

## **Luxoria inclusive city mall**

**Product:** an indoor city mall is a place where wealthy people can be themselves among their peers. It is intended to keep them safe from the outdoors hazards and designed to make them spend their money on the fastest fashion. Basically, every service in the city is very expensive, from the rent to the o2 tax. This indoor city mall has everything a regular city has to offer, and way more. We put an emphasis on fancy and luxury products, as well as the comfort of our residents.

**Price:** we only discuss prices with those who are interested. All our services need to be quoted each time as every single request is different and needs to be studied beforehand. The richest people from all over the world come to Luxoria to find the best services money can buy. Therefore, we give our best effort to provide services that meet those expectations. As it is common in the luxury industry, the prices are customized for each specific demand.

**Place:** the city mall is already present on the website and on every leaflet made after its construction, even though quotations are solely done online. To do so, there is a button leading to a form on the website page. The city mall is located 20 kilometers from the capital.

**Promotion:** the indoor city mall is promoted on every communication channel available to us, such as the website, the tourism offices and several paper leaflets. In addition to that, every Luxoria citizen or customer has received a mail announcing the opening of the city mall. Finally, we are also spending quite a bit of money on Google ads and targeted ads online, on a worldwide scale.