

LAUNCH +



BLUEPRINT

COMPANY NAME



E - MAIL ID



CONTACT INFO

AIRPODS





BLUEPRINT

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Product Information

- **PRODUCT NAME:**

TWS Earbuds (Ref Model: Airdopes Alpha)

- **KEY GROWTH SECTORS:**

Bluetooth-controlled, Sensor-based
Up to 35 Hours total with Charging Case, Environmental Noise Cancellation

- **POWER:**

300mAh (Case) / 35mAh x 2 (Earbuds)

- **MATERIAL:**

ABS Plastic (High-durability, lightweight)

- **COMPATIBILITY:**

13mm Drivers, IPX5 Rating

Product Information

Key Features (OEM Branding):

- Wall-mounted / Table-top Design
- App-based scheduling and duration settings
- Mandatory CE / RoHS certifications



Journey Mapping

Go from "idea" to "launch"

• **MONTH 1: PRODUCT SELECTION & FACTORY AUDIT:**

- Identify "Private Label" (ODM) suppliers in Shenzhen/Dongguan that manufacture the "Alpha" style semi-in-ear design.
- Finalize specifications (e.g., JL Chipset, 13mm drivers, 300mAh case)

• **MONTH 2: BRANDING & COMPLIANCE (CRUCIAL)**

- Register your Trademark in India.
- Apply for BIS Certification (mandatory for TWS).

• **MONTH 3: PROTOTYPING & SAMPLING**

- Order "Golden Samples" with your logo and customized voice prompts (e.g., "Welcome to [Your Brand Name]").

Journey Mapping

Go from "idea" to "launch"

- **MONTH 4: MASS PRODUCTION**
 - Production run for initial MOQ (Minimum Order Quantity), usually 1,000–2,000 units for custom branding.
- **MONTH 5: LOGISTICS & CUSTOMS**
 - Sea or Air freight to India.
 - Clear customs using your IEC and BIS certificate.
- **MONTH 6: LAUNCH**
 - Go live on Amazon/Flipkart and your own Shopify store.

Journey Mapping

Target Market

SEGMENT	PRIMARY REQUIREMENT	PRODUCT FIT STRATEGY
Retail / E-commerce (B2C)	Brand visibility & Price	ASAP charge and 35h battery.
Hospitality / B2B	Bulk durability & hygiene	Premium in-room amenity kits
Institutions	Volume discounts & Gifting	Laser-engraved logo
OEM Private Label	Unique IP & Software	App-based custom EQ
Target Customers	Gen Z & Students	50ms low-latency "Beast Mode"

Product Report

- **ESTABLISH RELIABILITY:**
Implement a multi-stage quality assurance process, including pre-shipment inspection at the factory, to maintain an return rate below 1%.
- **PRODUCT DIVERSIFICATION:**
Leverage Airdopes Alpha's chipset to launch multiple SKUs, such as low-latency gaming and bass-heavy variants.
- **OEM SOURCING:**
Shift from generic wholesale to OEM partnerships to control design, voice prompts, and packaging.
- **EXTIMATE LANDING COST & DUTY STRUCTURE**
 - HSN: 85183000
 - Duties: BCD 15% + SWS 10% of BCD + IGST 18%
 - Landed Cost: ~1.38x–1.42x of FOB (incl. freight, insurance, duties)

Product Report

RISK

MITIGATION STRATEGY

Geopolitical Dependency	maintaining final assembly/packaging options in India (SKD)
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Hardware/Software Integration	Periodic Over-the-Air (OTA) update support from the supplier to fix Bluetooth 5.3 bugs.
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Warranty & Service Need	Negotiate a 2% FOC (Free of Cost) unit buffer in every shipment to replace defective units instantly in India.
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MOQ Affecting Pricing	Negotiate favorable terms based on long-term volume commitments.
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Setup & Execution Plan

- **SOURCING STRATEGY:**

- **Target Factory:** Look for ODMs (Original Design Manufacturers) who already have a "Private Tooling" model similar to the Airdopes Alpha.

- **Key Specs to Request:**

1. Chipset: JL (Jerry) or PixArt (for gaming/low latency).
2. Driver: 13mm Titanium or Composite diaphragm.
3. Features: Environmental Noise Cancellation (ENC), Water Resistance.

- **Costing:** Target a factory price of \$5.50 – \$7.50 (approx. ₹460 – ₹630).

- **COMPLIANCE & LEGAL :**

- **BIS Registration:** You cannot import TWS without IS 616:2017 certification.

1. Cost: ₹60,000 – ₹1,00,000.
2. Process: Samples are sent to an Indian lab; the factory must be registered.

- **Trademark:** Register your brand under Class 9 (Electronics).

Setup & Execution Plan

• FINANCIAL BREAKDOWN

EXPENSE CATEGORY	ALLOCATION	NOTES
Inventory (1000 units)	₹6,00,000/-	Includes product cost + initial customization.
Logistics & Duties	₹2,00,000/-	~20% Duty + 18% IGST + Freight.
Compliance (BIS/TM)	₹1,00,000/-	Legal foundation.
Marketing (Month 1)	₹1,00,000/-	Social media ads + Influencer samples.

Supplier Verification Summary

SUPPLIER 01

- **COMPANY STATUS:**

Verified manufacturing company

- **LOCATION:**

China

- **VERIFICATION SUMMARY:**

- The supplier has been successfully verified as a legitimate manufacturing unit.
- Initial assessments indicate stable operations, proper facility setup, and adherence to standard manufacturing practices.

- **SUPPORTING DOCUMENTS:**

- Product catalogue attached
- Product demonstration videos attached

Supplier 01.

CATALOGUE AND PRODUCT VIDEOS

SUPPLIER 01

- **REFERENCE PRODUCT**

KV-Series Ultra-Alpha

- **DETAILED INFORMATION:**

- Images: (Conceptual: Matte finish case with LED battery percentage display)
- Core Specs: 13mm Titanium Drivers, Bluetooth 5.4, 40ms Latency.
- Specialty: Expertise in ENC (Environmental Noise Cancellation) for crystal-clear calls.



Supplier Verification Summary

SUPPLIER 02

- **COMPANY STATUS:**

Verified manufacturing company

- **LOCATION:**

China

- **VERIFICATION SUMMARY:**

- The supplier has been authenticated as a manufacturing entity with an operational facility in (City).
- Preliminary checks confirm their capability to handle product requirements and consistent production capacity.

- **SUPPORTING DOCUMENTS:**

- Product catalogue attached
- Factory and product demonstration videos attached

Supplier 02.

CATALOGUE AND PRODUCT VIDEOS

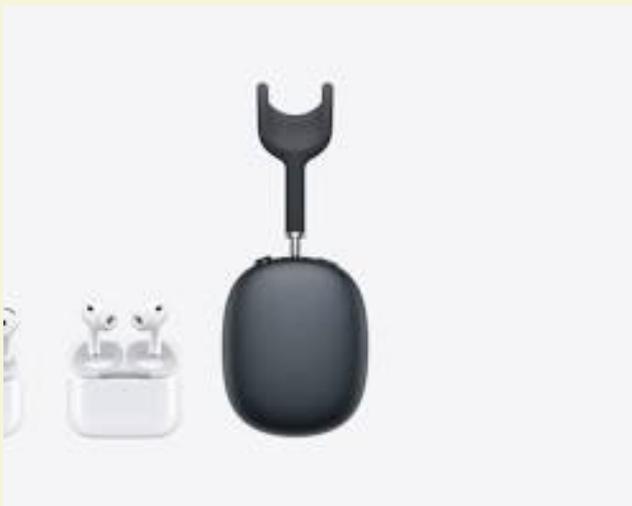
SUPPLIER 01

- **REFERENCE PRODUCT**

W-Alpha Gaming Edition

- **DETAILED INFORMATION:**

- Images: (Conceptual: Angular, aggressive gaming design with RGB breathing lights)
- Core Specs: IPX6 Waterproofing, 45 Hours total playback, 50ms Beast Mode.
- Specialty: Low-latency chipsets (PixArt) ideal for the Indian gaming segment.



Supplier Verification

Summary

SUPPLIER 03

- **COMPANY STATUS:**

Verified manufacturing company

- **LOCATION:**

China

- **VERIFICATION SUMMARY:**

- The supplier has been authenticated as a manufacturing entity with an operational facility in (City)
- Preliminary checks confirm their capability to handle product requirements and consistent production capacity.

- **SUPPORTING DOCUMENTS:**

- Product catalogue attached
- Factory and product demonstration videos attached

Supplier 03.

CATALOGUE AND PRODUCT VIDEOS

SUPPLIER 03

- **REFERENCE PRODUCT**

B-Alpha Basic

- **DETAILED INFORMATION:**

- Images: (Conceptual: Sleek, pocket-friendly pebble design)
- Core Specs: 10mm Drivers, USB-C Fast Charge, 30h Playback.
- Specialty: Highest cost-to-performance ratio; optimized for deep bass (Signature Sound).



Strategy & Market Report

MARKET ANALYSIS: THE "BUDGET-PREMIUM" GAP

- 1. The Opportunity:** While boAt dominates, there is a constant churn for "New & Trendy" brands. The ₹799–₹999 price bracket accounts for ~60% of all TWS sales in India.
- 2. Target Audience:** 18–25-year-old students and first-time earners who want the "boAt look" but with a fresher brand story.

EXECUTION STRATEGY: THE "THREE-PILLAR" LAUNCH

- 1. Product Differentiation:**
 - Don't just match specs—differentiate through software
 - Use a white-labeled companion app
 - Enable EQ customization for users
 - Add "Find My Earbuds" feature
 - Position the product as an app-based audio solution

Strategy & Market Report

2. **Marketing Strategy:**

- Unboxing hook: Short-form videos (Reels/YouTube Shorts) highlighting Beast Mode (low latency) for gamers
- Quick commerce: Partner with Blinkit/Zepto once local stock is ready—TWS drives impulse buys

3. **Customer Support:**

- This is where most new brands fail
- Set up a WhatsApp-based service bot
- Use it to manage warranty and support tickets
- Makes the brand feel managed and professional

FINAL STRATEGY CONCLUSION

Your goal is to be a "Challenger Brand." By sourcing from the same supply chains as boAt but maintaining lower overheads, you can offer a slightly higher spec (e.g., better ANC or a sleeker app) at the same ₹899 price point.