

# BIOSUN 2021

MARKETING PLAN : NEW HAIR  
COMPANY PRODUCTS



**SHAMPOO**



**CONDITIONER**



# BIOSUN - ECO ALTERNATIVE FOR YOU

OUR COMPANY DISTRIBUTED UNIQUE PRODUCTS FOR YOUR  
HAIR! OUR SHAMPOO AND CONDITIONER ARE FREE OF  
PARABENS, PETROLEUM PRODUCTS, EDTA, SLS, SYNTHETIC  
COLORS AND FLAVORS.

ONLY NATURAL COMPONENTS FROM OUR OWN FARMS AND  
GARDENS.

WE ARE SURE - 2 PRODUCTS ARE ENOUGH TO MAKE YOUR  
HAIR HEALTHY!

# SITUATION ANALYSIS

## ASSUMPTIONS

- NEW BIO LINE OF HAIR TREATMENT ON THE MARKET
- NO SIMILIARITIES
- ONLY 2 PRODECTS INSTEAD OF 4 (at least)

## SALES HISTORY

- ALREADY 100 PRE-ORDERS(MAY 2020)

## STRATEGIC MARKET

- MARKET CONNECTED WITH BEAUTY AND ECO SPHERE

# SITUATION ANALYSIS

## KEY PRODUCTS

- SHAMPOO AND CONDITIONER

## KEY SALES AREAS

- BEAUTY STORES
- BEAUTY SALONS
- ECO SHOPS
- ONLINE WEBSITES

## MARKET POSITION

- AVAILABLE PRODUCTS FOR DIFFERENT SOCIAL CLASSES
- ECO-CONTIOUS COMPANY
- AVAILABLE PRICES (45 ZL / 12 \$ FOR 2 PRODUCTS)



# TARGET AUDIENCE

AGE: 18-30 YEARS

SEX: FEMALE

OCCUPATION: STUDENTS, WORKERS,  
BUSINESS LADIES

INTERESTS: VEGANS, ECO LOVERS,  
INFLUENCERS



# MARKET OBJECTIVES

(SMART)

- TO ANNOUNCE NEW BIO TREATMENT FOR HAIR
- TO BECOME IN TOP 3 LIST ON THE MARKET
- TO INFORM PEOPLE ABOUT POTENTIAL DANGER OF PARABENS AND OTHER CHEMICALS FOR THEIR HAIR
- TO GET MORE BUYERS

# STRATEGIES AND ACTIVITIES

- VIDEO ADVERTISING WITH CELEBRITIES WHO ARE ECO-CONSCIOUS
- COLLABORATION WITH HAIR SALONS, CELEBRITIES, INFLUENCERS
- ORGANIZE A PUBLIC ECO EVENT AND TRANSFER MONEY TO CHARITY FUNDS CONNECTED WITH SAVING PLANET
- SEND A PRESS RELEASE TO RESPECTIVE MEDIA (TO MAKE PEOPLE KNOW AND SPEAK ABOUT US)
- PAID ADVERTISING IN SOCIAL MEDIA



# TIMELINE & BUDGET

PERIOD OF TIME: 22.04.21(WORLD EARTH DAY) - 31.08.21 (3  
MONTHS)

BUDGET: 30 MLN \$

# EVALUATION

- REGULAR SURVEYS ONLINE / OFFLINE
- STATISTICS OF SELLING PRODUCTS IN DIFFERENT STORES
- FEEDBACKS FROM BUYERS

**VERONIKA ROMENSKA 9291**

