

# Ultimate POS

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Black Friday is an informal name for the Friday following Thanksgiving Day in the US, which is celebrated on the fourth Thursday of November. Thanks, Giving Day is a holiday for families & friends to gather in unity. Black Friday used to be a one-day event where shoppers would rush into stores to buy as many discounted items.

as possible within 24 hours starting from midnight of 21<sup>st</sup> September to midnight of 22<sup>nd</sup> September. This day represented the point in the year when retailers begin to turn a profit, thus going from being “in the red” to being “in the black”.

*If you can't stop*

*Thinking about purchasing*

*Buy it on 21<sup>st</sup> September!*

In India, there are lots of sale on festivals, events etc. but that are not applicable to overall India or every state of India because of cultural differences in many states. So, we introduced the new concept as Ultimate POS (Point of Sale) many stores give sale on festive season like holi, diwali and also on national festivals like Republic day, Independence Day and Gandhi Jayanti but not all stores give the sale on these days so, Ultimate POS would be adopted all over the India and through both the media online and offline shopping. We have decided the Date 21<sup>st</sup> September does not relate any major festival, any particular season and also not related to any religion.

The most important feature of 21<sup>st</sup> September is International Peace Day.

On 21<sup>st</sup> September, each store will offer highly promoted sale on ULTIMATE POS and every store will open very early, such as at midnight.

This concept will also apply in specific service industries like hotels, restaurants and tourism industry on 21<sup>st</sup> September, hotels, restaurants and tourism companies will

give special offers and discount with the help of SALE on 21<sup>st</sup> September, companies will create communication opportunities, communication is an art, an art which creates formidable relationships with customers that make your brand unique and enable unity in actions.

Ultimate POS Will apply all the Indian E-commerce business as we know that E-commerce website provides us with accessibility and easiness by the point of Ultimate POS. E-commerce will start their SALE at midnight of 21<sup>st</sup> September with a special offer. The website will also provide a special offer and discount on 21<sup>st</sup> September. A recent study has revealed that over \$120 million Indian consumers are expected to shop online this year and in the previous year, it was \$108 million.

A bad product is a bad deal no matter how cheap it is, and being knowledgeable about the item that you want to buy on 21<sup>st</sup> September, so the customer will get sufficient time for evaluating the product that they'll purchase on 21<sup>st</sup> September.

Concept will provide benefits about-

- Companies can increase their profit & those companies facing a decline stage can recover from that.
- Increase in the in-store foot traffic.
- Less expense is required for promotion.
- This concept is especially for consumer goods, service industry like tourism & hospitality industry.

*“Harmony is strength, When*

*There is synergy and creativity,*

*Wonderful things can be achieved.”*

The consumer can prepare the list of products that they want to purchase and make the budget for purchasing it on 21<sup>st</sup> September. As we know that speciality goods consist high risk and the price is also high so the consumer can plan to purchase this type of goods on 21<sup>st</sup> September

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because on ULTIMATE POS, all the stores will provide products with special discounts and offers that reduce the risk and loss of consumer.

All store would provide the SALE, So consumers can easily compare the price and quality of the product because different companies provide different offers to the consumers on this day. The consumer will have many options so they can purchase that they want to purchase.

The ULTIMATE POS applied to all the stores and online shopping websites in India, so consumers can easily

purchase the product from anywhere and place nearby them.

All the companies will provide attractive offers & discount that increase the real value of money so the consumer can purchase more product in a small amount of money.

*If something is good for the unity,*

*So don't procrastinate it,*

*Just grab it.....*