

Create a **Marketing Mix** and **Subscription Box** for A New **Subscription Box Business**



Project: In groups of up to 4 students, create a slide presentation for a new subscription box business and the subscription box/product(s).

- The product(s) **cannot** already exist in its entirety. *(You can use an existing product idea, but you will need to modify it.)*
- The **target market is you; a high school student.**

Disclaimers:

You have already done the **Market Research** for your subscription box and product(s) (survey says. . .), and completed a **focus group** evaluation.

Directions:

1. Create your presentation using **Google slides** or [Canva](#)
 2. Use this presentation to **informally** present your subscription business and product(s) to your class. **Note: You will not be graded on the informal presentation.**
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Minimum Requirements:

- The **subscription box** must have the name of the business and the company logo on the outside as well as a color/design theme that relates to the product(s).

[Examples: Click here.](#)

Slide 1 - Title slide

Name of the business.

Name of all the students in the group.

Slide 2 - Target Market slide-(High School Students)

Image and description of your primary target market.

- Demographics

Age, gender, education level, income level
(typically dependent on parents or guardians; some have part-time jobs)

- Geographic Location

Varies—urban, suburban, rural

- Buying Behavior

Influencers *(peers, social media, parents)*

Spending Habits *(brand loyalty high or*

low?), Limited disposable income.

- Psychographics

Values & Interests: *Education, social life, entertainment, sports, technology*

Growing concern for social issues
(climate change, equality, mental health)

- Lifestyle & Activities: *Engaged in school, extracurriculars (sports, arts,*

clubs), and social media

Slide 3 - Marketing Mix Overview-Briefly outline your **product** and it's benefits. What is the price or price range of our product. Note: Be sure your target market can afford this price. Promotion-What types of promotions will you use? (You can explain why you chose those later). Place-Where will the customer be able to purchase your product?

Product	Price
Promotion	Place

Slide 4 - Marketing Mix Product slide - Image and description.

Slide 5 - Marketing Mix Price slide - Image and description.

Slide 6 - Marketing Mix Promotion slide - Image and description.

Slide 7 - Marketing Mix Place slide - Image and description.

Slide 8 - Conclusion, Questions, Encouragement, etc.

Ideas: What problem does your customer have that your subscription box product(s) could solve?

Presentation Slides Example:



Marketing Mix			
Product	Price	Promotion	Place
Diverse and curated selection of candies from around the world.	\$10-\$40 a box	Social Media Platforms	E-commerce website



PRICE			
Competitive Pricing Tiers			
• Different subscription plans based on duration (monthly, quarterly, yearly). • Tiered pricing with discounts for longer commitments. • Trial box or a one-time purchase option for those who want to try before committing to a subscription.			
Monthly	Quarterly	Yearly	
\$40	\$55	\$400	



Subscription Box Business Presentation Slides - 2024

[Smoothie to Go](#)

[Forever Floral](#)

[Surf-ival](#)

[Enchanting Jewels](#)

Grading Rubric:

2/4/24, 12:25 PM 2-Marketing Mix for a New Product

Criteria	Ratings					Pts
Product	4 pts Excellent Describes the want or need the product addresses. Specification of the product features (uniqueness), warranties, how to use. Packaging information is included. Brand name is used. Type of image is projected. Slide has an image.	3 pts Good Two of the following items is missing: Describes the want or need the product addresses. Specification of the product features (uniqueness), warranties, how to use. Packaging information is included. Brand name is used. Type of image is projected.	2 pts Fair Three of the following items is missing: Describes the want or need the product addresses. Specification of the product features (uniqueness), warranties, how to use. Packaging information is included. Brand name is used. Type of image is projected.	1 pts Poor Only one of the following items is addressed. Describes the want or need the product addresses. Specification of the product features (uniqueness), warranties, how to use. Packaging information is included. Brand name is used. Type of image is projected.	0 pts Not Done	4 pts

Price	4 pts Excellent Selling price, discounts payment options, competitors price, strategy, why did you choose that price? Slide has an image.	3 pts Good Two of the following is missing: Selling price, discounts payment options, competitors price, strategy, why did you choose that price?	2 pts Fair Two of the following is missing: Selling price, discounts payment options, competitors price, strategy, why did you choose that price?	1 pts Poor Missing many of the following: Selling price, discounts payment options, competitors price, strategy, why did you choose that price?	0 pts Not Done	4 pts
Promotion	4 pts Excellent Social medias, information about the product, benefits, inducements	3 pts Very Good One of the following is missing: Social medias, information about	2 pts Good Two of the following is missing: Social medias, information about	1 pts Poor Three of the following are missing: Social medias, information about	0 pts Not Done	

Place	4 pts Excellent Where the product can be purchased. Channels of distribution (Discount store, department store, etc.) How will the product be distributed? Internet? Direct <u>to consumer?</u> Slide has an image.	3 pts Good 2 of the following are missing: Where the product can be purchased. Channels of distribution (Discount store, department store, etc.) How will the product be distributed? Internet? Direct <u>to consumer?</u>	2 pts Fair 3 of the following are missing: Where the product can be purchased. Channels of distribution (Discount store, department store, etc.) How will the product be distributed? Internet? Direct <u>to consumer?</u>	1 pts Poor Many of the following are missing: Where the product can be purchased. Channels of distribution (Discount store, department store, etc.) How will the product be distributed? Internet? Direct <u>to consumer?</u>	0 pts Not Done	4 pts
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Target Market	4 pts Excellent Who's your customer? What is their buying behavior? Are they motivated psychologically, culturally, socially, or by the situation? Slide has an image.	3 pts Good 2 of the following <u>is missing</u> : Who's your customer? What is their buying behavior? Are they motivated psychologically, culturally, socially, or by the situation?	2 pts Fair 3 of the following <u>is missing</u> : Who's your customer? What is their buying behavior? Are they motivated psychologically, culturally, socially, or by the situation?	1 pts Poor Many of the following is missing: Who's your customer? What is their buying behavior? Are they motivated psychologically, culturally, socially, or by the situation?	0 pts Not Done	4 pts
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Title Slide Name of Business and All Group Members Names	2 pts Excellent Business Name and Group Member Names are on the Title Slide.	1 pts Good Missing one of the following - Business Name and Group Member Names are on the Title Slide.	0 pts No Marks	2 pts
Marketing Mix Outline Slide Price Product Promotion and Place - Defined.	2 pts Excellent Price, Product, Promotion or Place.	1 pts Good Missing one of the following: Price, Product, Promotion or Place.	0 pts No Marks	2 pts

Subscription Box Business name. Has a color/design theme that relates to the product(s).	2 pts Excellent Business Name and Group Member Names are on the Title Slide.	1 pts Good Missing one of the following - Business name. Has a color/design theme that relates to the product(s).			0 pts No Marks	2 pts
Mechanics (Spelling and Grammar) Spelling and Grammar	4 pts Excellent Less than 3 spelling/grammar errors.	3 pts Good 4-6 Spelling/grammar errors.	2 pts Fair 7-9 Spelling/grammar errors.	1 pts Poor 10 or more spelling/grammar errors.	0 pts No Marks	
Total Points: 30						