



Surf-ival Box

ISABELLA

GRACE

ABBY

CLAIRE

Target Market

- Students in high school through college that struggle to keep their heads above water.
- Students looking for something to help them focus and push through the rough waves of school
- Parents looking to give their kids a great gift for their hard work



Marketing Mix

Product

variety of
goodies that
all students
love

Price

\$ 25-105

Promotion

Social Media,
School
webpage,
Posters around
the school

Place

Webpage

Product

- The variety that helps ride the waves to graduate
- A mix of your favorite treats and essential school supplies to complete your long day of school
- Treats include tropical snacks reminding you of the waves of summer during all seasons and also your everyday favorite snacks
- Options for customization to make your box just for you





Price



- Different subscription plans based on duration (monthly, semesterly, and trimesterly) and based on the sizing of the box
- Tiered pricing with discounts for longer commitments.
- Accepts all payment types online besides cash
- if you commit to a year long subscription you get 25% off your first box

Monthly

Trimesterly

Semesterly

\$25-small box

\$75-medium box

\$105- big box



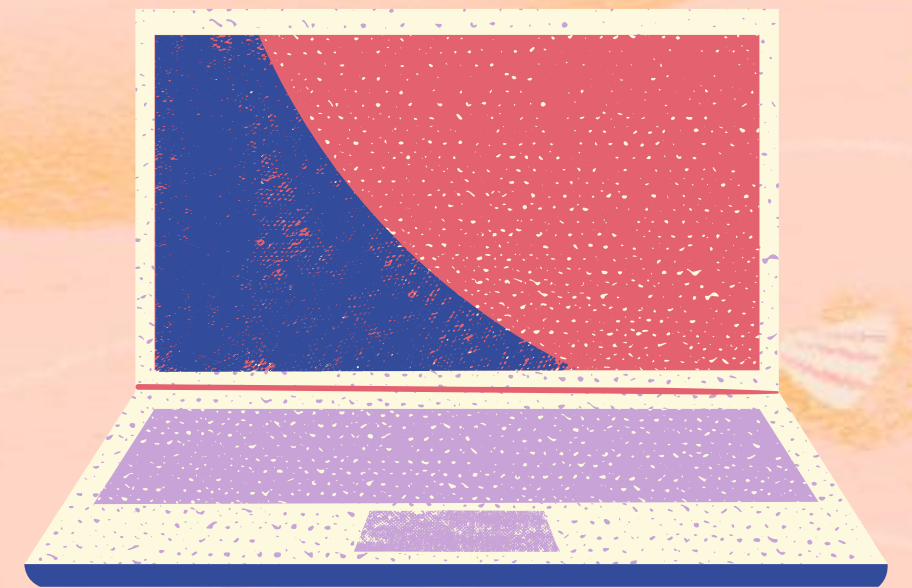
Promotion

- Social Media
- School Newsletters
- Posters around the school
- Referral Programs to encourage students to refer friends and other students
- Emails to inform consumers about any discounts or new boxes
- The longer you are subscribed you get more discounts and deals



Place

- Online Platforms
- Accessible Website that doesn't give you the frustration of other websites
- A secure website that makes sure it's your account and your boxes





THANK YOU

and by the way... CATCH A WAVE

AND SAVE YOUR GRADES