



BOXOLOGY

Think inside the box.

Marketing Plan 2020-2021



Plainview-Old Bethpage JFK High School
50 Kennedy Dr. Plainview, NY 11803



<https://boxologyny.wixsite.com/boxology>



boxology.ny@veinternational.org



@boxology.ve

Table of Contents

Pitch/Problem

Problem Statement2

About the Business

Target Market and Market Segmentation2

Market Analysis

Industry Analysis/Competition: Real3

Industry Analysis/Competition: Virtual3-4

Marketing Plan

Product 4-5

Price5

Placement5

Promotion 6

Positioning6

SWOT Analysis

Strengths, Weaknesses, Opportunities, Threats7

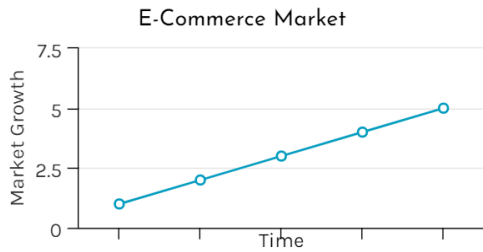
Pitch/Problem:

It is impossible to beat the clock. No matter how much you try to outrun the hands of time, the clock never stops ticking. Time is a resource you can never get back. Given that time dictates how we live our lives, individuals are losing the ability to take part in activities that will keep them looking and feeling their best. Working parents are constantly occupied by their responsibilities. Having children is a full-time job, on top of working to make a living. Self-care and wellness are thrown out the window and replaced with the constant rush experienced by each and every member of society. We wanted to find a feasible solution to these problems, that made your life easier and made you feel like the best version of yourself every day. Boxology is a self-care and wellness subscription box service that brings a healthy lifestyle right to your door. Our company helps you refocus on your needs, while simultaneously saving you trips to the store. Our goal is to give you the opportunity to lead a healthy life without the hassle. Our products are eco-friendly, sustainable, cruelty free, and the highest possible quality. We use locally sourced products to enrich our community and fulfill the promise that the contents of our boxes are the best of the best. Boxology has revolutionized the self-care and wellness industry, while simplifying your life one box at a time. At Boxology we think inside the box and make you the priority with every product placed inside.

Target Market:

Boxology prioritizes our customers. We have defined our target market as working individuals or couples who may have school-aged children. Our target market includes people with a discretionary income with an active lifestyle and value self-care. Boxology is located in Plainview, NY. Therefore, our geographic market includes individuals living in the tri-state area. We cater towards people who want to better themselves, people who lead busy lifestyles, and people who value luxury items. This segment of the market is likely to subscribe to our boxes because of their psychographic attributes, as listed in the graphic below which further highlights the unique aspects of our target market.





Market Analysis:

When researching possibilities for our business, we discovered that the subscription e-commerce market has grown upward, by more than 100 percent a year, over the past five years. This incredible statistic demonstrated the immense space for growth and success in this industry.

The most profitable companies in the industry made upwards of \$2.6 billion, which gave us confidence that we could thrive in this competitive market. Moreover, the e-commerce subscription box market was an especially attractive market to go into. Over the last decade, this industry has amassed a worth over \$10 billion dollars. Additionally, our research indicates that 15 percent of online shoppers have subscribed to an e-commerce service over the past year. These promising statistics helped us find our niche within the subscription box market.



In March 2020, COVID-19 forced the closing of many local businesses. We saw a surge in the demand for subscription boxes as the population began to quarantine around the country. The number of sellers increased, and we recognized that to survive in a booming market, we would need to differentiate from our competitors; that is why we took an eco-friendly approach. To stand out from other companies in the market, we valued eco-friendly products, products from local businesses, and high quality above all else.

Competitive Analysis

Features of Product	Boxology Plainview, NY, USA	Kathy's Kits New Hyde Park, NY, USA	101 Lifestyle Brooklyn, NY, USA
Subscription Box Service Delivered to Your Door			
Eco-friendly			
Sourced from Local Businesses			

As a start-up Virtual Enterprise firm, we realized that it was imperative that we analyzed the market prior to releasing our product. The VE market provides a potential market of about 930 firms, which introduced many customers. We expect demand to be high for our product, as it

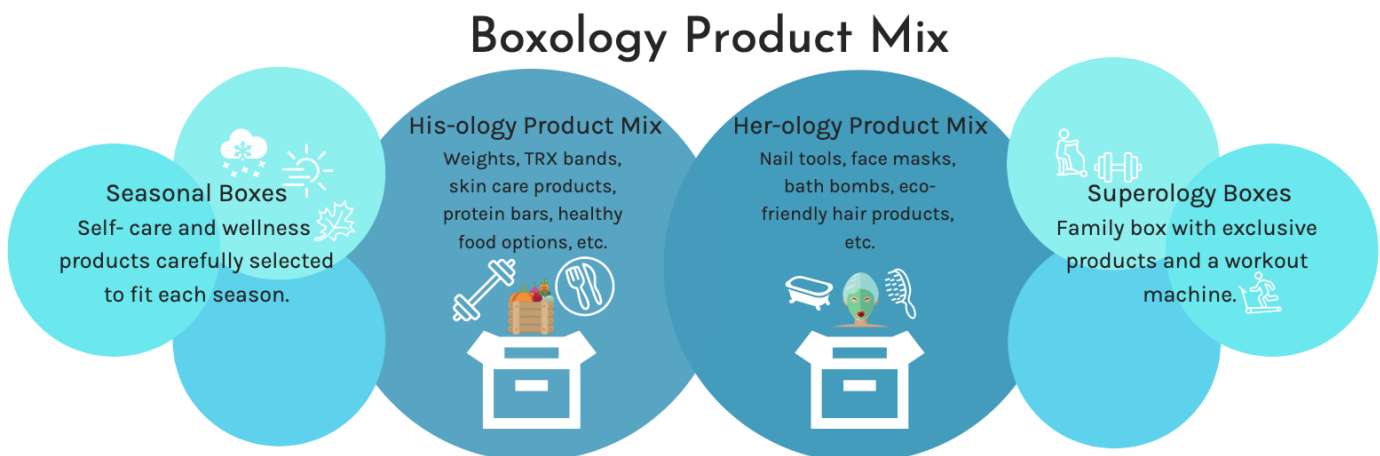
was introduced when the market was in a condition for it to reach great success. We chose to enter the subscription and wellness market because it was unsaturated at the time, so we saw a plethora of room to grow. We have included above a competitive analysis with other Virtual Enterprise subscription-based firms.

Marketing Plan:

Product:




Some of our essential motives when creating our boxes were to use sustainability efforts to help our environment. With this in mind, we created our physical boxes along with all of our products inside to follow this ideology. All of Boxology's boxes are made of biodegradable materials and are recyclable. On the outside of the box, we have our logo and slogan to emphasize our company branding. Inside the box, you will find products that are all cruelty-free, sustainable, and environmentally friendly. Each and every box created is centered around wellness for the customer, but also the environment.

Our product mix includes three different box options. First off, we have our His-ology and Her-ology boxes. These boxes can be purchased monthly or under an annual plan and include all things health and wellness for your individual needs. Examples of products that could be seen in a His-ology box include men's skin care products, TRX Straps, and fiber bars. Examples of products that could be seen in a Her-ology box include nail tools, face masks, and bath bombs. To receive a full list of options for these boxes, and view our partner companies, please visit our website for more information: <https://boxologyny.wixsite.com/boxology/shop-1>.



Secondly, we offer a special seasonal box for the holidays. Each of these boxes is specially designed with self-care and wellness items that fit the season. To wrap it up, we would like to introduce Superology. This box is for the whole family: from children, to pets, parents, and even grandparents. The Superology box includes exclusive products, including bonus machines and items, that can be enjoyed by people of all ages. Furthermore, all boxes include

healthy recipes of the month, discounts for activewear companies, and free workout classes after purchasing 8 boxes.

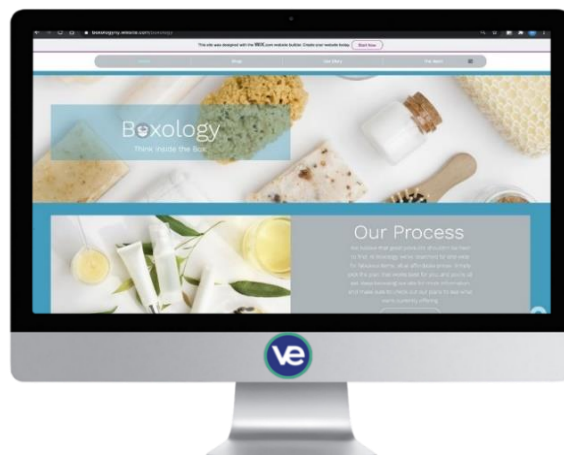
<p>His-ology/Her-ology Box</p>  <p>Monthly Box: \$50 Annual Box: \$550</p>	<p>Seasonal Box: \$150</p> 	 <p>Superology Family Box: \$5,000</p>
---	--	---

Pricing:

Above is our product offerings and prices. We plan to offer different subscription options to accommodate our primary and secondary markets. Our prices were devised according to the products offered in each box and the frequency of the subscription. We devised our yearly price point for our His-ology/Her-ology Boxes at \$550. This is a \$50 decrease in price than what the monthly subscription would be for one year.

Placement:

As a subscription box company, we sell directly through our website: (<https://boxologyny.wixsite.com/boxology>). Other sources of revenue are derived from personal selling at trade shows and business-to-business contracts.



Promotion:

Boxology offers several unique promotions that allow us to differentiate ourselves from our competitors. Our promotions will include a birthday box for loyal customers, first month free before a customer commits to the annual subscription, and a household discount if each parent orders a box. The following is an analysis of the strategies we plan to use to effectively promote our products to our target market.



Positioning:

We have positioned ourselves in the market as a self-care and wellness service that is reliable. Our boxes are always delivered in a timely fashion and contain the highest quality goods. Our attention to detail and promise to provide the highest quality goods has made us successful in the marketplace.

Lastly, we developed the infographic on the next page to address the strengths, weaknesses, opportunities, and threats present for Boxology. The SWOT analysis addresses how we plan to differentiate from our competitors and be successful in the marketplace.

Boxology SWOT Analysis

S

Strengths

- Eco-Friendly Products
- Comparable prices to competitors
- Following health trends
- Inclusive to all genders

W

Weaknesses

- No offline presence
- Competitive market space
- Little name recognition
- Only using Instagram as a social media platform

O

Opportunities

- Increasing number of health conscious consumers
- Increasing number of companies with eco-friendly products

T

Threats

- More affordable subscription box companies available
- Many of our potential customers have loyalties to certain wellness/self-care products