

MARKETING PLAN



2023-2024



Phone Number

(973) 331-7100



E-mail Address

chargecaddy.nj@veinternational.org



Our Location

100 Horseneck Road, Montville, New Jersey



Website

<https://shorturl.at/btAHN>



Instagram

@chargecaddy_ve



Tiktok

@chargecaddy

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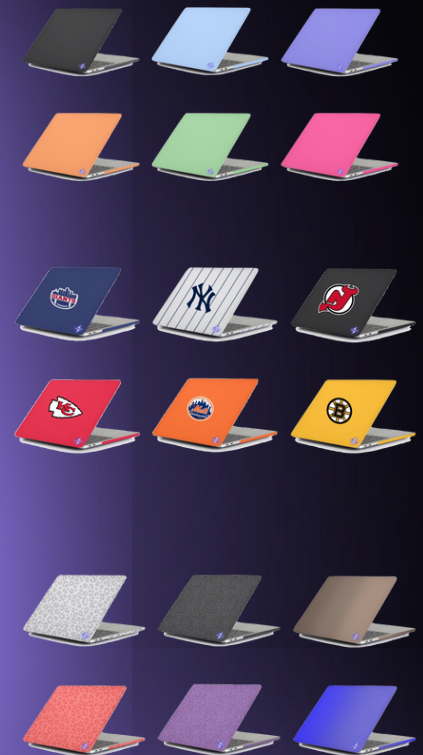
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THE PROBLEM + SOLUTION

After completing a survey, our results show that out of 175 staff and students in this school, 74% of people sometimes or often forget to charge the laptop and 79.5% only carry their laptop charger with them sometimes or never. These findings highlight the widespread issue of insufficient laptop battery life and the need for a reliable solution.

Charge Caddy is the solution to this problem.

Charge Caddy was founded in September of 2023 by 17 staff members. The product is equipped with a battery that lasts up to 24 hours and with a durable yet stylish case, your laptop will never die in the classroom or workplace. But Charge Caddy is more than just a reliable power source. In addition, the Charge Caddy cases are made with recycled polycarbonate plastic, keeping not only your computer safe, but also keeping the environment safe.



Our Mission is to: Revolutionize device charging with innovative technology, empowering users to reach maximum productivity.

TARGET MARKET

We are targeting high school students that bring their own laptop to school.

The students will be aged 13-24, as this includes a range of middle school all the way up to colleges and post-grad education.



The target market consists of medium-high income consumers. We are also targeting people in the workforce that do work on their own computers. The workers will include Gen-z and millennial workers, which includes recent college graduates, tech-savvy adults, and teachers. Charge Caddy will target highly populated suburban and urban areas due to the high abundance of businesses and schools/universities. Psychographic attributes we will target are people who live a busy lifestyle. Our product is perfect for tech enthusiasts that need an extra bit of charge to get through their busy day.

IDEAL CUSTOMER PROFILE

Name:

Christian

Age:

17

Description:

A high school student with a busy lifestyle who uses his laptop on a daily basis.

Motivated by:

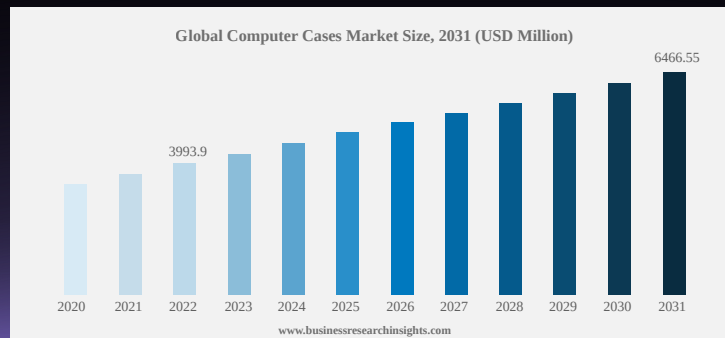
Convenient and innovative tech products

Preferred Marketing Channels

Tik Tok & Instagram

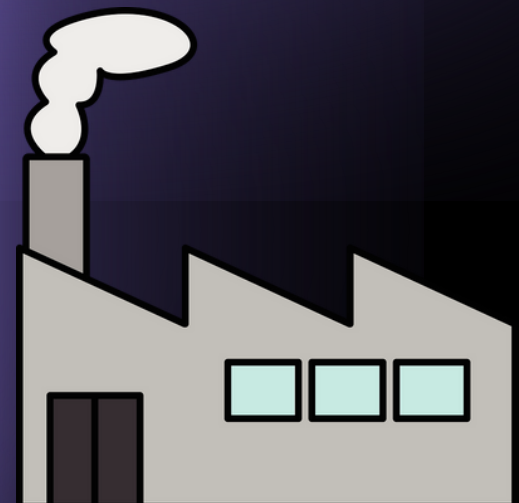


INDUSTRY ANALYSIS



The computer industry has been on the rise and will continue to grow as learning becomes more virtual and businesses use more computers. Overall, industries across the board have become quickly digitized. This will cause the computer case industry to also be on the rise since computers are expensive and companies and students would want to protect their expensive piece of equipment from dangers such as dust and liquids. According to The “Computer Cases Market Report Overview” by business Research, by 2031 the computer case market size is predicted to reach USD 6.5 billion. From small startups to large corporations, companies are investing heavily in computer systems to enhance productivity. This rising demand for computers directly translates into a higher need for protective cases to ensure the functionality of these devices. technology.

Furthermore, according to the article “Computer Cases Market Research Report, its History and Forecast 2023 to 2030” by Medium, computer cases have not only been recognize as protective, but they are also seen as aesthetic. People are looking to be able to customize their computer cases to their liking. By understanding and capitalizing on this trend, companies in the computer case industry can position themselves for success in this expanding market. Moreover, the article also discusses the driving market in North America has a high disposable income. There is also a high demand for advanced



COMPETITIVE ANALYSIS

Solary is a company based in Crosby Texas and sells portable solar powered batteries that power electronics and appliances. Their product is not a direct competitor since it is solar powered and can charge more than a computer. Charge Caddy is powered by a battery and only charges computers. Solary is also marketed as a clean energy source.

Splitz is a company based in Tampa Florida that sells portable power strips that charge electronics. They are advertised as environmentally friendly. They are more of a direct competition because they do not use solar energy. Unfortunately, it was not easy to understand exactly what their product looks like.

“1Charge“ is a company based in Rockaway New Jersey that sells self-powering portable products that can charge any device. Unfortunately, their website does not work so we are not able to gather more information at this time.

Overall, Charge Caddy is the superior product because we have a clear and user friendly website with distinct options making it easy for customers to choose the case they want. Charge Caddy only sells computer cases to ensure all our efforts go into maximizing the quality of one product. Furthermore, our computer cases are customizable so customers can find the perfect case to fit their aesthetic.

MARKETING PLAN

PRODUCT

Charge Caddy is a charging computer case made to fit three different sizes of both Apple and Chrome laptops. When charged to full capacity, the case can provide enough charge for the computer to last up to twenty-four hours. Our computer cases come in plain colors which include black, blue, purple, orange, green, and pink. We also offer patterns which include white and pink cheetah print, purple and black glitter, and brown and blue gradient. Furthermore, we have other cases with sports logos including the Giants, the Yankees, the Kansas City Chiefs, the Mets, the Devils, and Bruins. We also offer customizable colors, monogramming, patterns, and sports cases by having the customer simply put what they want in the order notes. All of our cases are branded with the Charge Caddy logo at the bottom right corner. Moreover, we offer a warranty plan which is \$10 a month.



Packaging

Our packaging is a black coated cardboard box printed with our logo and brand name.



PRICING

Our prices vary from \$64.99 to \$119.99. Our prices increase two dollars per inch of the computer. An additional 20% is added for the sports cases because we had to pay a licensing fee so we have rights to put the sports logo on our product. We decided to use a penetration pricing strategy in order to establish ourselves in the market. By initially setting a low price for your products or services, we aim to attract customers and gain a significant market share. This can help us generate sales and potentially create customer loyalty. Later, we will increase the price once we have established our brand.

Solid Colors

Mac: Chromebook:
13': 64.99 12.25': 64.99
15': 67.99 13': 64.99
16': 69.99 14': 66.99

Sports cases

Mac: Chromebook:
13': 77.99 12.25': 77.99
15': 81.99 13': 77.99
16': 83.99 14': 80.99

Monogramming

Mac: Chromebook:
13': 75.99 12.25': 74.99
15': 77.99 13': 74.99
16': 79.99 14': 76.99

Custom Solid Colors

Mac: Chromebook:
13': 74.99 12.25': 74.99
15': 77.99 13': 74.99
16': 79.99 14': 76.99

Custom Sports cases

Mac: Chromebook:
13': 113.99 12.25': 113.99
15': 117.99 13': 113.99
16': 119.99 14': 116.99

Monogramming

Mac: Chromebook:
13': 84.99 12.25': 84.99
15': 87.99 13': 84.99
16': 89.99 14': 86.99

PROMOTION

Charge Caddy is placed in the firm directory on Virtual Enterprise under Electronics & Computers and Office Equipment & Supplies. Throughout the firm directory, customers can access our website and purchase our product. We have also participated in the online trade show and plan to participate in future trade shows. Since our primary market is a range from teens to young adults, Charge Caddy is advertising on Instagram and Tik Tok. Instagram and Tik Tok have a wide span of influencers to help promote our product. We also plan to send emails to other VE companies as a part of our direct marketing. Furthermore we will be attending all in person and online trade shows to directly promote and interact with our customers.



PLACEMENT

Charge Caddy is placed in the firm directory on Virtual Enterprise site, under Electronics & Computers and Office Equipment & Supplies.

Throughout the firm directory, customers can access our website and purchase our product. We have also participated in an online trade show and plan to participate in many more throughout 2024.



Charge Caddy

Montville, NJ, USA

Keep your laptops alive in the classroom or in the workspace with our portable charging laptop case. **TAKE CHARGE!**

Electronics & Computers, Office Equipment & Supplies

Instagram TikTok

Email: chargecaddy.nj@veinternational.org

Address: 100 Horseneck Road

City: Montville

State: NJ

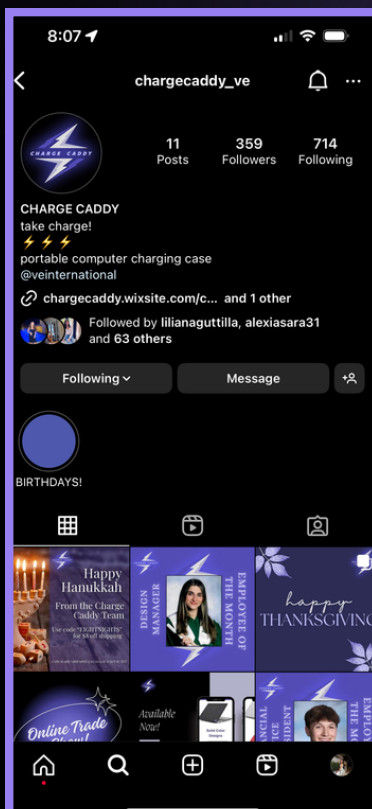
ZIP code: 07045

School name: Montville Township High School

PF code: US015343

POSITIONING

We will position our product as an advanced technological device intended for personal use. Often when people travel from their home to their place of work they forget their computer charger therefore our product is geared towards people with a busy lifestyle that are constantly working and on the go.



FUTURE GOALS

Our short term goal is to expand our product line in early 2024. We plan to introduce charging phone cases to expand options for potential customers. By offering a larger variety of products, we can cater to a larger demographic and increase sales.



Our long term goal is to collaborate with universities for the 2025-2026 academic year. We want to enter partnerships with universities to help get our products out to students. This would benefit our company and the students because they have a longer charge and we can bring in more revenue to Charge Caddy.

