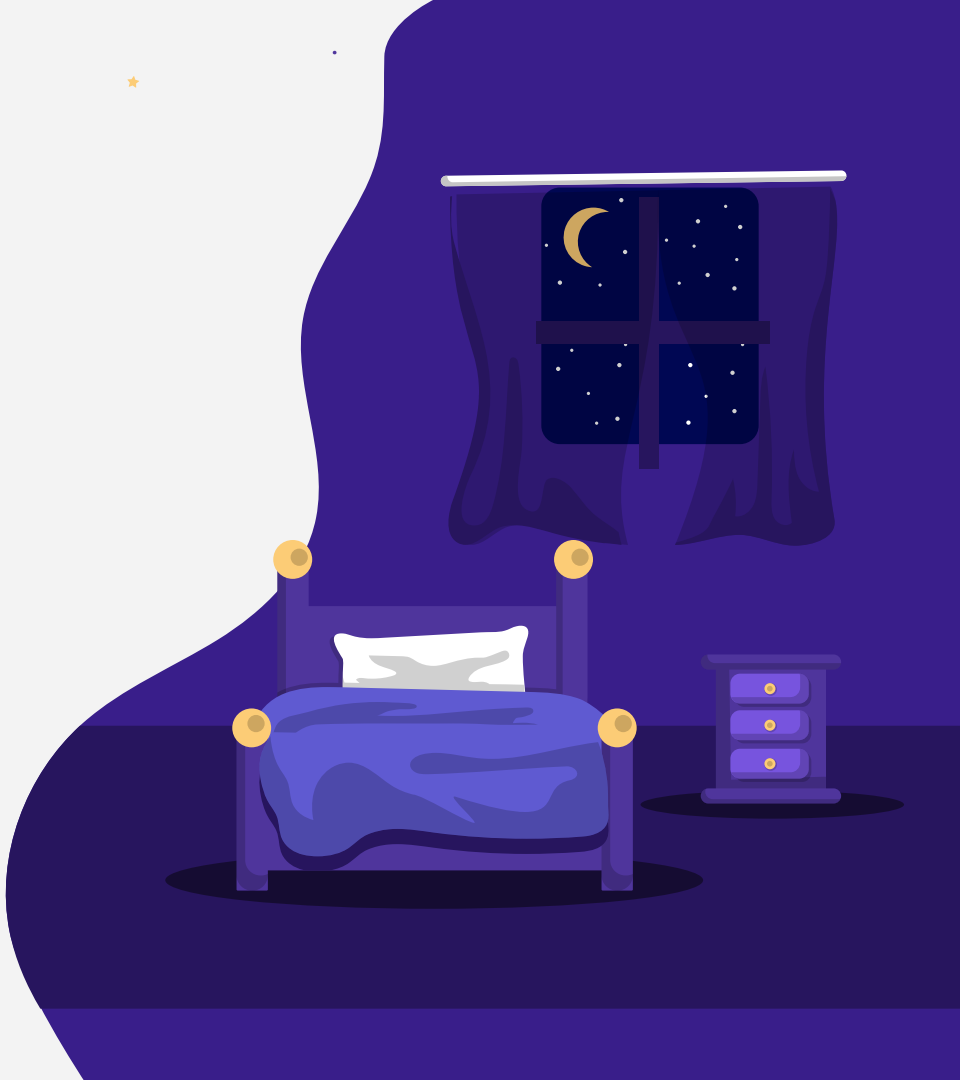


# ZZZEN

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Lucia, Alissa, Sophia



# Target Market

- 18 and above
- People 30 and above need higher dosage products
- College students have option to purchase wide variety of different less potent products
- People with children can purchase variety of gift boxes, cards, etc





# Marketing Mix

P

## **Product**

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Diverse and wide variety of products with many different potencies

P

## **Price**

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\$40-450 a box, different prices for one time purchases

P

## **Promotion**

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Social Media platforms, collaborations, emails, surveys, limited time discounts, buy one get 1 or 2 free, etc

P

## **Place**

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Own website, amazon, mini stores across U.S. and eventually out

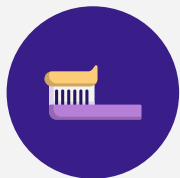


# Product

- A diverse and curated selection of products
- Sleeping masks
- Travel neck pillows
- Pillows
- Blankets
- Pills
- Tea bags

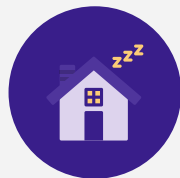


# Price



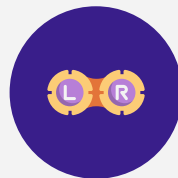
**One time  
purchase/Trial  
box**

\$15-150



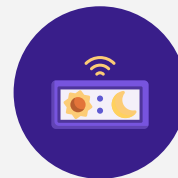
**Monthly**

\$40



**Quarterly**

\$225




**Yearly**

\$450



# Promotion

- Social Media platforms-Show our product and all the different things we sell.
- Emails- Email is free and we can send out surveys through email.
- Collaborations- collaborate with social media stars and they can show off our product and review it.
- Limited time discounts-buy one get 1 or 2 free, etc

 **Place** Own website, amazon, mini stores across U.S. and eventually out

**01**

## **Own website**

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We will have everything on this website and you can filter what you want in your next box.

**03**

## **Mini Stores**

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We can have the one time trial product in the store and in the box information on buying a subscription.

**02**

## **Amzon**

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Offers a subscription option when your purchase a product.

**04**

## **Expand**

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Eventually expand to bigger store.

# The Box

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# Thanks

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Do you have any questions?

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