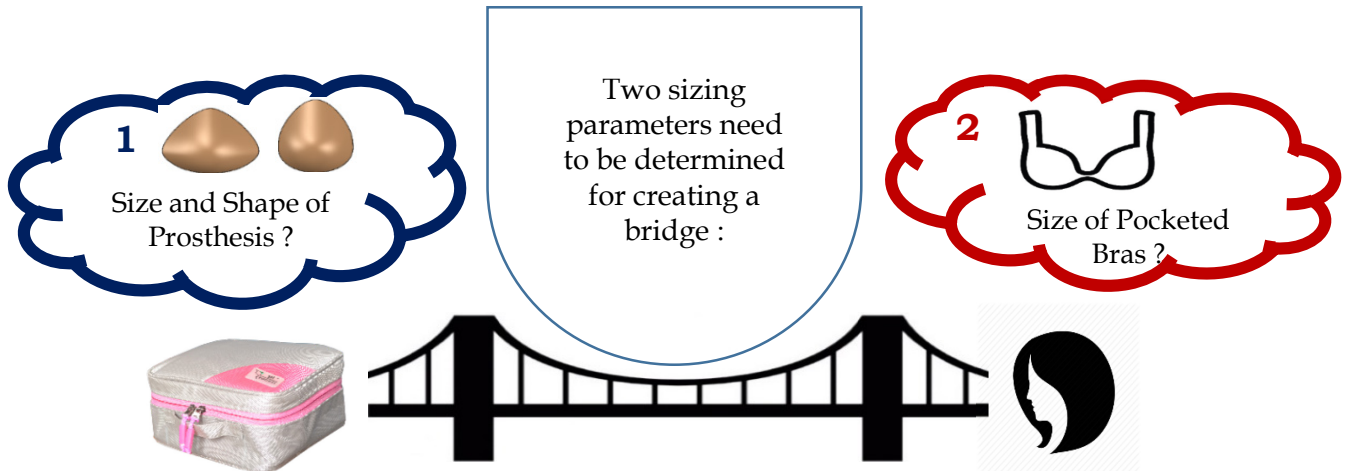


Restoring confidence, dignity and femininity of breast cancer survivors



A Mobile and Concise Display Suitcase
with full assortment of all sizes of prosthesis and pocketed bras



Dimensions:

1. Suitcase – 80cm/31.5in x 58cm/22.75in x 18cm/7.25in
2. Kit – 26.5cm/10.5in x 24.5cm/9.75in x 13.5cm/5.25in



Benefit to Customer:- Allows patients for perfect fitting and user-experience before buying the product

Benefit to Dealer/Partner:-

- Allows a permanent provision for offering pre-trial for post-mastectomy prosthetic rehabilitation
- Two Strategies:
 - i. Inventory Less Model (user receives kit through courier at her doorstep)
 - ii. Inventory Based Model (user instantly buys the kit after trial)

Procedure:



1

Prosthesis and bra fitting is provided to survivor



2

Patients' information sheet is filled up and communicated to ABPPL



3

Patient makes the payment for the mentioned size to the dealer/partner or ABPPL.



4

Patient gets the product at doorstep through a trackable courier.