

Subscription Box Marketing Plan
SWOT, Market Segmentation, and Marketing Mix (4 P's)
200 points



Standards:

BMA-BC-2 Examine and practice grammar, mechanics, and process of composing professionally written business communications

BMA-BC-5 Master word processing software at an expert level to create, edit, and publish professional-appearing business documents.

BMA-BC-7 Apply skills and strategies for the delivery of effective oral communication and presentations.

Time frame:

This project is a long-term project that can be completed in consecutive class periods or broken up and each section of the project completed as parts of other units. This project can be completed in 20 50 minute class periods.

Subscription services are a very popular product trend right now. Customers pay companies a monthly subscription fee for the convenience of having goods delivered right to their door that are tailored to their customers' interests. There are an estimated 400-600 box subscription services in the United States and even more overseas!

Your challenge with your group is to create a company based around subscription services. You may research subscription style companies to get ideas, but **YOU MAY NOT USE AN ALREADY EXISTING COMPANY!** Several successful subscription box companies you can research are listed below: (Make note of how these companies run their operations. Most have several different levels of subscription plans that consumers can choose from, and they match products to consumers' particular interests.)

- Birchbox and Ipsy
 - Stitch Fix
 - BarkBox
 - Graze
- Blue Apron
- Made South
- FabFitFun
- Nerd Block
- Gentleman's Box

You have to have something that sets your product apart! Yes, subscription boxes are convenient for consumers, but what about your particular box and company make someone want to order your product? What is your Unique Value Position?

Proposal: 3 Pages Maximum

I. Executive Summary (5 points)

- Briefly summarize the marketing plan and its key components. (This section will be typed last.)

II. Situation Analysis (5 points)

- Conduct a SWOT analysis of the company.
- Explain the company's Strengths, Weaknesses, Opportunities, and Threats.

III. Marketing Goals/Objectives (5 points)

- Identify the goals the marketing plan will accomplish. Make sure they are in line with the company's mission.

IV. Marketing Strategies (85 points)

A. Target Market (15 points)

- Create a customer profile for your target market. Include a description of the *demographic, psychographic and geographic* data related to your target market. Also include behavioral data for your target market. **This will require research.**

B. Product (30 points)

- Describe your product in detail (contents, how the idea was generated, etc.). Describe at least 6 months worth of subscriptions.
- Explain how your subscription box appeals to your target market?
- How will your product be packaged (include size of package, description of package, why you selected the particular type of packaging, etc.)?
- What brand name will you use for your subscription box?
- Who is your competition?
- What makes your product different from the competitors?
- Create a sample of your product packaging to share with the class.
 - Brand name
 - Logo
 - Gift tag or greeting card
 - Appropriate package design (Is it appropriate for the types of products, is there a picture of the products, and is the product protected?)
 - Overall box and label design (review the functions of a package and functions of labeling and label laws)
 - Use instructions and warnings

C. Place (5 points)

- How is your subscription service handled? Ex. Frequency, how to cancel, how to handle returns or unhappy customers
- What is the web address for your company. Is this the only place to buy your product, why?

D. Price (10 points)

- What pricing strategy will you use when pricing your product? Explain.
- List at least one competitor's price (give brand name and price).
- What is the price of your product? Explain.

E. Promotion (25 points)

- Develop a slogan for your product.
- Develop a jingle for your product (include a script)- tape the theme song or sing during presentation. The jingle must be sung. This jingle should be created with the intention of being used in your TV commercial.

- Create a plan for a 30-second TV advertisement (you are not actually creating a commercial, you are just explaining the commercial using visual aids such as a storyboard).

Scoring

- **Written proposal:** 100 points
- **Presentation:** 50 points (eye contact, organization, participation of all group members, voice tone, professionalism, use of visual aids, prepared)
- **Prototype of Box** 50 points (packaging, design, contents, realistic, visually appealing)

Subscription Services Project Rubric

Proposal Grading Rubric

Part of Proposal	Requirements	Points Awarded						
Executive Summary	Briefly summarize the marketing plan and its key components.	5	4	3	2	1	0	
Situation Analysis	Conduct a SWOT analysis of the company. Explain the company's Strengths, Weaknesses, Opportunities, and Threats.	5	4	3	2	1	0	
Marketing Goals/Objectives	Identify the goals the marketing plan will accomplish. Make sure they are in line with the company's mission.	5	4	3	2	1	0	
Target Market	Create a customer profile for your target market. Include a description of the <i>demographic, psychographic and geographic</i> data related to your target market. Also include behavioral data for your target market. This will require research.	15	10	5	0			
Product	<ul style="list-style-type: none"> • Describe your product in detail (contents, how the idea was generated, etc.). Describe at least 6 months' worth of subscriptions. • Explain how your subscription box appeals to your target market? • How will your product be packaged (include size of package, description of package, why you selected the particular type of packaging, etc.)? • What brand name will you use for your subscription box? • Who is your competition? • What makes your product different from the competitors? • Create a sample of your product packaging to share with the class. <ul style="list-style-type: none"> ○ Brand name ○ Logo ○ Gift tag or greeting card ○ Appropriate package design (Is it appropriate for the types of products, is there a picture of the products, and is the product protected?) ○ Overall box and label design (review the functions of a package and functions of labeling and label laws) ○ Use instructions and warnings 	30	25	20	15	10	5	0

Place	<p>How is your subscription service handled? Ex. Frequency, how to cancel, how to handle returns or unhappy customers</p> <p>What is the web address for your company. Is this the only place to buy your product, why?</p>	5 4 3 2 1 0
Price	<p>What pricing strategy will you use when pricing your product? Explain.</p> <p>List at least one competitor's price (give brand name and price).</p> <p>What is the price of your product? Explain.</p>	<p>10 9 8 7 6</p> <p>5 4 3 2 1 0</p>
Promotion	<p>Develop a slogan for your product.</p> <p>Develop a jingle for your product (include a script)- tape the theme song or sing during presentation. The jingle must be sung. This jingle should be created with the intention of being used in your TV commercial.</p> <p>Create a plan for a 30-second TV advertisement (you are not actually creating a commercial, you are just explaining the commercial using visuals aids such as a storyboard).</p>	<p>25 20 15</p> <p>10 5 0</p>
Total Points Awarded for Proposal:		

Presentation Grading Rubric

Grading Category	10 9 8	7 6 5	4 3 2	1 0
Organization and Content	Content explains product and proposal in great detail and is well organized	Content explains product and proposal detail and is organized	Explanation of product and proposal is lacking in detail and/or presentation is lacking organization	Product/proposal explanation is very minimal and/or organization is not evident
Professionalism	All group members remained a great level of professionalism during presentation.	Most group members remained a great level of professionalism during presentation.	Group members did not remain professional throughout duration of presentation.	Professionalism was greatly lacking.
Eye Contact/Voice Levels	Students had great eye contact and voice levels during their presentation.	Students maintained eye contact and voice levels during their presentation.	Eye contact and voice levels changed a great deal/varied during presentation.	Eye contact was minimal and/or students could not be heard during presentation.
Audience Engagement	Presentation was enthusiastic and greatly engaged audience.	Presentation made efforts to engage audience.	Presentation was lacking in enthusiasm and audience engagement.	Presentation had no enthusiasm or way of engaging audience evident.
Participation of all group members	All members participated in presentation			All members did not participate in presentation
Total Points Awarded for Presentation:				

Product Prototype Grading Rubric

Grading Category	10	9	8	7	6	5	4	3	2	1	0
Packaging	Product packaging is well designed and includes all required elements.		Product packaging is designed and includes all required elements.		Product packaging is designed and is missing only one required elements.		Product packaging is not designed well and/or missing more than one required element.				
Contents	Contents of subscription box are explained and represented very well.		Contents of subscription box are explained and represented.		Contents of subscription box are missing and/or aren't represented well.		Box is empty and/or contents of product are inappropriate.				
Visually Appealing	Prototype for subscription box is incredibly visually appealing. Prototype shows great evidence of being well designed.		Prototype for subscription box is visually appealing.		Prototype for subscription box is lacking in visual appeal.		Prototype for subscription is not visually appealing or is poorly designed.				
Branding	Extensive evidence of company brand is provided within prototype and design.		Evidence of company brand is provided within prototype and design.		Prototype is lacking in evidence of branding.		Company brand cannot be determined from product prototype.				
Realistic	Students created a product that could be realistically used.						Students did not create a product that could be realistically used.				
Total Points Awarded for Prototype:											

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Students are currently working on their group projects, expected completion is March 20, 2020