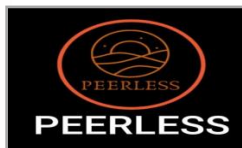




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PEERLESSGLOBE LTD Business Plan

- Sadaf Naqvi (2133610)
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Managing Enterprise in the 21st Century
(BMS4006_LON)

Our Team



Business Description and History

- Ownership
- Business sector
- Business History
- Peerless Portable Humidifier
- Amazon FBA
- Website



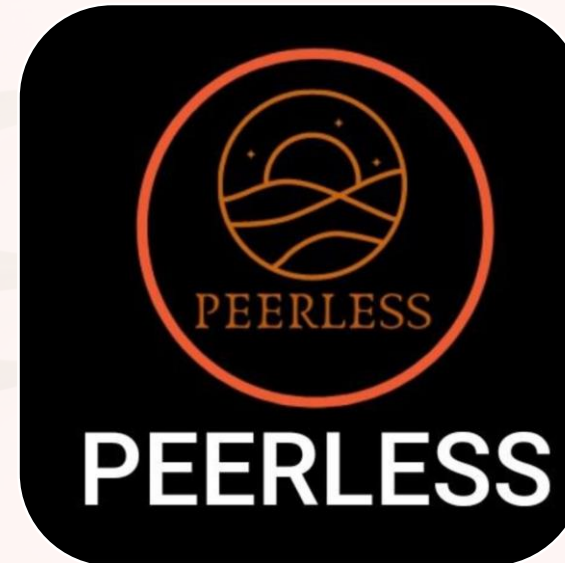
AIMS AND OBJECTIVES

FINANCIAL AIMS

- Increase Product Awareness
- PL (Private Label)
- Increase Profit Margins

NON FINANCIAL AIMS

- Customer Satisfaction
- Social Responsibility
- Relation With Suppliers



Product or Service Description



- Reliable
- Portable
- Light modes
- Two Spraying Modes
- Easy To Clean

Market summary



Remote work is more popular than ever, and companies are thinking about tools that create effective communication across teams.



Market trends will continue rising based on projections, which provides an opportunity for greater business reach in the region.



Our product cost is low, which gives us a market advantage.

Opportunities

Market gap

Few, if any, products on the market help customers like we do

Customers

66% of US consumers spend money on multiple products that only partially resolves their issue

Financials

Millennials account for about a quarter of the \$48 billion spent on other products in 2018

Costs

Loss of productivity costing consumers thousands of dollars

Usability

Customers want something that is easy to use



Business overview

Management and Organization

- Pro Breeze: 20L per Day, removes up to 20 Litres of water per a day with low energy consumption. Ideal for dampness ,mould and moisture in the home , basements and bathrooms.
- Special Laundry Mode: Reduce the drying time laundry indoors by absorbing moisture in the air from wet cloths. Turn of you're the tumble dryer and reduce energy.
- Large water tank: 5.5L water tank automatically shuts off when it's full. It's easy to move it with the 4 wheels to all the rooms.

Social Responsibility and Sustainability

Automatic Humidity sensor: The built-in humidity sensor allows you to set your desired room humidity between 30%-80%. Once this level is reached, the compressor will turn off to conserve energy.

Social Responsibility and Sustainability



This product comes with Extended Warranty. 3 Years Protection Plan (+29.99)

First on the market

Good publicity for the product so far, and we can build momentum from that scenario

Product testing with high-value clients have shown no issues

The background of the slide features a close-up, high-angle shot of a silver laptop keyboard. The keys are black with white lettering. To the left and right of the laptop, there are large, vibrant green leaves with prominent veins, likely from a Monstera plant. A semi-transparent white rectangular box is centered over the laptop keyboard area.

REFERENCES

<http://amazon.co.uk>

<http://peerlessglobe.com>

The background of the slide features a close-up of green leaves on the left and right sides, with a central pink panel containing the text.

Thank you

WEBSITE

<http://peerlessglobe.com>