

Adventure Assistance

Student Names Removed



Target Market



- ❑ Anyone who loves to be outside
- ❑ Large Families
- ❑ Those who like to explore the wilderness
- ❑ Those who live in suburban areas, around parks and forests.





Product

Price

Promotion

Place

Box focused on outdoor and family focused games.	Our subscription boxes are \$40 for 1 month.	We will use social media email.	Product will be delivered directly to the customer's house after purchasing either online or in the CGHS library.
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Product

- ❑ Box full of games focused on the outdoors and exploring.
- ❑ Mix of trendy and classic games.
- ❑ Theme of the box changes depending on the season and upcoming holidays.
- ❑ Customizable and personable depending on the amount of people in the household.



Price

- ❑ Selling price: \$40 per month.
- ❑ Summer Discounts: very popular time to be outside
- ❑ Accept cash, check, debit and credit
- ❑ One month for \$40, Six months for \$220, One year for \$440
- ❑ Pricing strategy: If you purchase the yearly subscription, it equals to the purchase of one box FREE



Promotion

- ❑ Social Media
 - ❑ Tiktok
 - ❑ Instagram
- ❑ Information shared
 - ❑ Price
 - ❑ Discount updates
 - ❑ The family value
- ❑ Online summer coupons with discount codes
- ❑ Email one time buyers to convince them to purchase again



Place

- ❑ Advertise online so teenagers can show it to their parents.
 - ❑ Website asks for customer to fill out online form for their address, name, and preferred form of contact.
- ❑ Accept cash and check in the highschool lobby
 - ❑ When handed cash/check, hand customer a small paper to fill out to get their address, name, and preferred form of contact.

