

Abhay sat helpless in the office with his young sales executives analyzing miserable response from market to a product. Vegetable cutter made up of poly material. The product is highly versatile, safe to use and aesthetic in look. Product is well guarded which will not provide any sort of cut/wound to even child using it.

Product serves its versatility, it cuts various types of vegetables, fruits, onion, lime, chilly and so on. It has facility to cut vegetables in different shapes and sizes. Fruits can be cut in cubs, triangular, flecks and the like forms. The arrangement of high quality cutters comes in 9 different versions; can be arranged to give desired shapes.

With the help of trained sales executives product is launched in one exhibition and then made it available at prime shops dealing in kitchenware in the city. Door to door selling is also experimented to show the demonstration of product; but the response to this product priced Rs. 1900/- is miserable.

Abhay is quite confuse and seeking your help as to how to process!!!