

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:

TARGET MARKET

- High school students; ages 14-18, active social lives, involvement in extracurricular activities, and varying hobbies.
- Students who enjoy indulging in snacks and treats during study sessions, social gatherings, and leisure time.
- Nostalgic individuals who enjoy classic and retro sweets.
- Students who appreciate exploring and trying new flavors and international candies.
- Students Seeking convenient and hassle-free snack options for study breaks or after-school activities.
- Location: Nationwide, with a focus on urban and suburban areas.

Maketing 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

PRODUCT

CANDY SUBSCRIPTION BOX

- A diverse and curated selection of candies from around the world.
- A mix of popular, nostalgic, and unique candies in each box.
- Themes or special editions for holidays or seasons.
- Options for customization or personalization based on customer preferences.

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

PROMOTION

MARKETING STRATEGY

- Social media platforms
 - Showcase the variety and quality of candies in the subscription box.
- Collaborate with bloggers in the confectionery niche for reviews and promotions.
- Referral programs to encourage existing customers to refer friends and family.
- Utilize email marketing to keep subscribers informed about upcoming boxes, promotions, and exclusive offers.
- Limited-time promotions or discounts to attract new subscribers.

PLACE

Online Platform and Distribution

- Secure e-commerce website for easy subscription management.
 - Seamless and efficient checkout process.
- Implement a robust logistics system for timely and reliable delivery.
- Explore partnerships with popular online marketplaces to expand the reach.

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Subscription Box Business Presentation Slides - 2024

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[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
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Promotion	4 pts Excellent Social medias, information about the product, benefits, inducements (coupons, sweepstakes,	3 pts Very Good One of the following is missing: Social medias, information about the product, benefits,	2 pts Good Two of the following is missing: Social medias, information about the product, benefits,	1 pts Poor Three of the following are missing: Social medias, information about the product, benefits,	0 pts Not Done	4 pts
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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 to consumer? 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 to consumer?	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 to consumer?	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 to consumer?	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 is missing: 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 is missing: 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). Business Logo	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	4 pts
Total Points: 30						