

GREETINGS FROM BLANDIA

Arrived last weekend. Blandia is mostly made up of desert and wasteland. Lots of trading opportunities for us. Here are a few things you should know to help with the Marketing plan:

The culture is tribal. There are lots of different tribes who all travel around the country. No one stays in one place for long. They are practical people who lead plain and simple lives. They are not interested in fashion, and only buy things that they really need.

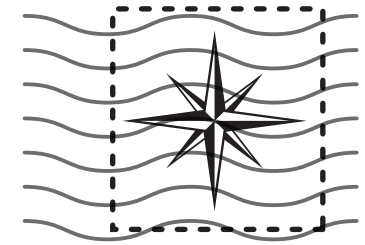
The economy is stable - people have enough money but not too much. The currency is the "Blenug" and 2 Bleungs = £1 in UK currency. Shopping is done at "drive-through" style stores (wooden shacks with areas to park the camels) where the tribes advertise their products on posters and with leaflets.

Camp fires are the focus of life. There is no other technology - no electricity or other forms of power.

Transport is by camel during the day. They can't travel at night because they can't light their way in the dark. I think that a product that solved this problem might be really popular.

There is no real competition because only one brand of each thing is bought. Cooking pots, tents, rugs and water flasks are already available, so there would be no point in making these. There is a law that says the grandparents in the community decide what can and can't be sold. This means products have to be practical to get the say-so from them, but also have to appeal to younger tribes-people who will be the ones buying the products

I hope this helps! Good luck and see you soon.



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