

# OFFERING: HOW DO WE CREATE VALUE

- Primary products / services / mix of components
- Standardized or Customized
- Broad / medium / narrow line of products
- Deep / medium / shallow line of products
- Product itself or product bundled with other firm's product
- Manufacturing / outsourcing / service delivery / licensing / reselling / value added reselling
- Single or multichannel distribution

# MARKET: WHO DO WE CREATE VALUE FOR

- B2B / B2C / Both
- Local / regional / national / international
- Upstream / downstream / Govt. / Institutional / Wholesaler / Retailer / Service Provider / Final Consumer
- General market / multiple segments / niche market
- Transactional / relational

# INTERNAL CAPABILITY: WHAT IS OUR SOURCE OF COMPETENCE?

- Production / operation system
- Selling / marketing / packaging
- Information management / data mining
- IPR / technology / R&D
- Financial value
- Supply chain
- Networking / resource leveraging

# COMPETITIVE STRATEGY: HOW DO WE COMPETITIVELY POSITION OURSELVES?

- Operational excellence / reliability / speed
- Product or service quality / features / selection of choices
- Innovation leadership
- Low cost / efficiency
- Intimate customer relationship
- experience curve

# ECONOMIC FACTORS: HOW DO WE MAKE MONEY?

- Pricing strategy
- Revenue models
- Operational and capital leverage
- Volume versus Margin

# **PERSONAL / INVESTOR FACTORS: WHAT ARE OUR TIME, SCOPE, AND SIZE AMBITIONS?**

- Subsistence model
- Income / Revenue model
- Growth model
- Speculative model

# ARENAS

- Daily puja, remedy puja, Havan
- 35 Years plus age, busy, access to internet
- Urban / semi-urban areas in India / Abroad
- Mobile applications, internet
- Faith + Technology = value creation

# VEHICLES

- Website
- Mobile application
- Astrologer tie-up, Sakshi Informatics
- Offline distribution model (money on mobile)
- Online partners
- Strategic web partners
- Mobile wallet

# DIFFERENTIATORS

- 3600+ temples in India
- Access to unknown inaccessible temples
- Customized puja
- Facility for bulk puja
- Content articles about temples and deities
- Prasadam in official temple envelope
- Retail outlets

# STAGING

- Head start first mover advantage
- First online then offline

# ECONOMIC LOGIC

- Scale advantage by huge temple network across India
- Low logistics and operational costs
- Premium prices on special Havans etc.