

"BMS Promotional Strategy Development"



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Abstract

We are proposing integrated marketing communication strategy for the firm ELECTROMECH ENGINEERING SERVICES which is a certified dealer of ABB in our country Pakistan. EES use the products of ABB as well as they offer comprehensive solutions that include installation, designing and ordering of BMS as per client necessity or requirement. As it's an age of computerization, by accepting and understanding the necessity of saving energy plus everyday upturn prices of gas and electricity in our country Pakistan, we are eager to present a resolution/solution that helps in serving our Nation-state.

Our client Electromech Engineering Services (EES) is Electrical Switch Gear manufacturing company. They have recently included new product, more of a solution called Building Management System in their product portfolio. This product is first time going to be launch in Twin cities market. EES has outsourced our team to take care of the entire launch Campaign of BMS to ensure better results. The aim of this project is plan a methodology for the launch of BMS and of course then implementation. This project will cover everything from understanding the product itself, its unique selling prepositions, then understanding and spotting the target audiences and designing marketing and pricing strategies accordingly.

Accepting and finding the requirement of energy saving, efficiency & as day-to-day rise in charges of gas & electricity in our country Pakistan, EES has presented Building Management System of ABB in Pakistan. It has helped the company EES to complement innovative technology products in EES product line and to preserve its market position reputable in the viable competitive market place.

BMS is a computer processor based central controller device system that is connected in constructions and buildings in directive to monitor and control together electrical and mechanical devices. These BMS arrangements enable controlling of services such as ventilation, air conditioning, lighting and power systems along with fire-fighting and security systems.