

LODHA

BUILDING A BETTER LIFE

GO TO MARKET PROCESS

April 2022, Goa






Start early…

Particulars	Month 1				Month 2					Month 3				Month 4			
	W1	W2	W3	W4	W1	W2	W3	W4	W5	W1	W2	W3	W4	W1	W2	W3	W4
Market analysis		Day 0 (land acquisition) + 30 days															
Market warming				T-45 DAYS													
Kick-off + Co-ordination							T-20 DAYS										
CP Meet										T							
Launch										T+30 DAYS (ATL)				T+45 DAYS (TAIL)			

*Timelines for a new market/ new segment in an old market. Else, can be 30-40 Days

LODHA
BUILDING A BETTER LIFE






Phase 1 – Market Analysis: Day 0 (land acquisition) + 30 days

OBJECTIVE

- Understanding the market – the key players, the typologies being sold, the business numbers and who is buying?
- Providing timely input to the Design brief wrt unit mix, areas and other USPs

DATA ANALYSIS

- **Micro-market analysis** - competitive landscape (key players), pricing, consumer segments, IGR data analysis

ON-GROUND INTERACTION

- Interact with sales and CPs to understand competition, why consumers are buying, what are their preferences, pricing, etc
- Intelligence on possible new launches in the near future
- Visiting key competition sites – price-sheets, plans, brochures, etc. This helps in making the 'competition killer'

LODHA
BUILDING A BETTER LIFE






Phase 2 – Market Warming: T – 45 days

OBJECTIVE

- To generate interest for the product
- Getting a fair understanding on business targets
- Build anticipation and buzz around the upcoming launch amongst CPs
- Hold-off transactions in competition project

GENERATE INTEREST



- Start talking about the new launch in the market
  - Broad location (Eg; Kolshet, Nr. GCC Club, Nr Lokhandwala)
  - Product type (Crown/Casa/Premium/etc)
  - Broad timeline (Month)
  - Follow the script (Holding statement) – so that everyone is on the same page
- For new markets:
  - 'Lodha' brand material
  - Site branding (T-30)
  - Finalizing 'hero shot' and 'key views' with Design (T-21)
  - Teaser (T-15)

LODHA
BUILDING A BETTER LIFE






Phase 3 – Vertical Kick-off: T – 20 days

OBJECTIVE

- Uniform information dissemination to all verticals
- Aligning the sales targets with relevant stakeholders from all verticals

INFORMATION REVEAL

- Bringing all stake-holders on the same page
  - Overview of project location
  - Key location highlights
  - Market overview
  - Customer profile for targeting
  - WIP Master plan (with land area, no. of towers being launched, typology)
  - Key amenities
  - Size range
  - **Anchor price reveal**
  - Marketing plan with dates, including CP meet date
- Calling script
- T-10 days – CP meet invite
- T-10 days – Rep Imagery for CPs (if req)

LODHA
BUILDING A BETTER LIFE






Phase 4 – Launch: Day 0

GO TO MARKET- FINAL NETTING

- Ensuring **DAY 0** readiness with the below:
  - Sales office / show flat
  - Product training a day before the launch
  - Site branding
  - Sourcing collaterals
  - Sales collaterals
  - Digital
  - Scripts
- Evaluate all touch points for improvements over Day 0 and the following weeks
- Constantly interact with sales/verticals to aid in any way possible

LODHA
BUILDING A BETTER LIFE









Thank you

LODHA
BUILDING A BETTER LIFE