

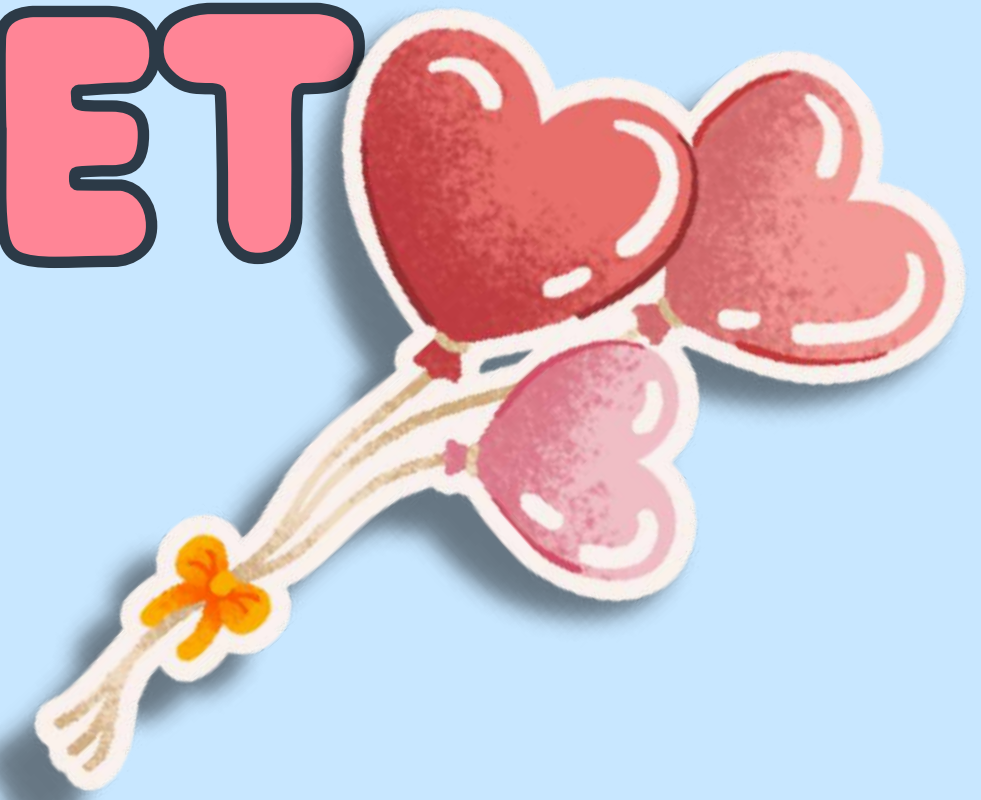


YUM CLUB!

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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.



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





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.