

marketing mechanism and by availing of the services of experts and the network of TRIFED offices all over the country.

3 TARGET SEGMENT

- (i) The target segment of the products to be sold through TRIBES shop is the up market segment.
- (ii) It would also include health conscious citizens looking forward to getting organic items. Besides, it would also target people who feel concerned for the conservation of environment, promotes and incur expenses on environment friendly items.
- (iii) This would also target foreign nationals by way of encouraging and /or taking up exports of such products in co-ordination with our embassies and embassies of foreign nations having offices in India, in addition to utilising other channels of marketing.
- (iv) To promote large scale awareness by attracting more and more people, Institutional sales specially to MNCs, Foreign Banks, Embassies shall be a major and third main focus area.
- (v) The ultimate idea is to promote exports of these items from the shop and it is envisaged that 50% of the total turnover of this venture would come from export.

4 LOCATION

It is proposed to open this shop in an area where the target segment customers visit frequently as a customer with a clear target to reach our shop or as a casual visitor attracted by our frontage and immediately accessible advertisement.

5 EXPERT COMMITTEE

In order to provide guidance and direction to the activities related to the TRIBES shop, an Expert Committee consisting of following members from different field has been constituted :

- a) Mrs.Maneka Gandhi, Hon'ble Minister SJ&E, Chairperson
- b) Shri O.P.Jain, Member
- c) Shri Raminder Singh, Member