

A vibrant sunset over a mountain range, with the sun low on the horizon, casting a golden glow across the sky and the peaks of the mountains. The sky is filled with wispy clouds, and the mountains are silhouetted against the bright light.

# **MARKETING PLAN**

## **SUPPLEMENTAL MATERIALS**

### **YBS 2019**

**HELIOTECH**

**CHARGE UP WHEN THE SUNS UP**



# INTRODUCING... HELIOTECH

**Our Mission is to provide renewable solar charging products for active, eco-conscious lifestyles.**



**Our company was established in October 2018 and is located in Santa Ana, California.**

## PITCH/PROBLEM:

### THE CUSTOMER STRUGGLE

**People struggle with keeping their device charged throughout the day.**



### THE PROBLEM

**We have become reliant on our devices that not having them creates a struggle for us.**

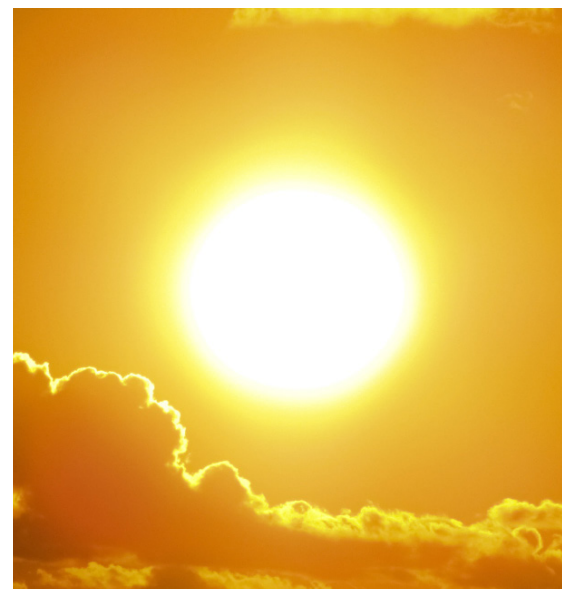


### THE SOLUTION

**The solution is right above us, the sun.**

**HelioTech provides portable eco-friendly products that use solar energy to charge devices.**

**There is no need for outlets, our products are easy to use, convenient, and innovative.**



# TARGET MARKET:



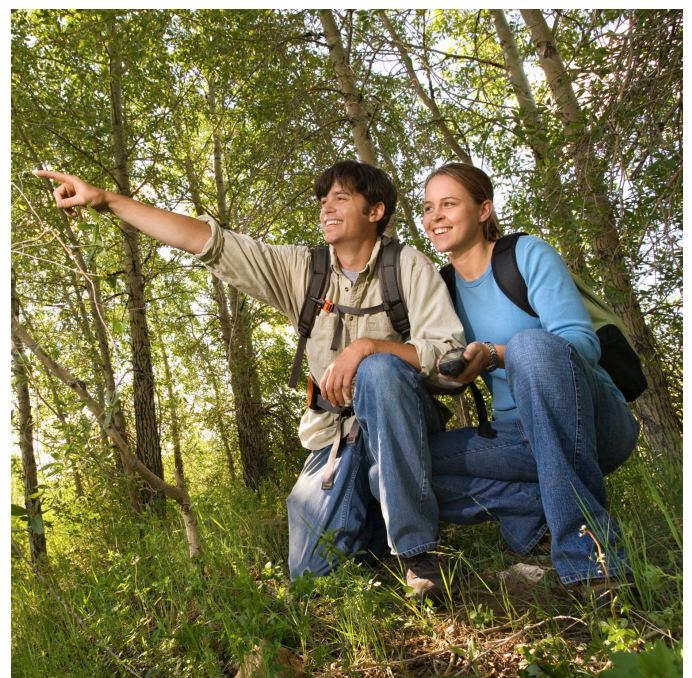
## DEMOGRAPHICS:

- Teens to young adults
- Middle to Upper class
- People living in sunny regions
- Emerging markets
- Cell phone owners



## PSYCHOGRAPHICS:

- Reliant on personal devices
- Early Adopters of Technology
- Environmentally Conscious



# MARKETING MIX:



## PRODUCTS:

- 2 connections powerbank
- Heliohike
- Solpack
- Sol sound
- iPhone 6/6s
- iPhone 7/8
- iPhone 8+
- Samsung s9



Samsung s9



iPhone 8+



Sol sound



iPhone 7/8



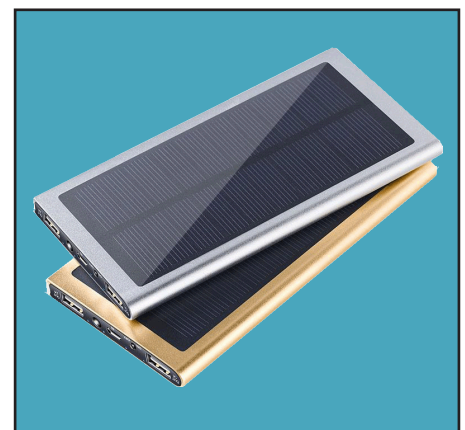
iPhone 6/6s



Heliohike



Solpack



2 connection powerbank

# MARKETING MIX:



## PRICING:

Our pricing strategy is cost base pricing. Here half is the company profit and the other half is cost of goods through the manufacturing process.

**COST OF GOODS  
MANUFACTURING**

**50%**



**GROSS PROFIT  
MARGIN**

**50%**



**\$75**  
**COST OF  
MANUFACTURING**

**\$75**  
**GROSS PROFIT  
MARGIN**

**\$150**  
**TOTAL COST OF  
HELIOHIKE**

# MARKETING MIX:



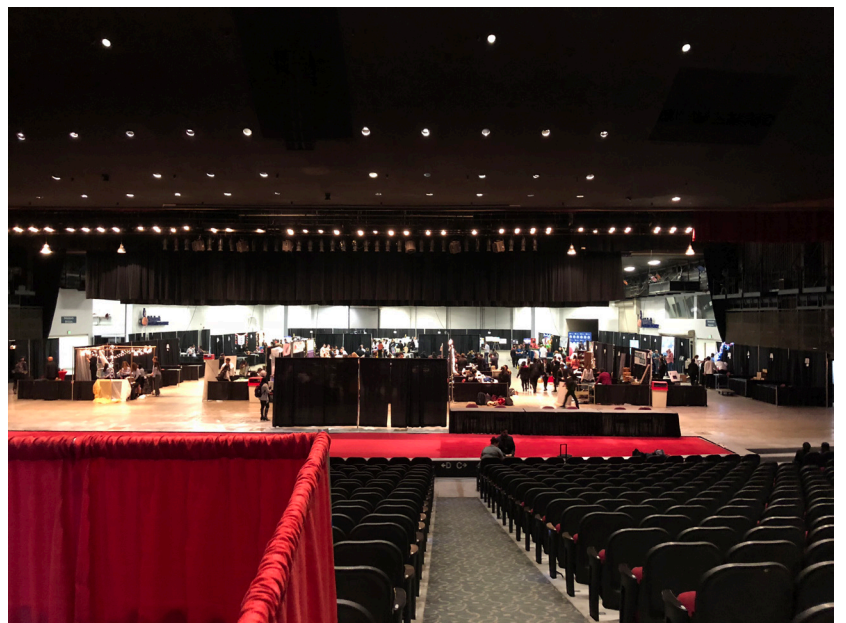
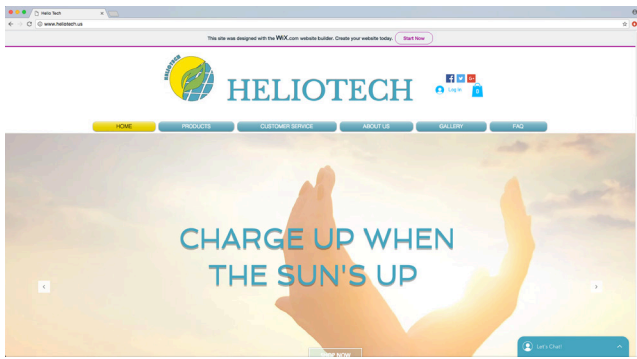
## PLACEMENT:

Distribution of our products will be done in Trade shows and through our online website

[www.heliotech.us](http://www.heliotech.us)



VIRTUAL  
ENTERPRISES  
INTERNATIONAL



# MARKETING MIX:



## PROMOTION:

- Company banner
- Company website
- Business cards
- Sales material
- Flyers
- Social Media
  - Twitter
  - Instagram
  - LinkedIn

*San Diego Special*

## HELIO TECH

**HELIO SHADES** First 20 \$25  
**HELIO BUNDLE: \$100**  
 It's always a sunny day in San Diego! Enjoy your day and take advantage of the sunshine with full battery on your phone, shades, and a mini speaker.  
 Product Number: SPS-02  
**CHARGE UP WHEN THE SUN'S UP**  
 @ BOOTH 15

## HELIO TECH

**SAN DIEGO TRADE SHOW SPECIAL**

**HELIO BUNDLE: \$165**  
 STORE ENERGY FOR LATER USE. PROTECT/CHARGE YOUR PHONE AND CHARGE YOUR DEVICES ON THE GO.  
**HELIO BUNDLE: \$165**  
 PRODUCT NUMBER: SDS-01  
**CHARGE UP WHEN THE SUN'S UP**  
 @ BOOTH 15



@HELIOTECH.US



@HELIOTECH20



@HELIOTECH

## HELIOTECH

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Charge up when the sun's up

# HELIOTECH

## Charge Up When The Sun's Up

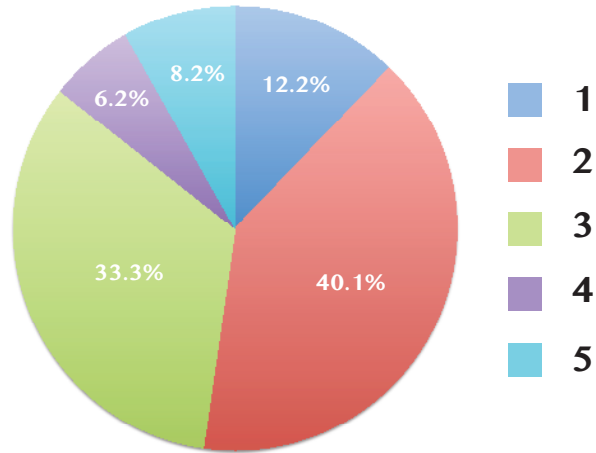
Specializing in: Solar Panel Backpacks, Phone Cases & Power Banks

Visit us at: [www.heliotech.us](http://www.heliotech.us)

# DATA LEARNED:

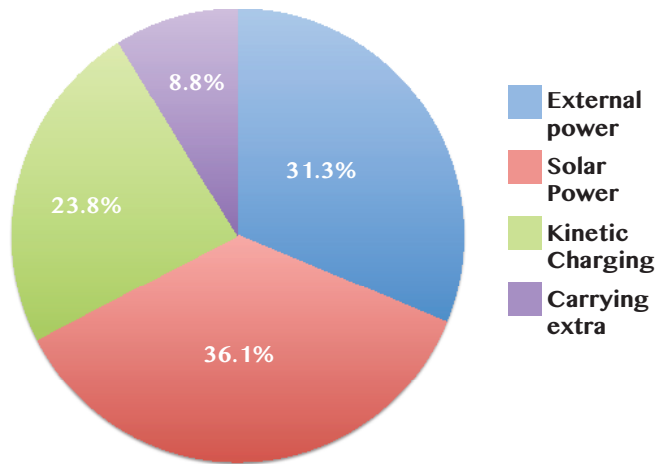


**IN OCTOBER 2018 WE SENT OUT A CUSTOMER SURVEY TO OVER 200 PEOPLE. IN THIS SURVEY WE ASKED ABOUT WHAT PEOPLE WOULD LIKE TO SEE IN OUR PRODUCTS AND WHERE THEY GO WITH THEIR DEVICES. BELOW IS SOME DATA THAT WE RECEIVED IN THIS SURVEY. WITH THIS DATA WE BEGAN TO MAKE CHANGES IN OUR COMPANY PRODUCT LINE AND IT HELPED US EVOLVE AS A COMPANY.**



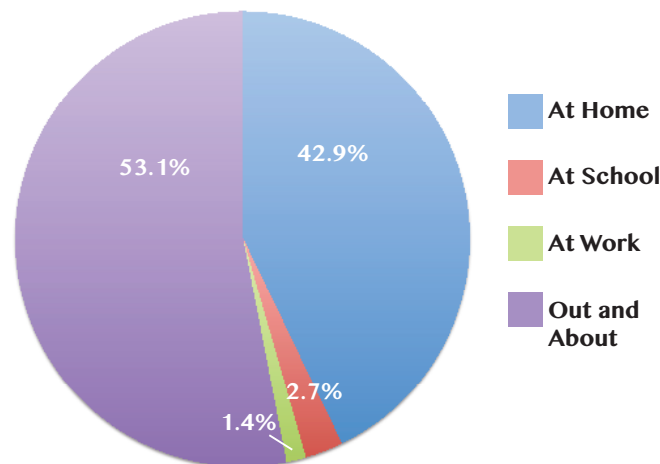
## HOW MANY CHARGEABLE PERSONAL DEVICES DO YOU OWN AND USE ON A DAILY BASES?

**HELPS US IMPROVE OUR PRODUCTS TO BE MORE OF A CONVENIENCE TO OUR CUSTOMERS. WE CAN UPDATE OUR PRODUCTS TO BE ABLE TO CHARGE MORE DEVICES TO MEET THE NEEDS OF OUR CUSTOMERS.**



## SOMETIMES IT IS HARD TO FIND AN OUTLET TO CHARGE YOUR DEVICE, WHAT SOLUTION BELOW WOULD WORK FOR YOU?

**THIS HELPS US INFER WHAT OUR MAIN SOURCE OF COMPETITION IS AND ALLOWS US TO DEVELOP IN A WAY THAT OVERCOMES OUR COMPETITION.**



## WHERE DO YOU TEND TO USE YOUR RECHARGEABLE DEVICES?

**THIS ALLOWS US TO FOCUS MORE ON OUR OUTDOOR PRODUCTS AND IMPROVE THEM FOR OUR OUTDOOR CLIENTELE.**