



Neboley.club

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We are online medicine delivery service.

Target segment:

- Both genders
- Age: 18-70
- Moscow and Moscow region
- People with disability
- Someone who needs medicine in a rush
- Very busy people
- People with children

Competitive advantages:

The beginning of the implementation of your order starts just after the confirmation.

Special offer of urgent extremely fast delivery.

Special guide on a website among diseases and consultation with a doctor via phone.

Opportunity to pay by cash or by credit card

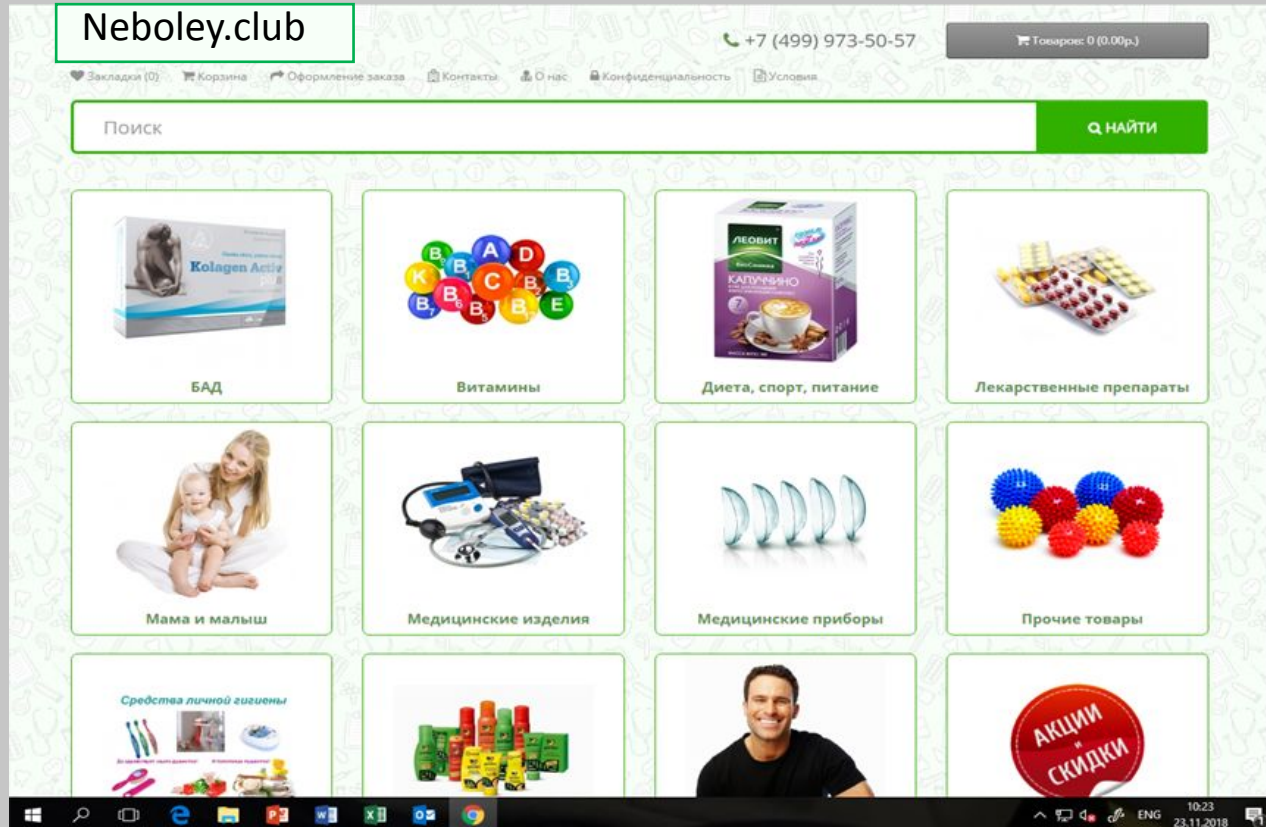
Free delivery for every order above 1000 rubles.



Our domain name – neboley.pro

Design

Colors: green background and red highlights like discounts and special offers



Our menu will be in form of pictures, each picture refers to each section of medicine So our customer has to choose button “menu” than pick a section(12 sections) and then add the particular product to the purchase basket.

When the customer has chosen everything he/she picks the “purchase basket” button , fill lines with name, telephone and address, choose the variant of delivery (our will cost about 100 rubles), and then pay for it by card or by cash.



Competitors mistakes:

Main page was full of unimportant information, menu was situated at the bottom of the main page, which may seem for some customers very time-consuming.

Some buttons on sites didn't work.

There was a lack of contacts and a lot of products without photos, which may seem strange and reduce credibility of consumers.



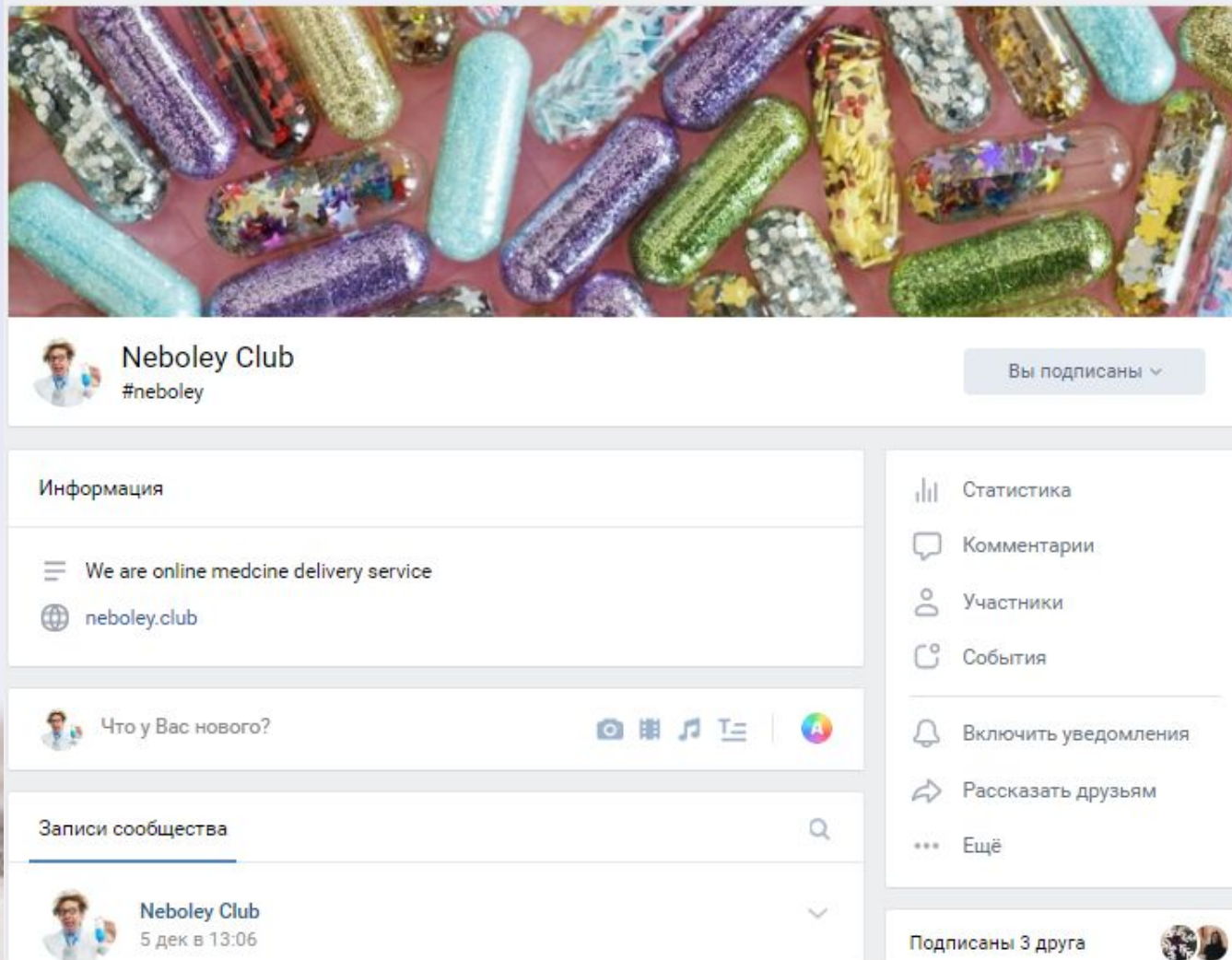
What we can borrow for our site:

To offer related costs and show the most popular choice of our consumers on our main page.

We should underline our advantages such as 24 hour delivery and free delivery over 1000 rubles with bright pictures on our main page.

Speaking about consumers credibility, we think we should add information about our firm, maybe some photos of our office, workers and leave detailed information and contacts.

We use Vkontakte and our website.



Our messages will be:

- Informative 40% (information about medicine, analytics, interviews, statistics)
- Entertaining 40% (films, jokes, funny pictures, photos, mini-games, competition)
- Advertising 20% (sales, special offers, website)



Онлайн доставка лекарств

Доставим за час до дома!

Лекарства на любой вкус



Позаботься о своем здоровье заранее

Доставим лекарства в любую точку Москвы и МО за час!

The concept of promotion

Новые ключевые фразы ?

Подобрать слова

купить лекарства, аптека москва, лекарство москва, доставка лекарств, аптека ги, аптека купить москва, аптека лекарство наличие, аптека лекарство поиск, лекарство москва наличие, аптека лекарство москва

Можно добавить еще 190 фраз

☰ [упорядочить и уточнить](#) ✕ [очистить](#)

Total budget forecast: 32 753.60 rur

Subtract fixed costs: $188999,4 - 20000 = 168999,4$ rur

Lead generation



Subscribe

Till 31.12.2018

And you will get New Year present from us



Your way to the present

Your name: _____

Your telephone: _____

Email: _____



You can win present from us if you write information about you!

Poll and results



https://docs.google.com/forms/d/e/1FAIpQLSflRbgdf-7d_xJhLs3yJG2eOaL2C0rbbTFsHOz_qVDAaADbrQ/viewform

The topic of poll that our group conducted was the development of an assortment

All in all we could make a conclusion that most of respondents buy in drugstores different pain reliever, so that we should focus on this kind of medicine. Also, people answered that they buy medicine like coldrex and teraflu. Considered that fact, we need to concentrate on this products.



A collection of numerous translucent, pill-shaped capsules scattered across a light pink background. Each capsule is filled with different decorative materials, including various colors of glitter (purple, green, gold, blue), small beads, confetti, and tiny star-shaped or heart-shaped pieces. The capsules are oriented in various directions, creating a vibrant and textured visual field.

Thanks for attention!