

# Business plan on monthly gift box

[Business](#), [Company](#)



## **An Essey In Economics**

### **Business Plan: Monthly Gift Box**

The TAZ Box is a monthly gift box subscription that contains five gifts.

Subscribers will receive this gift box for a fee of \$40 a month. The said service can be accessed online as well as over the phone. This allows billing, reaching staff and determining location a lot easier for customers as well as the company offering the box.

The TAZ Box will be marketed in schools, malls and through online attraction marketing efforts. Advertising for this gift box can be done through online media as well as broadcast television. The demographics of the subscribers is very important in determining the contents of the box. Since the monthly subscription is only \$40/month, the items are limited to under \$8.00 for overall costing. This gift box and efforts towards marketing are for advertising purposes of the brands that are included in the subscription.

### **Features included:**

- Variety of colors, products and brands
- Sponsors:
  - Clothing Company: Tommy Hilfiger.
  - Technology Company: Samsung.
  - Collaborating with company that sells books and novels: St. Louis Library.
  - Accessories: Prada.
  - Dollar store collaboration.

Items: The items within the gift box will be limited to the budget of under \$40 per subscription. These items are dependent on the donations or

decisions of the companies that the TAZ gift box is collaborated with. These items are bargained at such a low price because they are either items that are considered overruns, clearance items or newly released marketing/promotion items. A sample of the gift box is enumerated below: This gift box is meant for a female aged from 18-35. The subscriber will be receiving the following items from the sponsors:

- Tommy Hilfiger – cotton panties
- Samsung – USB
- St. Louis Library – notebook
- Prada – perfume sample
- Dollar Store – scented candles

The items in the gift box can be altered depending on the subscribers' demographics. However, the giftor can also choose what items are in the box. There will be a short list to choose from, with each sponsor as a different category. This list will change each month.

Sponsors: These sponsors will benefit from this gift box because of marketing (Deliso, 2012). The items included in the gift box will usually be samples or items that are considered as overruns. Those who subscribe to this TAZ Box service will get a taste of the items offered by the sponsors and will be inclined to purchase from their store.

Subscribers have the chance to choose what kind of subscription they want to avail of. This can be done in three month intervals – i. e. 3 months, 6 months, 12 months, etc.

- Tommy Hilfiger – This brand is a very well known clothing and perfume brand. The items that Tommy Hilfiger will be including in their box will not

only be limited to clothing. Sometimes, people have the choice of promotional items from the brand. Subscribers also get first look at new fashion and exclusive access to online sales. Subscribers also have the privilege of getting a membership card from the brand that allows them a sneak peak at the new lines the designer has to offer. In order to balance costing, the clothing from this sponsor will be limited to once every three months. Subscribers can get items such as tank tops, plain Tees or discount cards.

- Samsung – This brand is one of the leaders in mobile and consumer appliances. Although the gift box cannot include bigger items such as television sets, mobile phones or refrigerators, items included are promotional materials and news about the technology giant. Subscribers also have the privillage of having online access to the latest news Samsung has. They will be receiving useful items that they can use with their products such as ID laces, external hard drives, promotional t-shirts and other fun items.

- St. Louis Library – The St. Louis library can donate books or magazines for this kind of subscription. Other months, they will be giving out promotional items such as bookmarks or pens.

- Prada – This brand is one of the most high-end and luxurious brands known. Prada will be giving out perfume samples. On special months, they can give out coin purses, bangles or fashion earrings. This is a great way for Prada to market their new line. Subscribers have the benefit of receiving a membership card for the Prada online store. They will get exclusive access to sales and events.

- Dollar Store – This store balances out the other high end sponsors. Items

such as home décor or useful office ware will be given out by this store.

**Target Audience:** The target audience intended for this monthly gift box subscription is scattered. The items that subscribers will be receiving vary per month and can be adjusted depending on the demographics of the subscriber. Therefore, the target audience of the said gift box can be almost anyone ranging from the categories mentioned below.

- Students.
- Families.
- Singles.
- Youngsters.
- It can be for all types of audience.

**Strengths:** The strengths of this business is that the items being given are high-end and well known. They are items that the target audience would like to have. These items are easily accessible through a subscription (Deliso, 2012). The great thing about this subscription is that the subscriber has the power to choose when the box will arrive each month and what items the box will contain. There is a list of items where the subscriber or giftor will be able to choose from. The items are unique and sometimes limited. This allows the subscriber to feel that they are getting value for their money. The sponsors for this gift box get good advertising mileage and it is an excellent marketing campaign.

**Weaknesses:** All businesses have flaws or weaknesses. The problem with the Taz Boz is that the list of choices is limited. If the subscriber does not like a certain brand that is sponsoring the TAZ box, he or she does not have the freedom to choose another brand. The sponsors are packaged and sold as is.

There are a number of competitors for this kind of product and earning people's trust with a new company can be quite challenging. In order to overcome the weakness of earning people's trust. A trial period can be arranged. Subscribers can get a satisfaction guarantee with every box.

## **References**

Deliso, Meredith (2012). From Birchbox to Whimseybox: The gift that really keeps on giving.

CMN. com. Web. <http://www.cmn.com/2012/12/from-birchbox-to-whimseybox-giving-the-gift-that-really-keeps-on-giving/>