



*P*ROBLEM

WATER

POLLUTION

EMISSIONS

CONTAMINATION

PROBLEM

WASTE WATER

POLLUTION HEAT WAVES

GLOBAL
WARMING

CLIMATE EMISSIONS

CONTAMINATION ENVIRONMENT

PROBLEM

WASTE

WATER

CO₂

TRASH

POLLUTION

HEAT WAVES

GLOBAL

WARMING

LANDFILLS

EMISSIONS

CLIMATE

ENVIRONMENT

CONTAMINATION

PROBLEM

WASTE

WATER

CO2

POLLUTION

HEAT WAVES

TRASH

1 BILLION

GLOBAL

WARMING

31%

PLASTIC BOTTLES

BY 2033

LANDFILLS

POLLUTION
CAUSED BY
BEVERAGE
INDUSTRY

EMISSIONS

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SOLUTION



BLASTS

FLAVORS



Mango



Iced Tea



Piña Colada



Blue Razz



Fruit Punch



Lemonade



OUR TEAM

Mihika Anjoo



Chief Marketing Officer

Riya Dadheech



Marketing Lead

Jason Zhang



Marketing Associate

Neal Maheshwari



Marketing Associate



TARGET MARKET

DEMOGRAPHIC

AGES 12-18

1

PARENTS & TEACHERS

OUT OF NETWORK

*TERTIARY MARKET



PSYCHOGRAPHIC

2

AFFORDABLE

HEALTH CONSCIOUS

*T*ARGET MARKET

GEOGRAPHIC

3

UNITED STATES

EUROPEAN COUNTRIES



MARKETING MIX

PRODUCT / PRICE

ORIGINAL
BLAST

\$11.50

6 Blasts

BITTY
BLAST

\$100

60 Blasts

BONUS
BLAST

\$1,500

780 Blasts

BOOMIN
BLAST

\$2,500

1,320 Blasts

BANGIN
BLAST

\$5,000

3,750 Blasts



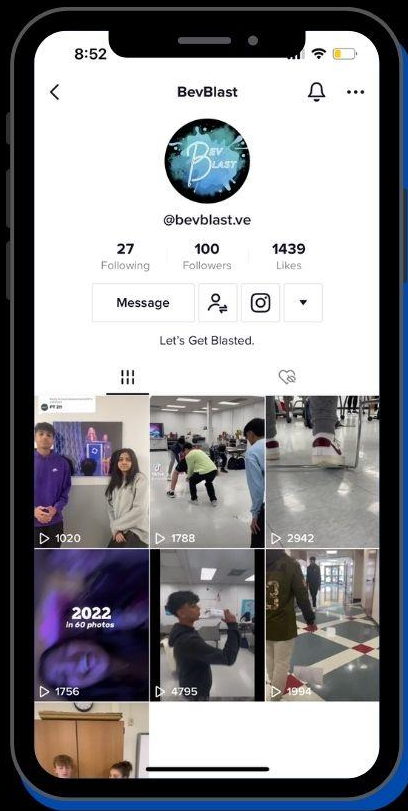
MARKETING MIX

PROMOTION

2,000+

VIEWS

TIKTOK
BEVBLAST.VE



300+

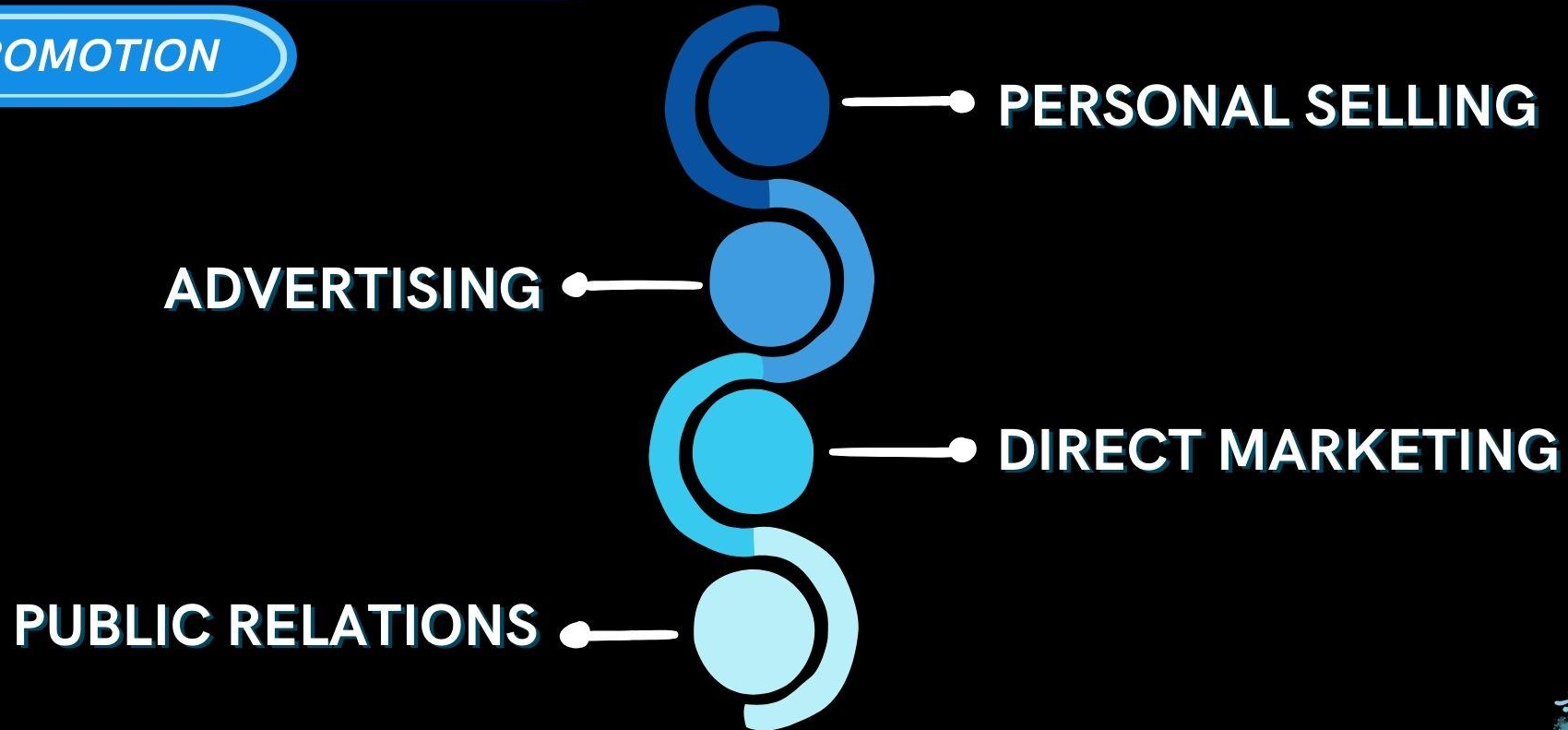
FOLLOWERS

INSTAGRAM
BEVBLAST.VE



MARKETING MIX

PROMOTION



MARKETING MIX

PLACEMENT



TRADESHOWS

60%

30%



OUT OF NETWORK

10%

WEBSITE



MARKETING MIX

POSITIONING



1

CONVENIENT



2

ORGANIC



3

SUSTAINABLE

RESULTS



1st
BEST BOOTH



1st
SOCIAL MEDIA

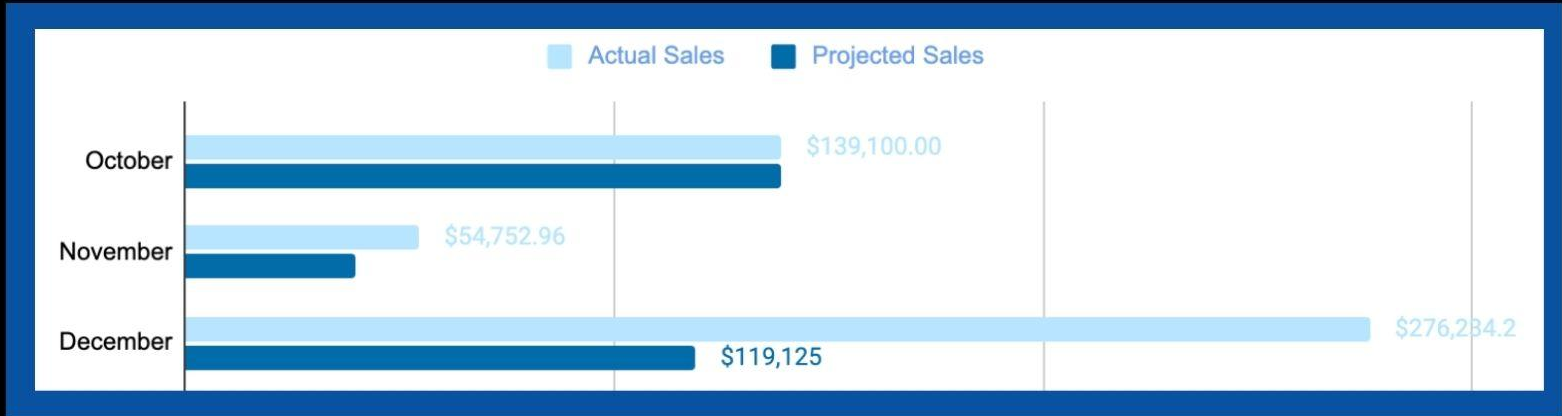


2nd
SALES PITCH



RESULTS

2022

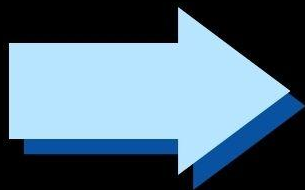


LEARNING

BEFORE



2022



AFTER



2023



THANK YOU!

CONTACT US:



[bevblast.ve](https://www.instagram.com/bevblast.ve)



[bevblast.ve](https://www.tiktok.com/@bevblast.ve)



bevblast.wixsite.com/bevblastve



COMPETITIVE ANALYSIS

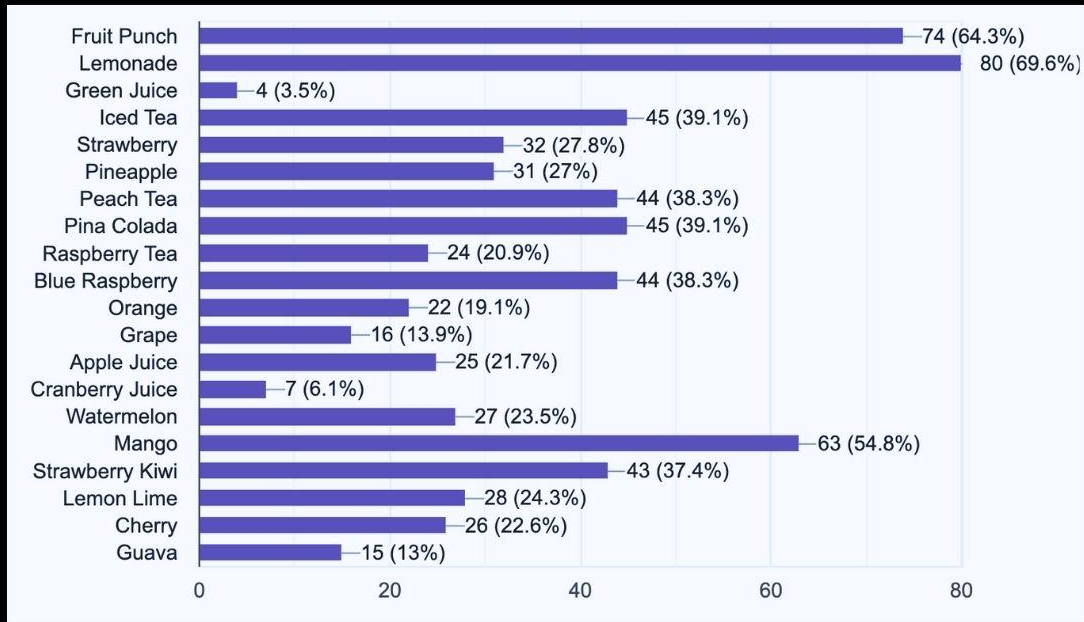
COMPANY	BEVBLAST 	SAVOR STRAWS 
Eco-Friendly	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Entertaining	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Organic	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Seasonality	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Convenient	<input checked="" type="checkbox"/>	<input type="checkbox"/>



COMPETITIVE ANALYSIS

COMPANY	BEVBLAST 	GATORADE 	KOOL AID 
Eco-Friendly	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertaining	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Organic	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seasonality	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenient	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

MARKET RESEARCH



REUSABLE WATER BOTTLE

SWOT ANALYSIS

S

STRENGTHS

- Experienced employees
- Wide variety of diverse flavors
- Nutritious products
- Environmentally friendly

O

OPPORTUNITIES

- Bundle expansion
- Increase environmental efforts
- Shift consumer demand toward health and wellness Blasts

W

WEAKNESSES

- Lack Brand Recognition
- Limited social media presence (Instagram and TikTok)
- Imbalanced workload distribution between

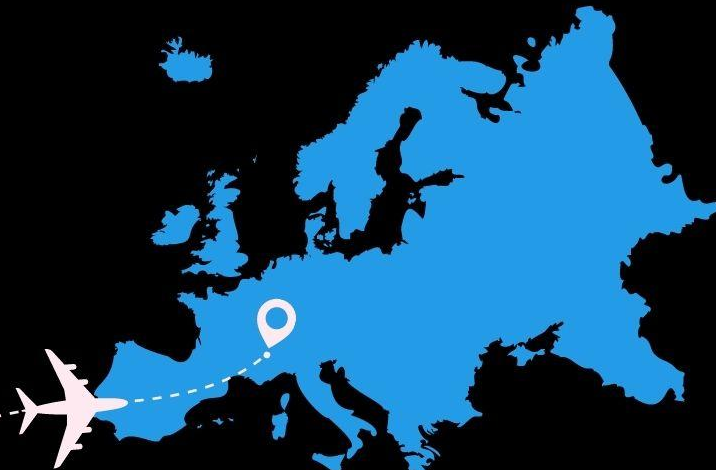
T

THREATS

- Potential customers may have loyal to longer existing brands
- Customer's taste preferences may change
- Low barrier of entry

EXPANSION

2023-2024



NETHERLANDS

SWEDEN

FRANCE

HOW TO USE A BLAST

1



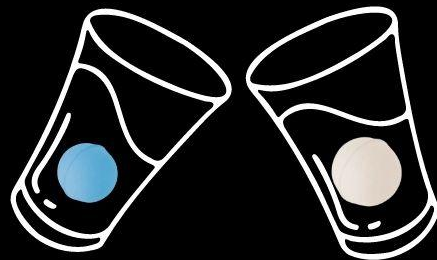
CHOOSE A
BLAST

2



GRAB
WATER

3



ENJOY!