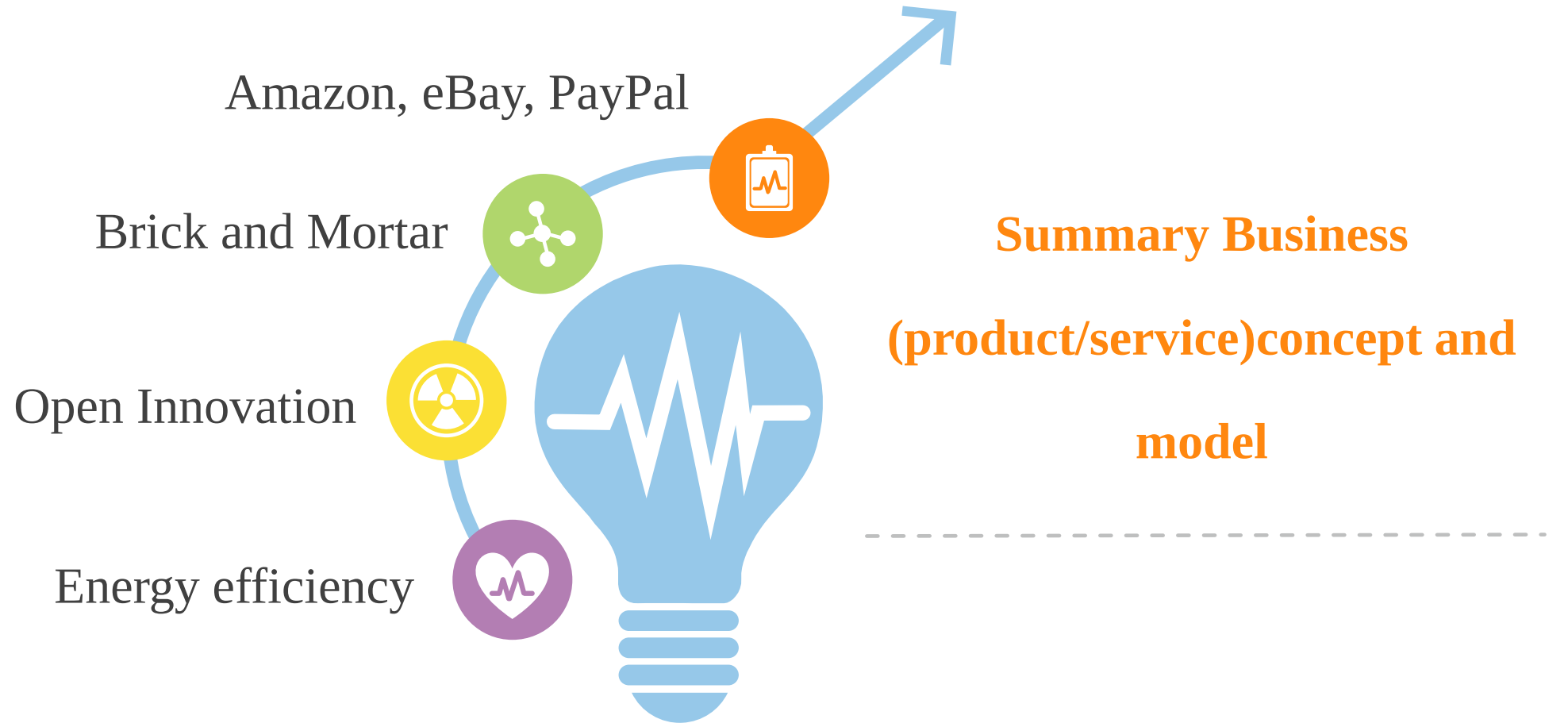
Co-operation

Co-creation

Porters 5 Forces



There is evident competitive rivalry in Energy efficiency practices in the UK.



Marketing Mix



Communication Mix

The diagram illustrates the components of a communication mix. On the left, a hand-drawn sketch shows the word "COMMUNICATION" in the center, with arrows pointing to five questions: "What?" (with a newspaper icon), "Where?" (with a location pin icon), "When?" (with a calendar icon), "Why?" (with a speech bubble icon), and "Who?" (with an email icon). A hand is shown writing the word "COMMUNICATION" with a blue marker. On the right, a digital illustration shows a computer monitor displaying a network of communication icons (like a lightbulb, gear, and speech bubble) and silhouettes of people interacting.

What? Where? When? Why? Who?

How?

COMMUNICATION

Search

Personal selling

Sales promotion

Advertising

Public relations

Direct marketing



Personal selling



Sales
promotion



Advertising



Public relations



Direct marketing

GDPR rules and Data Protection Act of 2018

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Data security measures

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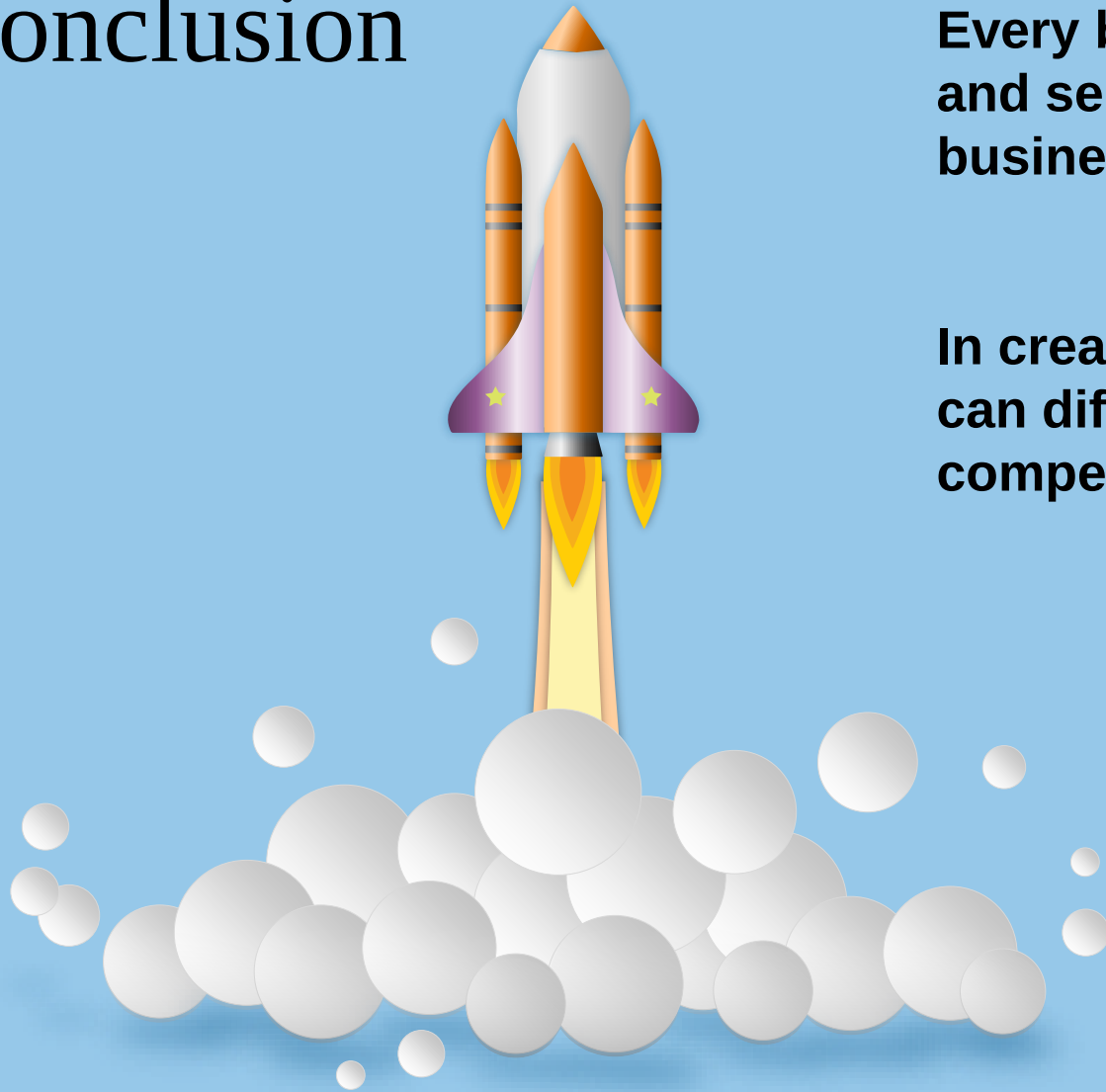
Privacy and Data protection



Recommendation and future plan



Conclusion



Every business should have innovative products and services to offer to the customers and attain business objectives.

In creating an unique selling proposition, one can differentiate one's product from that of the competition.

Reference

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Thank you