

# Airmount marketing plan

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Currently, the market is saturated with below to average products that only mask the problem. Preserves will eliminate the problem effectively up to 5 days, even after showering. With the current hygiene relationships in place (with both consumers and businesses), brand quality and brand trademarks is not expected to be problematic. The principles on which Remount Corporations were founded will continue to be the foundation and cornerstone of the market. II. Situation Analysis Preserves is entering its initial launch into the anti-perspiration market. Its initial launch will determine the investments to Preserves.

Preserves will proceed with ending from the existing hygiene products until enough revenue is generated. Preserves is possibly looking for international endeavors. A. Market Summary Remount possess inside intelligence about the market. With the knowledge of the past market flow for the previous 20 years, Preserves is a definite necessity and will excel in the present market. I. Target Market a. Fitness b. Sports I. Adolescent it. Professional Airwoman Marketing Plan By animation b. Market Demographics The following geographic, demographics, and behavior factors are for Preserves products. I.

Geographical 1. There is no set target geographic area. 2. Overall general use is expected for the product. 3. Targeted population is approximately 100 million people across the country. Demographics 4. The ratio is greater between male and female. 5. The age ranges for the target market are as followed: a. The fitness market will range from late teenagers to the early adulthood, ages 18-40. B. The sports market will range from high school adolescents to professional athletes and extreme sports. The high school <https://assignbuster.com/airmount-marketing-plan/>

adolescents' ages will range from 14-18. The professional athletes will range from 20-45.

The extreme sports market will range from those within the ages between late ass to mid-ass. iii. Behavior Factors 6. Adults have an average of \$32,000 annually income. With an estimated \$175 monthly to spend on hygiene products. Necessary products for fitness and cleanliness. 7. Adults will spend on 8. This product is promoted for those who have active fitness lifestyles of 3 or 4 times weekly. C. Market Trends Preserves will distinguish itself by offering an irreplaceable need to the market. There are products in the market that are ineffective at reducing the smell after the perspiration forms.

The extreme and professional and high school sports would be the market that would be targeted more aggressively. Each target market would be focused on intensely. D. SOOT Analysts 'v. Strengths 9. 20 years of hygiene experience 10. Ingenious product 11. Controls the perspiration 12. Length of time it lasts v. Weaknesses 13. Brand awareness to a new product 14. Chemicals used to make product 15. Staining of clothes v'. Opportunities 16. Become forerunner in the anti-perspiration market consumer's needs vii. Threats 18. Existing products 17. Expand to fit 20. Brand trademarks for existing brands .

Competition Preserves will have to pursue customers who are already loyal to particular brands. Breaking brandloyaltywill be a challenge, especially with brands that have been on the market for a long time. Preserves is the competing for the leading brand in the viii. Degree Degree claims to be 3 times stronger than any clinical strength deodorant in the market. It claims

that the more work you do, the harder the product works on keeping your perspiration too minimum. They guarantee that you can depend on Degree, even in the toughest situations. " Our strongest wetness and odor protection yet!

Stay ahead of sweat with a product that's as strong as you are. Prescription strength wetness protection with XX the power of a basic antiperspirants . And now also Degree with motionless, so the more you move, the more it protects. " (Degree, 2013) ix. Suave Suave promises to serve 24-hour protection from underarm wetness by providing over the counter prescription strength ingredients. It even comes with fresh scents in order to distinguish themselves from the other products on the market. (Suave, 2013) x. Secret Secret is endorsed to be proven to work even harder under added stress.

It provides prescription strength clinical protection. They advertise to have to protection needed in order to satisfy their consumers. (Secret, 2013) III. Marketing Strategy This strategy will provide in depth insight in order to conquer the competition and become leaders in the target market. F. Mission " Preserves exists in order to deliver significant results and provide outstanding customer service. Providing maximum solutions to consumers will ensure success with positive feedback. " g. Target Market The anti-perspiration market will be an enduring test of Preserves. IV. Financial h.