

Situation analysis
according o 1.
customer: trademark:
vitally has entered
india ...

[Countries](#), [India](#)



Situation Analysis according o 1. Customer: trademark: Vitally has entered India for the first time. It has tied up with a leading Building Solutions provider I. E. Space Global Ventures as an Indo-German Joint Venture named as Vitally Textile Glass Space Global Pet. Ltd. (VITTLES). This group already has good reputation in market dealing with Architects and Designers. There major customers will be the Construction companies, real-estate, Interior Designers and Builders. 2.

Competitor: Vitally Knows that there are some existing wall Paper manufacturing industries in India like Worldwide Pet Ltd, Unblock International, Crystal Composites etc.. , they came up with a new concept of Glass Fabric Textile (Systems). Systems is made with Glass fabric it is very flexible to use, Fire resistant, Green product. 3. Company: The new Indo German Joint Venture is called as Vitally Textile Glass Space Global Pet. Ltd. is planning to set up the sales and technical operations across India starting July 2012.

With the headquarters at Bangor and having a central warehouse of holding the entire range of stocks, the company intends to have the sales and technical team built to have the network spread across the country. All the major cities and towns will be covered by the sales team. The target customers will be Architects and Designers (specifying the product), Developers and Builders (who may buy the product for their projects), Interior Contracting companies (to use the product in their interior fit out projects) and Direct Dealers.

All the orders will be touted through the direct dealers who will have exclusive sales and technical team. 4. Context: Considering the fast growing cities in India and development in the real-estate industries, Fire accidents taking place in Hospitals and hotels, Life style of the people made Vitally think in an innovative way. People want to change themselves according to the society and present them as one of the best in the market. For such kind of people this is the best product. Architects and designers can present there designs according to the peoples whish using vitally. This may add more profits to