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Marketing is always a technique. There are thousands of products and lakhs of consumers. Amidst of this is heavy competition it is not an easy task to bring up your product. There should be something innovative and outstanding to instantly capture your product. There are certain companies out there which will not have enough money to boost their brand. Such products will never catch the eyes of the consumers in any super market or consumer malls. Small scale business units will not have enough funds to grab the consumer attraction with advertisement also. In such cases, they use techniques like pop up shops.

During the Christmas season or other festival seasons you can largely see such small stores opened up in the street sides and highways. You can also see decorated temporary shops in the market also. This was the basic idea of pop up shops. In these shops, you can see verities of products. But most often they all are seasons. Once the season is over they cannot be sued further. They will not be much branded also. You can simple imagine the logic, who will get a Christmas tree after December? Similarly all products will be out of the date once the holidays or seasons are over.

As these are temporary set ups, you will not be able to store the inventories also. Hence those products which are not solved out in the season will be a great loss. However, these shops always have the capacity to attract the potential customers to it. In addition to this ten the sellers will only take small amount of goods and hence will not incur heavy losses.

Today may Marketing Agencies London are using these techniques for the easy sale of their products. No matter what season it is they put in a pop up shop for their products. They will have go downs to stock their inventories. When such small shops rise in different part of the country, people will be curious to this and get attracted. The hangings and decorations will almost be advertisement. This will make recognition for the brand name. Gradually more people will start following their brand. This is a advertising techniques without much cost.

Once they grab the market, they will gradually start to introduce the product n the super markets. The brand is already established people will show a tendency to buy that product. This doesnâ€™t reduce the glamour of holiday pop up shops also. There are many advantages for staring these kinds of shops. These are temporary settlement and hence you will not have to pay rent. As most of them will be packable, the retailers can pack up the shops and begin it in a new venue. It will make the sale more active. So if you are planning to introduce a brand there is nothing to wait. Begin a new pop up shop and establish your products.

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