

Best sales kit for Experiential Marketing



Intelligent Fragrance Consultant-IFC

Experiential Marketing

Interactive

Enhance brand image

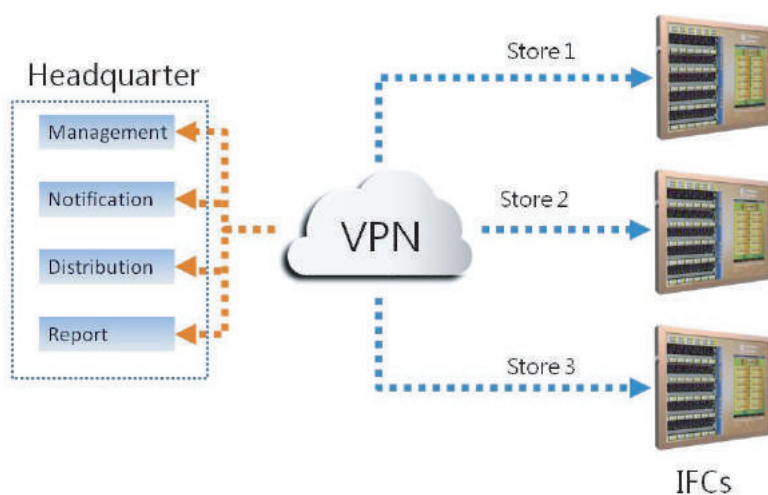
Do you know:

- how many consumers was standing in front of your product, and hesitated in making buying decision just because of insufficient information?
- more than 80% of buying decisions are made in the store?
- how to use the power of marketing to reach last mile and increase revenue?

Absolute solution:

Phoebus Arrows announces a new sale kit 「Intelligent Fragrance Consultant」 (IFC), which is designed based on customer preference database for essential oil and fragrance related industry, and is recognized as a high-tech tool with strong marketing power. IFC helps sales to smooth customer communication progress with proof, and increase company revenue and customer satisfaction simultaneously.

System Architecture



Features

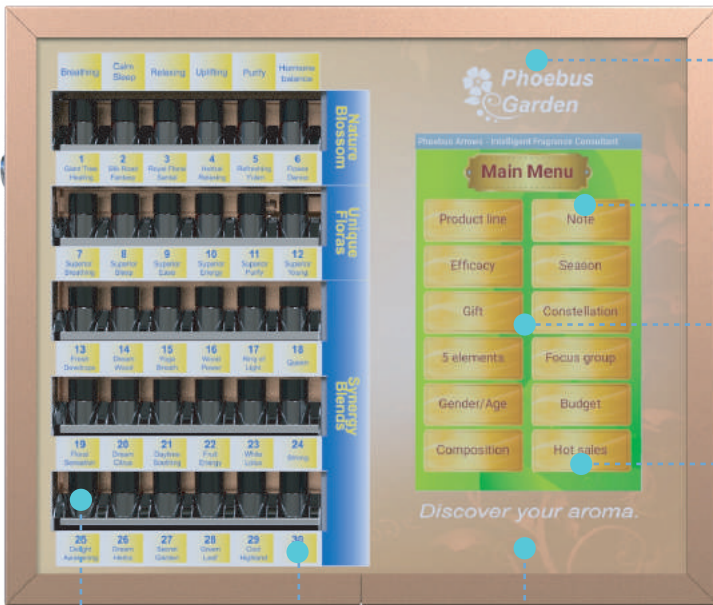
- Customer preference database for easier product demonstration.
- Build in hierarchical menu system for shopping effectively
- Sufficient information database to strong power for sales and marketing
- On-line survey approach
- Increase customer satisfaction

By IFC, you can:

- carry IFC out for product display/demonstration by being equipped with battery.
- collect customer behavior which is valuable for product analysis and development.
- update menu/database/Media via central management system easily.



IFC 《Operation Flow》



- Customized Acrylic Decal
- Interactive Menu
- 7" Touch screen
- Customer Preference Database

| Item | Description |
|-----------------------|------------------------------|
| Display | 7" Touchscreen |
| Sample | 1.5ML x 30 bottles |
| Menu | 1st Level:12 2nd level:12 |
| LED | 30 indicators |
| COMM. | WIFI |
| Dimension | 29cm x 24cm x 3.5cm |
| Voltage | DC 5 Volt |
| Battery | 4800 mAH |
| Weight | About 1.29KG (2.84lb) |
| Operating Temperature | 10 ~ 40 °C |
| Security | Lock |

30 Bottles of Samples

LED Indicator

High efficiency Battery

■ Samples numbered from 1-30

There are labels for functionalities and product line for customer to choose.

■ LED indicator

The flashing LEDs indicate the locations of products what system most recommended.

■ Interactive menu

Customers can be guided to locate what they need efficiently.

■ Customer behavior analysis

IFC would analysis system logs for future development for product and service.



High Quality
Fashionable holder
Easily folded space

Easy to operate · Find favorite quickly

STEP 1

Press Main Menu

Base on preference to choose product

STEP 2

LEDs Flash

Flash LED positions what IFC recommends

STEP 3

Smell it

Take out the samples and smell

STEP 4

Add to favorites

Add the products into favorite list

STEP 5

Pickup & Pay

Fill in on line questionnaire

Menu system enhance target marketing.

ProductLine · Efficacy · Note · Season · Gift · Constellation · 5 elements · Focus group · Gender/Age · Budget · Composition · HotSale

The bottles will be tilted forwards for customer to take out and smell the samples easily.

