

Final Project



Marketing Plan

FOR

ECIG PAKISTAN

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Executive Summary

The habit of smoking has been proven to cause serious health issues that eventually lead to death. Research has found that after long periods of time, smoking is the reason of lungs cancer and also smoking causes many heart diseases. Smoking is one of the easiest habits to pick up smoking is now the difficult behavior to get rid of. The habit of smoking continues to increase at a very fast rate and it is equally growing between the demographic of male and female. A main issue this country is facing is the youth. The youth have adopted this habit as a fashion and they buy a costly cigarette just so they can be in style by puffing. They fool themselves by keeping the thought in mind that puffing does not affect the health, and it's a big mistake. In the United States of America only, more than 440,000 deaths are due to the smoking every year. Cigarettes play a huge starting role of more serious drug addictions. Some people stop at just smoking cigarettes, but many start experimenting into the harder drugs like marijuana, crack, meth; which then escalates the quickness of health issues and moves them into the crime scene.

Governments of every country have started to play an aggressive role in stopping the habits of smoking. When you step back and look, the health issues are enough to make them want to take a more active roll, but the expense that is incurred by each country due to smoking is enormous. Countries across the world are tackling the disease by educating the youth on the negative health effects. They have adopted a banned on tobacco ads and selling to youth under the age of 18 years. Even though all of this is helping decrease the amount of smokers that are just starting, those who are already hooked on smoking is still a huge issue. This is a serious issue on which many countries are investing and even NGO's are playing an important role to control that disease.

Many countries have also been researching the development of healthy alternatives to the extremely addictive cigarette. During this research, the electronic cigarette was developed and has quickly become one of the best alternatives found to date. The electronic cigarette is a rechargeable cigarette with the use of a simple battery and charger. A flavored liquid is used to refill it and give it an exciting appeal to all that have tried it. Since this cigarette has come out, it

has been proven to provide a lot of benefits and even developers prefer it as a strong alternative of the very harmful cigarette with zero harmful effects.

Smokers around the world are slowly making the switch to the electronic cigarette; however, the product awareness is still in the very infant stage. A very strong educational, project awareness campaign is needed to inform the public that there is finally an alternative to the harmful effects of smoking. Yet they can still enjoy the habit of puffing.

In 2009 eCig was formed as a company that is provides a quality electronic cigarette. Since then they have been instrumental in producing a great product, however; the popularity of the product is still very low based on the number of smokers in Islamabad and the surrounding areas. Our marketing plan provides an avenue to not only increase the product awareness, but also the brand awareness of eCig by strong promotional activities and a creative eye catching message that will engage the consumer and encourage them to try the eCig electronic cigarette.

Acknowledgment

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May ALLAH almighty give all these people long and blissful lives (Ameen).

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