CREATE YOUR OWN SUBSCRIPTION BOX BUSINESS

PROJECT EXPECTATIONS

- Subscription box must have a theme that is evident in concept and design
- Logo created
- Mission for company created
- There must be a clear audience that can be reached and targeted through advertisements
- Project must include two social media-based advertisements
- Rules around subscribing to the box are explained
- The first six months of your boxes are planned out
- Cost of each of the six boxes is calculated
- Pricing is calculated and explained



YOUR NICHE

- 1. Name a niche that you are very familiar with and would like to work with for this project.
- 2. How could a subscription box in your niche help others? What problems can it solve?
- 3. How is your box going to be different from the competition?

PLANNING YOUR BOX

Box Title:

Box Concept/ Theme:

Target Audience:

What sets your service apart?

PRODUCT IDEAS

List 10 product ideas that you could feature in your box:

1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Explain how these products would appeal to your target audience.

IDEAL CUSTOMERS

DEFINE YOUR IDEAL CUSTOMER

Location:	31
Age Range:	
Gender:	
Income Range:	
Education:	
Needs:	
Goals/Inspiration:	
Day in the Life:	

SUBSCRIPTION RULES

DEFINE YOUR RULES

Frequency of Charges (weekly, monthly, annually, etc.)	BU
Number of charges in subscription (how many months before customer will renew?):	
When will customer be billed for box? (upon shipment, two days before shipping, etc.)	
When can customer cancel subscription?	

PRICING

SHIPPING SUPPLIES

Assume you are going to be supplying 100 boxes per month for the next 6 months. Research and calculate the cost of the following items:

Mailer Box:	
Box Filler:	
Tissue Paper:	
Labels:	
Tape:	

Assume shipping costs \$10 per box. For 100 boxes over 6 months, you will pay \$6,000 to ship the boxes, on top of the costs above for shipping materials.

SOCIAL MEDIA ADVERTISING

Use this <u>link</u> to determine the average advertising cost per click on each major social media platform. You will want to buy enough advertising to receive at least 20,000 clicks on each platform.

Determine the cost of advertising on each of the social media platforms below.

Facebook	
Instagram	
YouTube	
Twitter	
Pinterest	

You have calculated the total shipping and advertising cost for all six boxes over six months. Now you need to calculate the cost of a single box. If you aren't sure how much of each item you will need, estimate.

Mailer Box:		
Box Filler:		
Tissue Paper:		
Labels:		
		tion of Products Inside Box: 5 products, but can have more.
	Cost	Description
Product #1:		
Product #2:		
Product #3:		
Product #4:		
Product #5:		
Total Cost of	of Box #1:	

You have calculated the total shipping and advertising cost for all six boxes over six months. Now you need to calculate the cost of a single box. If you aren't sure how much of each item you will need, estimate.

Mailer Box:		
Box Filler:		
Tissue Paper:		
Labels:		
Tape: (Shipping		on of Products Inside Box:
empping	Cost	Description
Product #1:		
Product #2:		
Product #3:		
Product #4:		
Product #5:		
Total Cost	of Box #2:	

You have calculated the total shipping and advertising cost for all six boxes over six months. Now you need to calculate the cost of a single box. If you aren't sure how much of each item you will need, estimate.

Mailer Box:			
Box Filler:			
Tissue Pape	r:		
Labels:			
Tape:	Cost and Description	of Products Inside Box:	
Shipping		ducts, but can have more.	
	Cost	Description	
Product #1:			
Product #2:			
Product #3:			
Product #4:			
Product #5:			
Total Cost	t of Box #3:		

You have calculated the total shipping and advertising cost for all six boxes over six months. Now you need to calculate the cost of a single box. If you aren't sure how much of each item you will need, estimate.

Mailer Box:			-
Box Filler:			
Tissue Paper:			
Labels:			
	lust have at least 5 pi	n of Products Inside Box: roducts, but can have more.	
	Cost	Description	
Product #1:			
Product #2:			
Product #3:			
Product #4:			
Product #5:			
Total Cost o	f Box #4:		

You have calculated the total shipping and advertising cost for all six boxes over six months. Now you need to calculate the cost of a single box. If you aren't sure how much of each item you will need, estimate.

Mailer Box:			1
Box Filler:			
Tissue Paper:			
Labels:			
		on of Products Inside Box:	
Shipping	Cost	Description	
Product #1:			
Product #2:			
Product #3:			
Product #4:			
Product #5:			
Total Cost	of Box #5:		

You have calculated the total shipping and advertising cost for all six boxes over six months. Now you need to calculate the cost of a single box. If you aren't sure how much of each item you will need, estimate.

Mailer Box:			
Box Filler:			
Tissue Paper	•		
Labels:			
Tape:	Cost and Description	of Products Inside Box:	
Shipping		ducts, but can have more.	
	Cost	Description	
Product #1:			
Product #2:			
Product #3:			
Product #4:			
Product #5:			
Total Cost	of Box #6:		

SUMMARY OF COSTS AND PRICING

BOX #	COST
BOX #1	
BOX #2	
BOX #3	
BOX #4	
BOX #5	
BOX #6	
AVERAGE COST PER BOX:	
COST OF ADVERTIS (TOTAL COST OF ADVER	

BASED ON THE ABOVE INFORMATION, WHAT WILL YOU CHARGE FOR A MONTHLY SUBSCRIPTION? EXPLAIN.

BRANDING

BRANDING INFO

Name of Subscription Box Service:		Ø
Brand Mission:		
Brand Colors:		
Logo	(Drawn on next slide)	
Brand Values:		

LOGO

Attach a picture of your logo below. You may draw one on paper or use any computer program to design your logo.

CREATING

SHOW OFF YOUR BOX

Use a photo editing platform or draw a picture of your subscription box.

Your design should encompass and convey your brand and utilize your brand name, logo, and slogan. It should also appeal to your target audience.

You may attach the photo of your box on the next slide.

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ADVERTISING

SOCIAL MEDIA ADVERTISEMENTS

Using the templates given to you, create two social media posts advertising your box.

Ensure your advertisements are enticing to your target audience and feature your brand name, logo, and colors.

Attach the advertisements below this slide.

SOCIAL MEDIA TEMPLATES

IMAGE



@(XXXXXXX) Advertisement text here

IMAGE

ADVERTISEMENT TEXT HERE

Text Text	Follow ~
Text	
12:15 PM - 28 Aug 2017	
54,442 Retweets 158,426 Likes	😡 🕸 🔿 🚯 🕲 🏟 🌚 🔿 †
Q 28K 1⊒ 54K ♡ 18	58K 🖂

