

Project : iBUS Product Catalogue Development

Objective:

To design a comprehensive, visually appealing, and well-structured iBUS Product Catalogue that highlights each product's features, bundling options, customization possibilities, and pricing strategies. The project will leverage market research, data analysis, and product management insights to create a compelling resource for potential customers and internal stakeholders

Step 1: Define Product and Pricing Elements

- Identify key details: specifications, features, benefits, bundling, customization, and pricing.
- Establish a template aligned with iBUS branding

Step 2: Data Collection and Market Research

- Collaborate with internal teams for product details.
- Conduct competitor analysis and research customer preferences.

Step 3: Analyze Products and Pricing

- Evaluate product features for bundling and customization.
- Develop competitive pricing strategies based on costs and market trends.

Step 4: Catalogue Content Creation

- Write clear, concise descriptions emphasizing benefits and USPs.
- Structure content into sections for features, pricing, and customer benefits.
- Incorporate visuals like images, infographics, and tables.

Step 5: Presentation of the Catalogue

- Present draft catalogue to leadership for feedback.
- Refine content and design based on input.
- Deliver a finalized, print-ready version.

Must Have

- **Educational Background:** MBA - majors in Logistics, Supply Chain Management (SCM), marketing.
- **Skills:** Strong analytics, excellent spoken and written English, and a marketing perspective for effective product positioning.