

Target Markets

- **College Students**
- Cities/Highly Populated Areas
- Wedding Registry Item



Positioning

- Separate from any competition
- Have an image that caters to the target market
- Position self in market through pricing strategies
- Differentiate through cheap and reliable items



Product Strategies

- Offer a regular, and plus model to start
- Different types of HOME Kits in the future (Outdoor, Travel, etc.)
- Items included will be cheaper versions specific to the college student market
- Offer items specifically that are non-consumable; items should be things that are used multiple times



Distribution Strategies

- Home good retailers can carry our product
- Bed Bath and Beyond
- Home Goods
- Macy's

The Bed Bath & Beyond logo is shown on a dark blue rectangular background. The text "BED BATH & BEYOND" is written in a white, bold, sans-serif font, with "BED BATH &" on the top line and "BEYOND" on the bottom line.The HomeGoods logo is presented on a white rectangular background. It consists of a red outline of a house roof above the word "HomeGoods" in a red, serif font.

Distribution Strategies

- Online Orders
- Deliveries to apartments
- Partnerships with colleges to order to university apartments
- Kit on display in stores but sold in plain boxes



Pricing Strategies

- Penetration Pricing to start
- Keep prices relatively cheap thereafter to appeal to market
- Typical 21 piece Cooking Kit prices range from \$80 to \$200, this doesn't include additional items needed for home

Penetration Pricing

Advantages

- ◆ Discourages or blocks competition from market entry

Disadvantages

- ◆ Requires gear up for mass production
- ◆ Selling large volumes at low prices
- ◆ Strategy to gain market share may fail

Pricing Strategies

HOME Kit:

- Contents: Cups, Plates, Pot, Pan, Grater, Cutting Board, Utensils, Flashlight, Towel. Dust Pan, Spray Bottle...
- CGS: \$25
- Price after Penetration: \$60
- Profit/Product: \$35

HOME Kit Plus:

- Additional Contents: Mini-Vacuum, Lightbulbs, Batteries, Toolkit
- CGS: \$45
- Price after Penetration: \$90
- Profit/Product: \$45

Promotional Strategies

- Youtube Ads
- Instagram and Twitter Ads
- Aforementioned partnership with colleges
- Print Ads in textbooks/study books



Promotional Strategies

- Roommate deal
- Summer sales
- Raffles through Instagram and Twitter Ads
- Make appearances at trade shows
- Offer free shipping



Jazz Building Activities

Display contents at student events around campuses

HOME Kit Homecoming Event

- Parents will get chance to buy HOME Kit for their children while visiting
- Discounts if bought during event

Have representatives at front of stores giving coupons and promoting product to customers