



Marketing Plan

2022-2023

**BRINGING COMFORT
THROUGH THE EXTREME**

Air. Land. Water.



www.xtreme-comfort.net



[xtremecomfort7](https://www.tiktok.com/@xtremecomfort7)



Xtremecomfort.il@veinternational.org



[xtremecomfort](https://www.instagram.com/xtremecomfort)



1020 Dunham Rd, St. Charles Il



331-228-5588



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According to the Centers for Disease Control and Prevention (CDC), over 41% of US Adults are obese. In the United States, obesity is associated with the leading causes of death, including deaths from diabetes, heart disease, stroke, and some types of cancer. Obesity is a complex disease that can be attributed to many factors...

- **Activity & Eating:** Lack of activity paired with overindulgence in food
- **Environment:** Not having access to adequate exercise, outdoor and recreational facilities, and equipment
- **Stress & Emotional Factors:** Many people, when faced with a difficult situation, boredom, or stress, turn to food as a coping mechanism.



Xtreme Comfort looks to address the issue of obesity in the United States by providing high-quality outdoor recreational equipment to exercise newcomers and veterans alike—offering an opportunity to lose weight and engage in physical activities. Xtreme Comfort works as a one-stop shop for all outdoor sports equipment, providing the best possible products, a user-friendly and informative website, and a trained experienced staff that guides our customers on the path to the extreme outdoors. Xtreme Comfort bridges the gap between extreme enthusiasts looking to trailblaze the outdoors and those looking to comfortably explore unique outdoor activities to better their overall health and well-being.

Risks

Products are luxury items purchased with discretionary income. Due to high inflation rates, discretionary income is decreasing for most people

Relatively easy for new competitors to enter the market

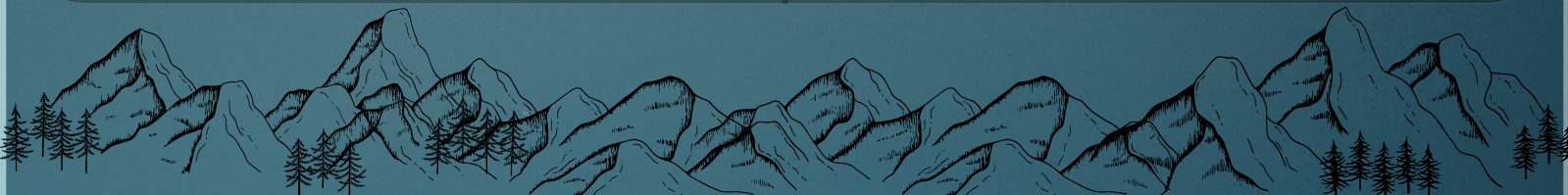
With the inherent risks associated with extreme sports, accidents can become featured headlines. .. causing other participants to second guess their activity choices

Solutions

Market to higher income consumers

Through strong marketing and customer service, establish Xtreme Comfort as the number one brand for high-quality extreme sports equipment

Educate the public on proper training and safety standards to properly use the product in the safest manner possible.



Target Market and Market Segmentation



We have identified our primary target market to be young adults who are either looking to actively engage in the outdoors or those who look to enhance their experience and push their limits to the extreme. Through detailed marketing research, we found that our customers will have the following demographics, psychographics, geographic, and socioeconomic characteristics:



Demographics

Gen Z (12-26) that are in the middle to high-income bracket with the secondary market being adults up to the age of forty-five.



Psychographics

High-energy, health conscious individuals interested in exploring the outdoors to an extreme level who keep pace with current trends and want to have the latest and greatest products that allow them to push the boundaries of everything they do.



Geographics

Places both domestically and internationally that are famous for their outdoor topography

- Domestically: California, New York, Colorado, Utah, Wisconsin, and Oregon (best states in the United States that allow adventurous individuals outdoor extreme activities)
- Internationally: New Zealand, Australia, Spain, Brazil, Thailand, and Switzerland (best countries for extreme thrill activities in the air land and water)



Behavioral

Individuals who frequent the outdoors, and primarily shop online. These individuals are active on social media, and follow and have followers interested in similar activities



Product

Xtreme Comfort provides **state-of-the-art** air, land, and water products for extreme outdoor sports and activities. Our products are designed with **longevity** and **performance** in mind to allow our customers to explore the extreme outdoors while being comfortable.

Pricing

In order to support the fact that our products are **unique, high quality, and safe**, we will employ a **premium pricing strategy**. Our target market wants the very best and is willing to pay for it. This approach keeps us away from price wars and ensures **high margins** and **profit**. To **increase** our **revenue** per sale, we will bundle products, offering them at a slight discount to the buyer yet **increasing** our profit per transaction.

Promotion

Xtreme Comfort uses **several promotional outlets** to **engage** with both our current customers and potential customers so we can **communicate** with our **audience**. We maintain an active social media presence that our target customers frequently visit. **TikTok** and **Instagram** are the **two most popular social media platforms used by Gen Z** individuals, which generate the most online traffic for our products. By utilizing these high-traffic marketing platforms, our marketing and sales departments can efficiently **interact directly** with our audience.

Positioning

Xtreme Comfort is positioned as a **user-friendly** firm that approaches our target market in an **engaging** way. Xtreme Comfort's website is easy to navigate and our color palette portrays an outdoor fun vibe while maintaining a professional image. Xtreme Comfort is positioned as a **leader** in the outdoor recreation industry. **Our mission** is to fully **satisfy** our customers through our products and engaging customer service.

Placement

Xtreme Comfort is a **merchandiser** utilizing a just-in-time inventory approach, ordering products from our suppliers **only** after we've received an order from the customer. This not only **saves** us warehouse **space** and **costs** but also allows us to **receive** and use the **revenue** from each sale to **purchase inventory** for that order.



Industry Analysis



Xtreme Comfort is a part of the outdoor recreation industry, which is massive in America. The industry as a whole accounted for 1.8% of America's GDP in 2020, or \$374.3 billion. COVID has seemed to have at most a minor impact on the GDP. In 2016, the outdoor recreation industry output was very similar, at \$374 billion. This means that our company will likely not be affected by the impacts on COVID-19, in a production sense. However, in terms of consumption, the different areas within the industry are likely to rise and fall. The areas that are likely to rise are all the individual activities, like boating or camping. This is perfect for XC, as we specialize in selling these types of products. From our camping equipment to our hang glider, almost everything in our product line can be operated and used by one person.

Even with all these positives to the industry, there will be significant competition, as it is a pretty saturated market. One such company is VF Corporation, which owns JanSport, The North Face, and Timberland, among other companies. However, Xtreme Comfort sets itself apart in a big way, through the comfort we bring to these activities. All outdoor companies specialize in only one of these two categories, extreme and comfort. However, through our product line, we mix these two and stand out in both aspects. To add to these advantages of our company, our product line is extremely diverse, unlike most other companies. No matter what you are shopping for through XC, you are likely to find three or more products that you are interested in. These two parts of XC exemplify why we stand out far from the competition.

Through the combination of these two facets, extreme and comfort, XC possesses the potential to grab hold a significant portion of the outdoor recreation industry. We believe that we can improve everyone's enjoyment of the outdoors. Through our products, we hope to encourage more activity, especially outside. We hope to inspire all people, whether young or old, man or woman, fit or out of shape, to love the outdoors and enjoy its beauty.



Website and Socials



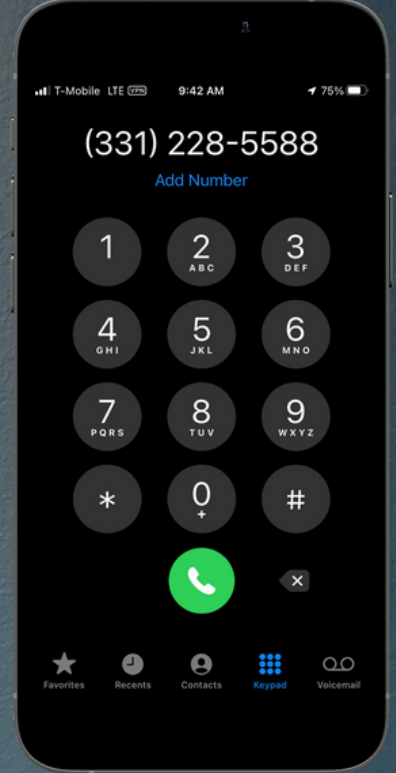
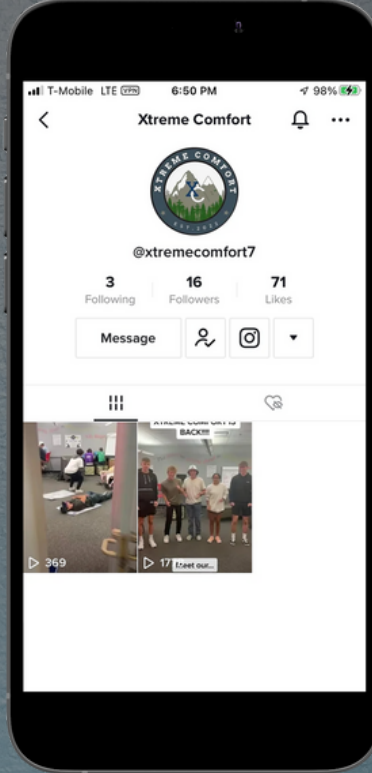
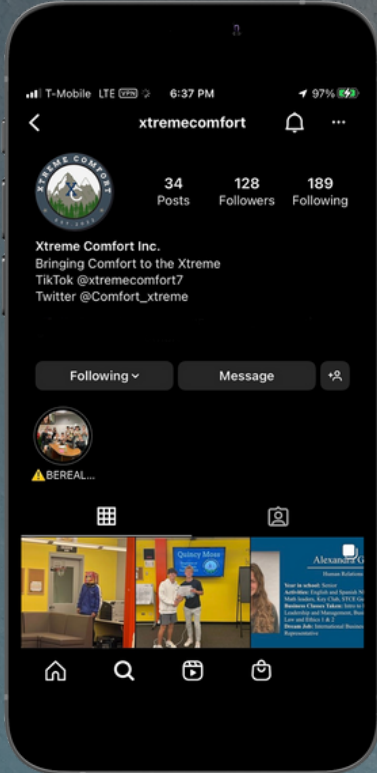
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Xtremecomfort.il@veinternational.org

