



Ecoflask

Marketing Plan

2020-2021



Ecoflask.ca

Hydration Through Innovation

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Company Overview

Water has always been important for all living organisms. However, although water is important and needed to survive many people do not see it as the main source of life. There are many other drink options that have diluted the vision of true hydration. Sweetened drink companies have a chokehold on the hydration industry and have led to a societal addiction to high sugar content drinks. This in turn has led to a high occurrence of diabetes and obesity in teens and adults, which if left unchecked can be a ticking time bomb, obesity is currently ranked seventh as the cause of death in adults. At this time, based on the American Diabetes Society, more than 80 million people in the United States are diabetic and that number is expected to grow at an alarming rate in the next 10 years. Ecoflask has developed an innovative answer to the growing obesity and diabetes problem in our society. Our mission is to provide reusable healthy hydration options as an alternative to sweetened drinks. This will be achieved by creating hydration flasks that provide two options for customers. Both options will share the same flask base, but will have different interchangeable lid designs. The first is the Puraflask, which is for water purists. These will be reusable filter hydration flasks that have a built-in replaceable filter that the water is drawn through as the person drinks. These will be marketed to people who need or want a filtration option and who prefer pure water over other types of beverages. Our second option is our Blast flask. This product has not only solved the problem of helping our customers get the hydration they need, but also gives people a “blast” of flavor they want. The innovative design of the Blastflask lid allows for the customer to fill a flavor reservoir in the lid. As the water is drawn up from the flask base the flavor is pulled through in micro droplets join the water flow and add flavor to the water. The flavor and water never mix until it is drawn through the innovative lid design and can be shut off with a simple flip of a switch in the lid. Ecoflask provides an opportunity for recurring revenue by selling flavor pack options and the replaceable filters. The short term goals of the company are to obtain initial investor funding for continued research and development of the lid technologies, the expansion of the flavor offerings, the development of an e-commerce website, the development and expansion of the brand. The long term goals include the marketing and advertising Ecoflask as a healthy alternative for primary school age children and the development of a lunch box option that contains the Puraflask or Blastflask. This could lead to possible partnerships with the major cartoon producers and super heros properties of Marvel, DC and FOX studios. In addition, we are looking to partner with the sports drink industry leaders, Gatorade and Powerade and hoping to develop flavor packs that can be used in our Blastflask are top sellers for both the industry leaders.



About the Business

Mission Statement

Our mission is to promote hydration in a fun, innovative, and healthy way.

Pitch & and problem

Ecoflask focuses on problems that keep customers from hydrating properly. We narrowed down on solving two big issues in developed countries. The first being that sugar is an addicting carbohydrate in food and drink that does not allow us to live healthy lifestyles. In order to be healthy hydration many people need to consume a lot of water. The only problem is that water is boring, and not many people enjoy it. People want sugar in their body, so they live on sugary drinks like sodas and juices which in fact are dehydrating you. Our product Blaskflask offers an innovative form of tasty hydration. We offer a healthier alternative, our flavors with zero calories from fruit extract are able to be infused into our blastflask cap. Blaskflask lets you savor the flavor while still getting a good form of hydration. The second issue we focus on is that many people rely on purchased plastic bottles to get clean healthy water. Some of our eco-friendly customers want to avoid plastic use and still have clean water at their disposal. Many times tap water can contain contaminants and impurities. Therefore our puraflask offers a long laying replacement filter to free the water of contaminants.

Target Market

Our Product focuses on being sold to teenagers, age 13, to adults, age 30. The target market brings in both males and females. We focus on selling in developed countries like the United States, as our pricing falls into the middle class range. Each of our products grab a different type of customer. Our Blaskflask really grabs teenagers who enjoy having sugary drinks but need a healthier alternative. We also focus on selling to customers suffering from diabetes and obesity. They struggle to keep their diet in control so the Blaskflask would be the ideal product. However, our Puraflask grabs a different type of customer. Many times an eco-friendly customer will enjoy having clean purified water. As well as many active sporty people who only have access to tap water when they are out and prefer a safer way to drink water. This benefits the company in allowing two separate types of customers to be attracted to our products.



Market Analysis

Industry Analysis

Our current economic conditions seem to be strong here in the United States. The unemployment rates seem to be decreasing. A 3.6% decrease as of July 2019. This simply means that more people are obtaining paid jobs allowing them to purchase more needs and sometimes even their wants. Due to more people purchasing and involving themselves in the economy. It allows the GNP to increase within the nation. The U.S is considered to have the strongest economy as of right now. Having a high GNP means a lot of people are buying products and money is circulating throughout the economy. Because more people are spending, the country is also producing more. The country is estimated to have a 2% growth in the past year in GDP. The country's economy is going strong and money is being collected in large amounts amongst large companies. Interest rates is seen to have a 2.40% increase from the first quarter in 2019. If EcoFlask were to be put in the real world, the high interests rates allows us to have a higher chance at allowing more loans to potentially come through. These statistics also gives us a glimpse of the potential successes for the company. The economy is well developed to sustain our want based company. It allows us to see that we are actually profitable for the majority of the people in the U.S.

Competitive Analysis

The VEI economy has very few firm competitors in the hydration business. This is advantageous for Ecoflask because it means less competitors and more opportunity for revenue income. The two national competitors that are related to our company are Varuna and Worldwide Water. Varuna is a California-based company with purification technologies that use UV light to kill bacteria and impurities in water. The other is Worldwide Water, based out of New York that focuses on a subscription model to pre purchase purified water and flasks that have access to local refilling kiosks.



Marketing Mix

Products

Ecoflask is a company that offers Blastflask and Puraflask which satisfy the customers needs for hydration and allows them a healthier option for hydration. The reusable feature reduces environment impact which is common through the use of plastic bottles.



Puraflask

This product focuses on the water purist and allows customers to get ultra purification when they hydrate. The Puraflask uses the standard reusable base flask used by all Ecoflask products and has a specially designed cap that filters water as it is drawn through the flask to the consumer. The filtration hollow fiber membrane removes 99% of bacteria (E. coli) 99% of parasites (Giardia, Cryptosporidium, etc.) 99% of microplastics and the activated carbon capsule reduces chlorine, bad odor and taste and organic chemical matter

Blastflask

This product will focus on addressing a healthier alternative to the sugar-drink segment of the market. The Blastflask uses the standard reusable base flask used by all Ecoflask products and has a specially designed cap that allows the consumer to add low-sugar all-natural flavors to the water as it is drawn through the flask to drink. The flavor elixirs are available through the company website and last through five flask refills.



Positioning

Ecoflask is appealing to environmentally conscious individuals seeking healthy lifestyles. We offer our customers high-end products at moderate prices. Blastflask is positioning itself to be a healthy alternative to sodas and juices and will mainly target teens and adults who are looking for healthy alternatives to sweetened drinks, but still want to have some flavor to savor.

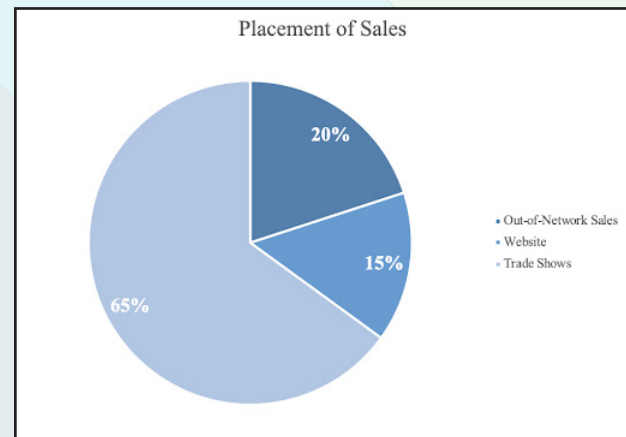


Pricing

We will use the cost-based pricing strategy because we see it as the practice of pricing based on the cost of the goods or services sold. We will use the manufacturing costs of the product as a basis to arrive at the final sales price. In the cost-based prices, a fixed amount or a percentage of the total manufacturing cost of the product is added as profit to the cost of the product to reach its sale price. Cost-based pricing is one of the pricing methods to determine the sale price of a product by the company, where the price of a product is determined by adding a profit element in addition to the cost of making the product. A fixed amount or a percentage of the total manufacturing cost of the product is added as a gain to the cost of the product to reach its sales price, which would generate profits to continue supplying the demand for products more easily.

Placement

The placement of products in the marketplace are achieved in several ways. Sixty-five percent of initial estimated sales will come from sales contracts established early in the companies history. We will be attending several trade shows over the fall winter and spring to expand the brand and to test the product line and pricing strategies. We are estimating that to account for 20% of sales in this fiscal year. As of December, we are looking to launch our company website and are anticipating about 15% of the sales coming online.



Promotion

As regarding promotion, our company is using a social media promotional strategy. With about 3.2 million social media users, we expect a large customer reach. We will launch campaigns on Instagram, LinkedIn, and Twitter platforms. This advertising will succeed because about 3.2 million people are on social media which gives us a greater advantage to reach out to a large amount of people. With the people that may not use social media there's always TV's which is were the commercial comes into play and reaches a different type of audience we might not get with social media.





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