

ARCTIC REST

By: Jonah, Kalei, Olivia, Greta, and Jeremy



STRENGTHS



zzz

Temperature Regulation
(Better/more relaxing sleep)

Natural and Organic Material

Right Price & Distribution

OPPRITUNITIES & TRENDS

- Expanding variety in our business
 - (Designs, products, etc.)
- Longevity and use of opportunities can be positive
 - Expansion of Demographics & Economy



ENVIRONMENTAL RESEARCH

Competitor Flaws
&
What They do Best

Finding Ways to be
Better
or Become a Middle
Option

PRODUCT MIX & MATRIX

Future Potential
in Expansion of
Products

Length, Width,
Depth, and
Consistency



PRIMARY TARGET DEMOGRAPHIC

Sleep Health

Middle Class, Higher Income



MARKETING RESEARCH

- Secondary Research

 - Fabric

 - Similar Products

- Primary Research

 - Survey/questionnaire

SPECIALTY PRODUCT

Specialty

Convenience

Sustainable Resources



PRODUCT DESCRIPTION



WARNING:

Do not remove this tag.

This product is made from bamboo fibers. This product should not be placed over one's head in case of suffocation.

The plastic this pillow case is packaged in should not be placed over one's head in case of suffocation.

This product should be kept away from fire and is a highly flammable item.

This product should not be used if you are allergic to bamboo fibers.

This product is manufactured in a factor that only makes this product and does not contain any other properties then as it is made out of.

In the event the cooling filling breaks to not

- Bamboo Fiber
- Cooling Fill
- Warning Label



Product Life Cycle: Arctic Rest



TYPE OF BRAND

- Private Label Company
- Created/Designed in our Warehouse
- Sold to Bigger Retail Stores
 - (Target and Walmart)



BRAND EQUITY

- Strive to Promote Equity and Fairness
- Goal: Create a Reputable Name that Lures in Proud Customers
- Focus on Quality Products & Customer Satisfaction



PACKAGING & SHIPPMENT

- Shipped to companies on pallets (10 boxes per pallet) (each box contains 10 pillowcases inside)
- Packaging outside is an Arctic blue color and is labeled with the shipping address of Walmart and Target
- Shipment by truck (Business-2-Business)
- Sell products at Walmart and Target (Business-2-Consumer)



BUSINESS 2 BUSINESS/ BUSINESS 2 CONSUMER

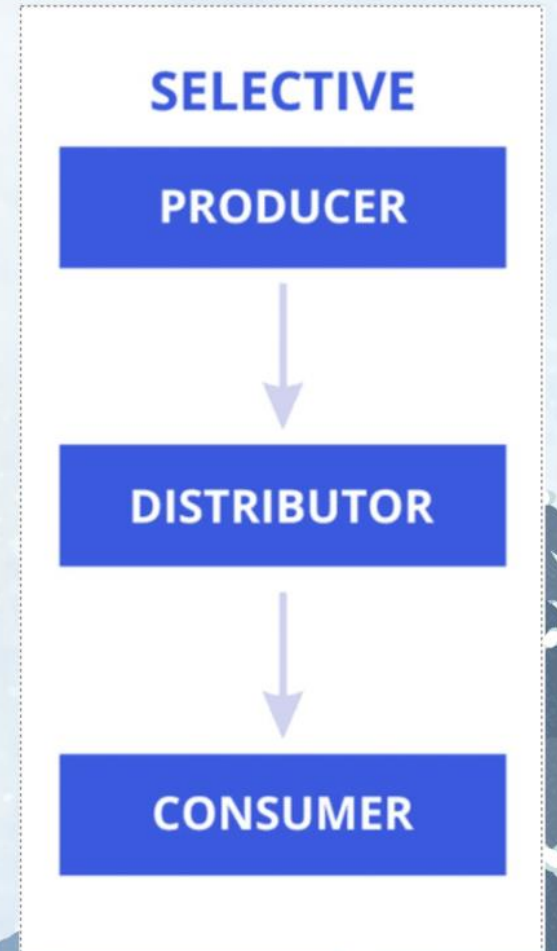
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DISTRIBUTION STRATEGY

-Selective distribution strategy

-Products are sold and distributed to Walmart and Target stores (showcase our products at well-known retailers)

-Pillowcases are made based on supply (supply increases when demand increases)



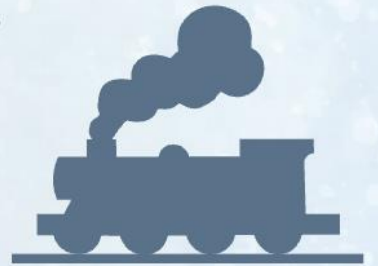
MODES OF TRANSPORTATION

-Mode of transportation: trains and trucks

-Trains deliver products to Target and Walmart locations all around the United States

Once off the train, shipped directly to our retailers by our specialized trucks.

Both modes of transportation fit our pallets perfectly



TYPES OF RETAILERS

- Products are available at select chain stores
(Target and Walmart)

- No online orders or personal stores are available

 - Found all over the United States

 - Mission: bring our product to as many locations as possible



LAYOUT OF STORE/SHELVES

- Found in the middle of the store (house decorations)
- Aisle 22A (located on the left-hand side towards the back)
- Directly across from the different styles of pillows
 - Pillowcases are folded up in a plastic wrapping
 - Fit perfectly on the standard-sized shelves



MARKETING STRATEGY

- Located at Target and Walmart locations all around the United States
 - Deliveries are sent in pallets by trains and trucks
 - Retailers help make our product available to customers
- Information about product shown through advertisements (include important aspects like sizing, pricing, materials, etc.)
 - Showcased online and in different catalogs

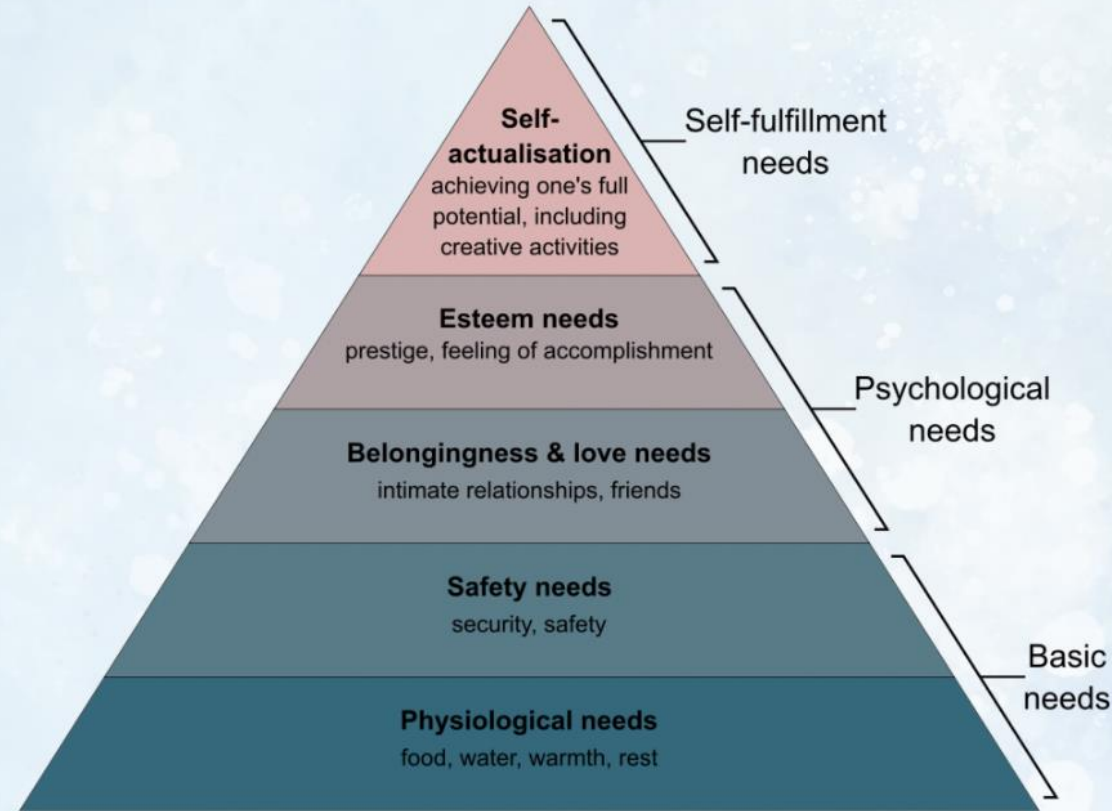


MAKING WANTS INTO NEEDS

MASLOW'S HIERARCHY OF NEEDS

-Physiological Needs → Basic Needs

-Sleep is essential for every major body system



SALES CHANNEL

OTC - Over The Counter
Retail Stores: Target, Walmart



AIDA Model
Attention, Interest, Desire, Action



SALES PROCESS

1. Determine Target Customers
2. Open Conversations About Past/Current Pillowcases
3. Introduce Arctic Rest
4. Expand on Functionality
5. Ask Closed-Ended Questions
6. Finalizing the Sale
7. Follow Up

PERCEPTION MAP



PROMOTIONAL STRATEGY

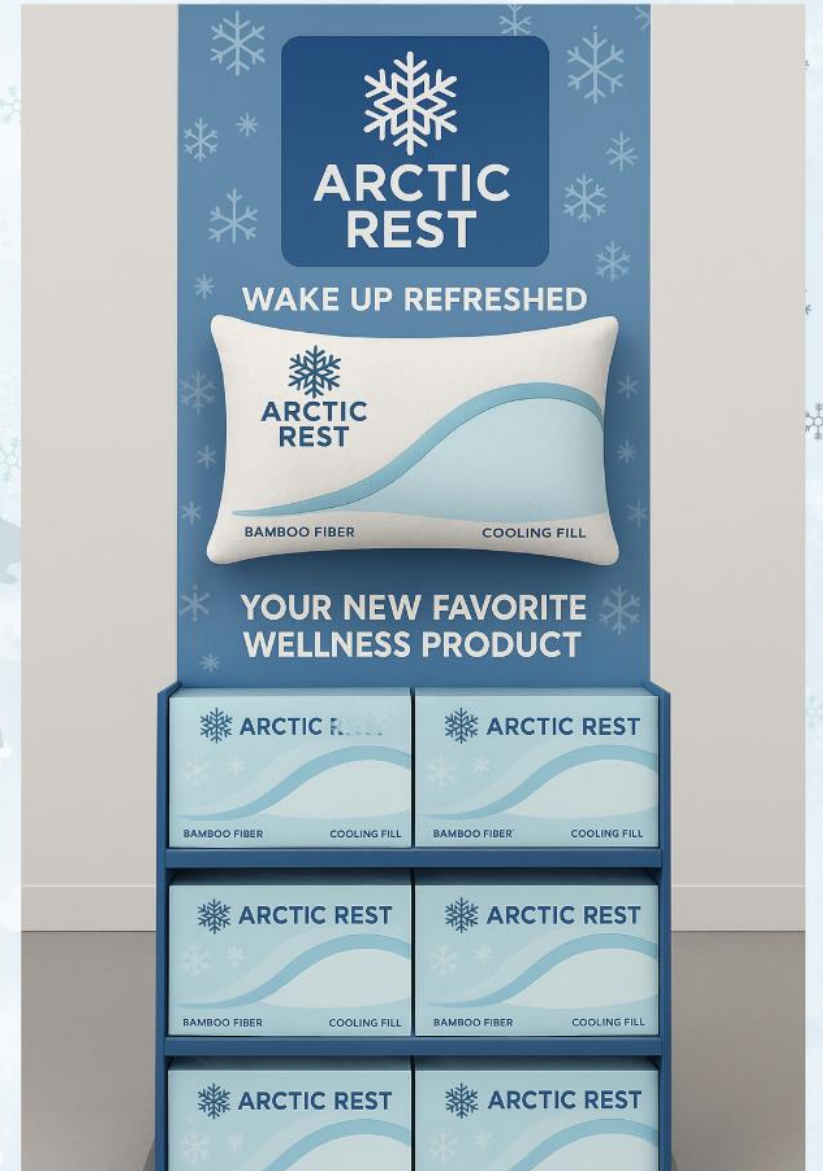
Social Media Presence

TV Commercials

Email Marketing

Seasonal Promotions

In Store Displays



Created Using AI Technology

COSTS OVERVIEW

Fixed Costs: \$50,000/year
(machines, warehouse, salaries)

Variable Costs: \$18/unit
(gel pack, memory foam, bamboo fabric packaging)

Total Cost Formula:

$$\text{Total Cost} = \text{Fixed Costs} + (\text{Variable Costs} \times \text{Units Produced})$$

Costs to produce 1 unit:

Memory Foam Core — \$7.00

Gel Cooling Pack — \$1.50

Bamboo Fabric Cover — \$5.00

Packaging — \$2.00

Assembly & Labor — \$2.50



MARKUP & DISTRIBUTION

Markup Formula:

$$\text{Price} = \text{Cost} + (\text{Cost} \times \text{Markup } \%)$$

Example: $18 \times 50\% \rightarrow \27 to distributor

Distribution Chain: Manufacturer \rightarrow Distributor \rightarrow
Retailer \rightarrow Customer

Retail Price: ~\$80- around a 344 % markup from
manufacturer price

PRICING STRATEGY

Pricing Strategy- Walmart and Target

Value-based: affordable, high-quality, comfortable sleep

Competitive: Middle of the pack price wise but higher quality than products around this price

Balances quality, customer value, and market competitiveness



CONCLUSION

- \$80 retail price fits target market (families, students, adults, kids)
- Profitable for manufacturer, distributor, and retailer
- Pricing ensures product accessibility and widespread approval





**THANK
YOU**