Marketing Plan Final Project

**Executive Summary:**

Mask on the Go is a company that provides consumers with a disposable mask packaged inside a bag. This eliminates the chance of getting contaminated and doesn’t take up an unnecessary amount of space. This mask is targeted for the on-the-go lifestyle and forgetful individuals. The product was created to allow the consumer the option of how many masks they wanted. It is also valuable since they have small packaging. They can place multiple masks wherever they need, so if they forget or are on the go, they will have a mask.

**Company Description:**

The company (Mask on the Go) is strictly focusing on selling the masks as their only product. Since they have been in such high demand, all their resources are being used to produce the masks. The main idea that sets the company’s mask apart from others is that it comes in a bag and is intended for one use. The product is seen as unique because individuals can put them anywhere they want and always have a mask available. For many people, having a mask still tend to forget it. The bagged mask is small enough to where the consumer can put a couple in their car, purse, or pocket and take up little to no space. Consumers will always be prepared and not have to worry about forgetting their masks. The company’s potential possible for growth comes through the consumer’s needs. This company focuses on supplying the current demand that is not being solved and solve them.

**Mission and Goals:**

Our mission to be able to provide affordable masks to help reduce COVID numbers and keep people safe. Our product is for those who always on the go and need to make sure that they always have masks. Our goal is to help get our world back to normal, and the first step would be to supply masks for people to help limit the cases until they are all gone. Masks won’t cure COIVD individually, but it can play an essential part in helping control it. The company is based on Christian beliefs and strives to have its employees on the same page. It gives back to the community and gives masks to shelters and other organizations that don’t have the resources to provide masks.

**Core Competencies:**

The other companies in the field of making masks are focusing more on packaging them in bulk rather than selling them individually. The generic masks typically come in packs of at least 50, where we focus on packaging them separately. We are also putting the masks in bags to avoid the masks getting gross or damaged when people put them in their car or purse. One downfall to individually packaging masks is that it tends to be more expensive than buying in bulk. On the other hand, some people prefer to have a couple of masks instead of buying them in bulk. Our company is focusing on those who want a couple of masks instead of a stack of them.

**Situation Analysis:**

1. Competitive Environment

There are many competitors in the masks industry because everyone around the world has mandatory requirements to wear them. So many companies have started to start making masks since they are in high demand. Individuals have also started customizing them and selling them from their house or on Esty. With various masks, it is hard to differentiate the product and get the consumer’s attention.

2. PEST Analysis

Political/legal:

The government plays a huge role in the industry of masks. There are state and local rules mandating face-covering whenever they leave the house and in public places. Since the CDC recommended masks to prevent the spread of COVID, mask numbers have spiked.

Economic:

Individuals are forced to wear masks in public and businesses. If someone wasn’t wearing one, they would not be able to enter the building. Masks are needed to open back retail stores, restaurants, any form of business indoors, and even some outside companies outside. To be able to get the economy back up, workers and consumers have to wear masks.

Social/cultural:

Since masks have become a part of our day-to-day wardrobe, individuals want to be able to customize their face coverings and be able to stand out. Individuals also consider the face mask’s comfortability since they have to wear it for long periods. Buying patterns and behaviors change based on consumer preferences, and consumers want something different and unique. It also plays a role in protecting yourself from COVID and others. People want to feel safe when they go out, and masks provide that sense of comfort to them.

Technology:

Technology’s most significant part in the mask industry is through advertisement and exposure. Most sales of face-covering are through online platforms and companies’ websites. Technology has also helped in the mask industry through the tests done to see the impact that face-coverings had. Without technology, individuals wouldn’t know that masks could help prevent the spreading of COVID.

3. S.W.O.T Analysis

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| Strengths  1. Everyone has to wear a mask due to COVID 19, so numbers are outstanding.  2. It has a large target market and protects individuals from getting sick.  3. Wearing a mask isn’t embedded into everyone’s brain, and this product allows you always to have one because it is small and easy to put into pockets, a car, or a purse. | Weaknesses  1. Limited manufacturing and masks have been in high demand, so individuals can go to another company that sells masks.  2. Limited manufacturing causes masks to be in high demand, so individuals can go to another company that sells masks.  3. There are numerous types of masks based on design, and sizes are limited. |
| Opportunities  1. Put advertisements on social media to allow more people to see the product.  2. Partner with a storefront and put them in a bowl on the check-out counter to get more publicity.  3. Produce a video about the mask and show how convenient it is for people to have since most people always forget to bring their mask. | Threats  1. The economy could change, and masks might be a thing in the past once COVID 19 dies down, and the need for more masks would go away.  2. Competitors could have lower prices, and since the masks aren’t patented, other companies can copy the idea.  3. Other companies can steal our idea and sales will go down |

**Competition**

**One major competitor to Mask on the Go is Hotodeal. They have the most reviews with 16,939 responses and four and a half stars. Hotodeal packages their masks in increments of 50 with generic blue disposable masks. Another direct competitor is Wapike, which is also sold on Amazon. They also come in a 50 pack, but they offer various of colors such as pink, blue, yellow, green, and purple. Another competitor would be any business that is selling individual packaged masks. One major difference from our company compared to all the other companies is that we sell individualized disposable masks. They are all considered competitors because they offer the same product as our company.**

**Target Market**

**1.** Mask on the Go does business with consumers and other businesses. They are focusing more on a psychographic approach. Instead of breaking our customers into groups based on age, gender, or beliefs, we break them by lifestyle, opinions, and social status. For consumers, it would be placed in a bowl by the register at retail and department stores. For businesses, it would be used for their employees who need to use a new mask every day. They would walk into their place of work and have the mask in the bag waiting for them. Having numerous employees makes it easier when they are individually wrapped instead of touching other people’s masks and risk getting your germs on their mask.

**2.** Our business to business partnership brings in 60% of sales where our consumer relationship brings in the other 40%. The businesses buy more at once since they have to supply all their employees with a new mask. The consumer side prefers disposable masks and the packaging because it makes it easy to have a couple of masks everywhere so that they will always have one with them.

**3.** Our customers wantedamask that they could put in their car, purse, or pocket that wouldn’t get dirty. They also wanted a product that is small enough to be able to put multiple masks in one place. Lastly, they wanted to be able to buy a generic mask, not in bulk. They only wanted a couple instead of having to buy 50.

**4.** Mask on the Go is packaged individually, which makes it easy to have with you and easy to dispose of. Once you open your bag up, you pull the mask out and wear it. It is designed to be a disposable mask, so once you use it, you can throw it away. It is a convenient mask to keep in your purse or car when traveling.

**5.** Mask on the Go uses three methods to draw in their customers. The first method is used by partnering up with retail and department stores. They would place them on the checkout counter to minimize the other products’ distractions in the store. The second method would be used by buying through the website or through our social media advertisements. Lastly, we would reach people through our business to business method. This method is useful for free advertising and publicity when they wear our mask.

**6.** The company is not heavily based on price sensitivity. Mask on the Go customers value the product but would not keep buying it if it was overpriced. Since we offer individually packaged masks, they are already more expensive than the bundle pack. If we priced it too high, they wouldn’t view the product worth it and just use our competitors. We do offer a product that isn’t offered anywhere else, so we could price it higher than just a generic mask, but we want our customers to be able to buy multiple of them because our whole reason behind creating the product is for people to have multiple in various places so they always have a mask.

**Marketing Mix:**

Product Strategy:

The most significant advantage that the product has is that it is the only mask that comes in a little bag. This allows the mask to be folded down to become small and easy to fit anywhere. The idea came from the reusable bags that can fold up into a little ball. Individuals tend to forget to bring their masks, which frustrates them because it takes time out of their day to go back and look for a mask before they can enter an establishment. Having the ability to make the masks smaller, they can just leave one in their purse, car, or pocket so that they never have to worry about forgetting their mask. The key benefit is that they will always have a mask with them. The major target market is for forgetful and on-the-go consumers who need to have multiple masks to leave places so that they always have at least one with them.

Distribution Strategy:

When the consumer buys off the website, they use a direct approach, and the company directly distributes it to the consumer. Our social media accounts will also have the website link in the bio for individuals who want to buy the masks. The other way it can be distributed is through the retailers acting as intermediates. The retailers help by putting the product in their store without taking ownership of the product. They help increase sales and get the product out there so that more consumers can see it. Overall, we would use intensive distribution to allow multiple stores to hold the product. This distribution would allow the product to be everywhere so that it could increase sales due to convenience. If multiple places are holding the product, it also will persuade the customer to buy it because it is trusted.

Promotion Strategy:

The most prominent promotion strategy would be partnering with retail stores such as clothing stores, Gas Stations, CVS, Walgreens, or Target. Placing the product at the checkout counter would be a strategic place for them so that at the last-minute, consumers can decide to throw it in with their purchase. Another form of promotion strategy would be posting through social media. The message would be, “are you tired of always forgetting your mask? Come to these retail stores near you, or our website, to help stop this problem.” The product would get a lot of promotion through retail stores, social media, the website, and lastly, word-of-mouth.

Pricing Strategy:

The mask’s list price would be two dollars; looking at their competitors, it is right in the middle of what other masks are selling for. The main goal is to partner up with various retail stores and place them at the checkout counter. This would give the product a lot of exposure and catch the buyer’s eye. The retail store could even do a promotion: if you buy two masks, you can get the third one free or 50% off. At the retail store, Cash, Credit, and Debit cards would be accepted. Next to the masks would have our website name and the acceptable payment options for the website to give the customer the choice of buying from our website or the store.  The masks would also be sold through our website that accepts Venmo, Apple Pay, Credit, and Debit cards. Allowing numerous payment options gives the consumer a more flexible opportunity to pay for the mask.

**Budget, Schedule, and Monitoring**

1. Budget

Based on COVID and how important masks have been, sales have been through the roof. Our first year’s revenue assumption would be 440,000 with a 10% deduction for advertisements that would come out to 400,000. We reached this number by calculating the majority of the sales would be $2 each with the occasional bundle deals of buying multiple at once to make it cheaper. With this, it would be around 220,000 customers, which seems big, but in reality, in the U.S alone, there are over 328 million people. Even with our limited resources and funding, we believe that this is a reasonable number.

1. Schedule

We aren’t expecting on venturing out on another product within the first three years. We researched and found out that masks will eventually start to die out by 2023. Around that time, we plan to develop a new product where we find a need that isn’t being met a meet it. The company wants to put all its resources into one product at a time so that they can perfect it.

1. Monitoring

To check if we were on track, the company would look back on previous months to see whether we have made money or fell behind. Another way would be holding meetings once every month to check- in and plan to either keep what we are doing or change it for better results. Lastly, Mask on the Go could develop measurable goals on where they want to be by a certain time.

Bibliography

<https://www.amazon.com/Disposable-Face-Mask/s?k=Disposable+Face+Mask>

This website helped me figure out its competitors and how to price my product.

<https://www.cbc.ca/news/technology/face-mask-stow-reuse-1.5675473>

This article gave me the idea of my company because no one has come out yet with a mask packaged in a bag. The article states, “the federal government recommends storing your mask in a paper bag, envelope, or something that won’t retain moisture or allow bacteria to grow.”