

Academy of Finance and Enterprise

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NATIONAL MARKETING COMPETITION

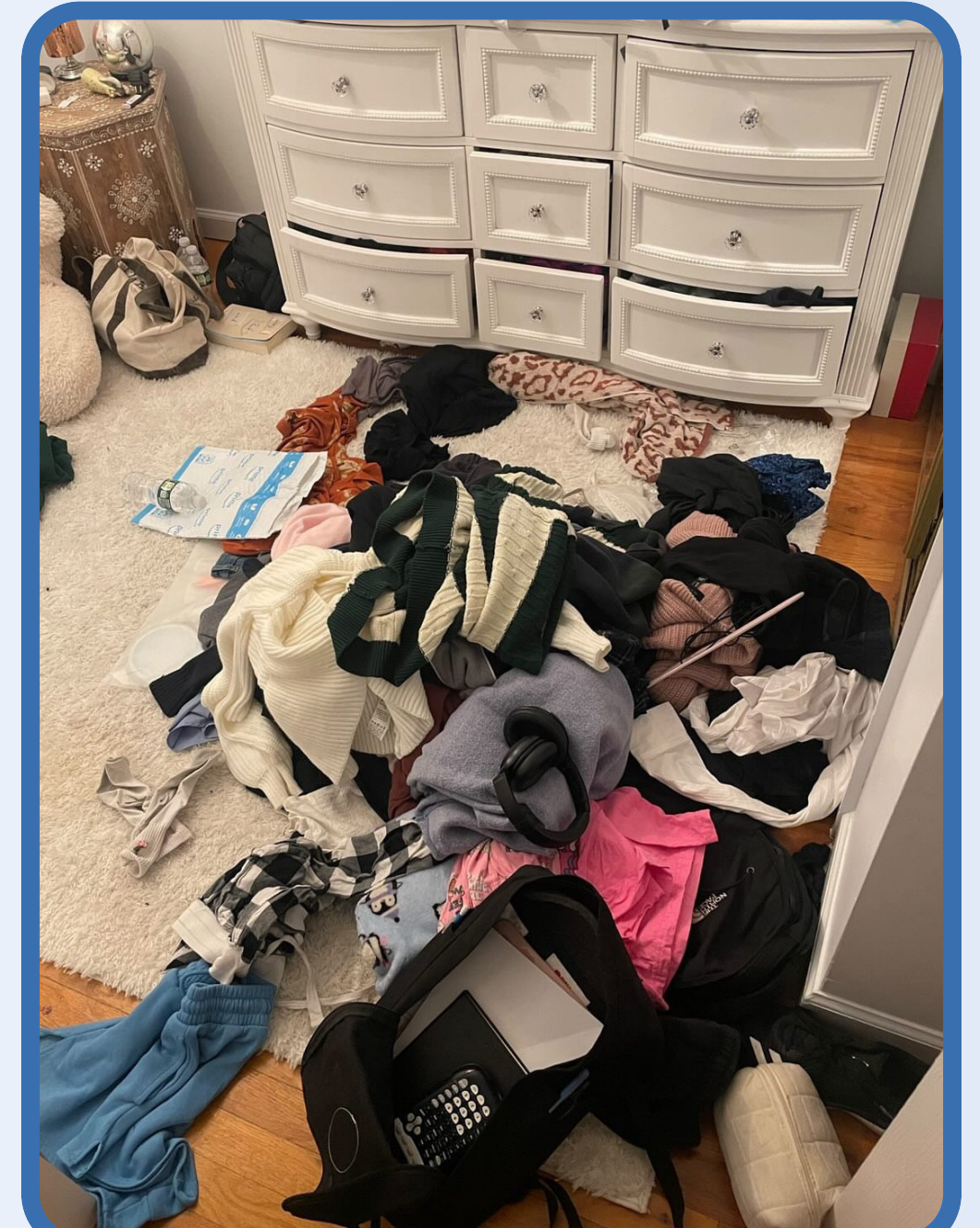
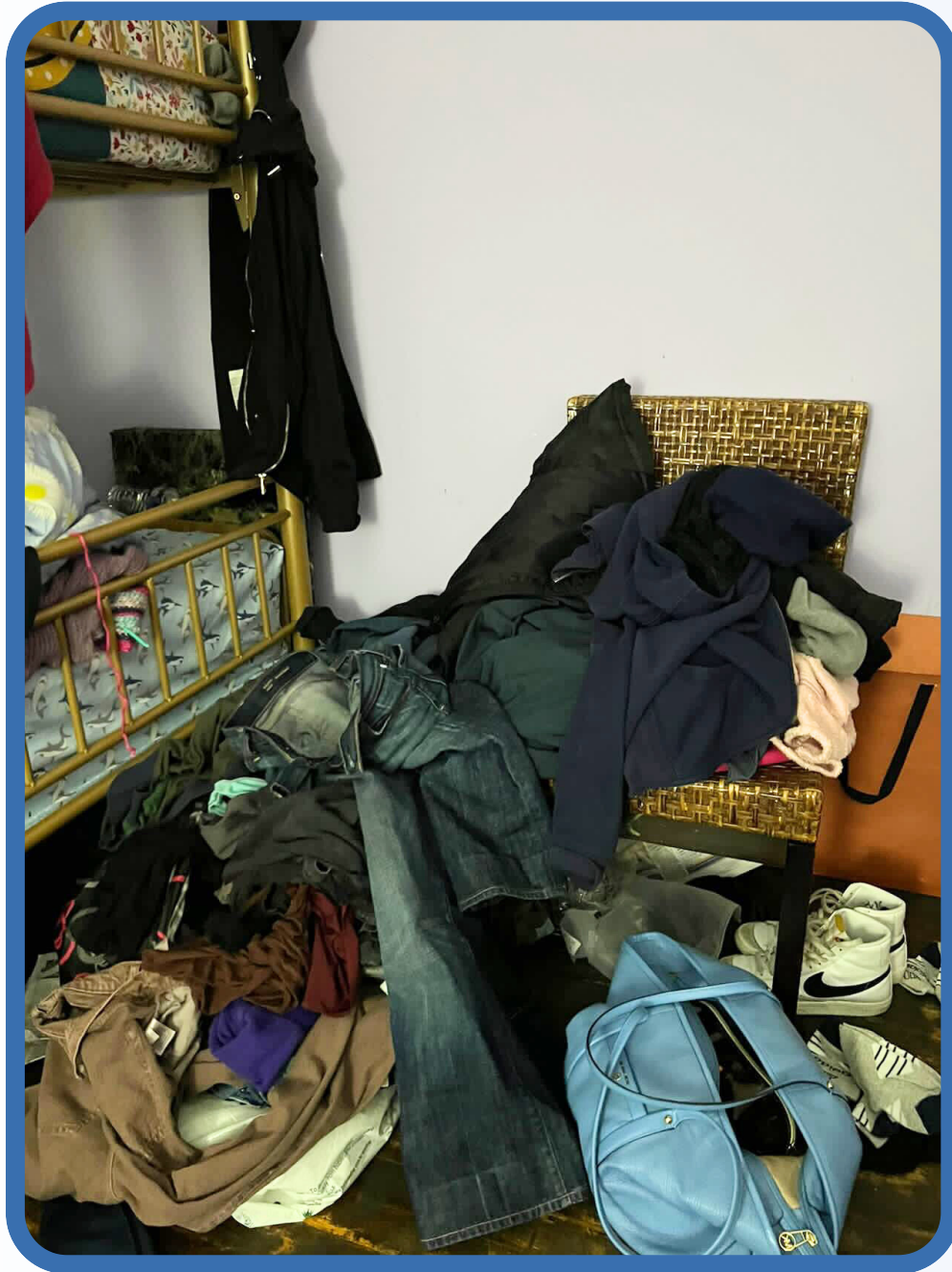


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IS THIS YOU?



OUR TEAM

COO

Arianne Jandoc



CMO - Domestic

Akifa Hossain



CMO - International

Laura De Castro



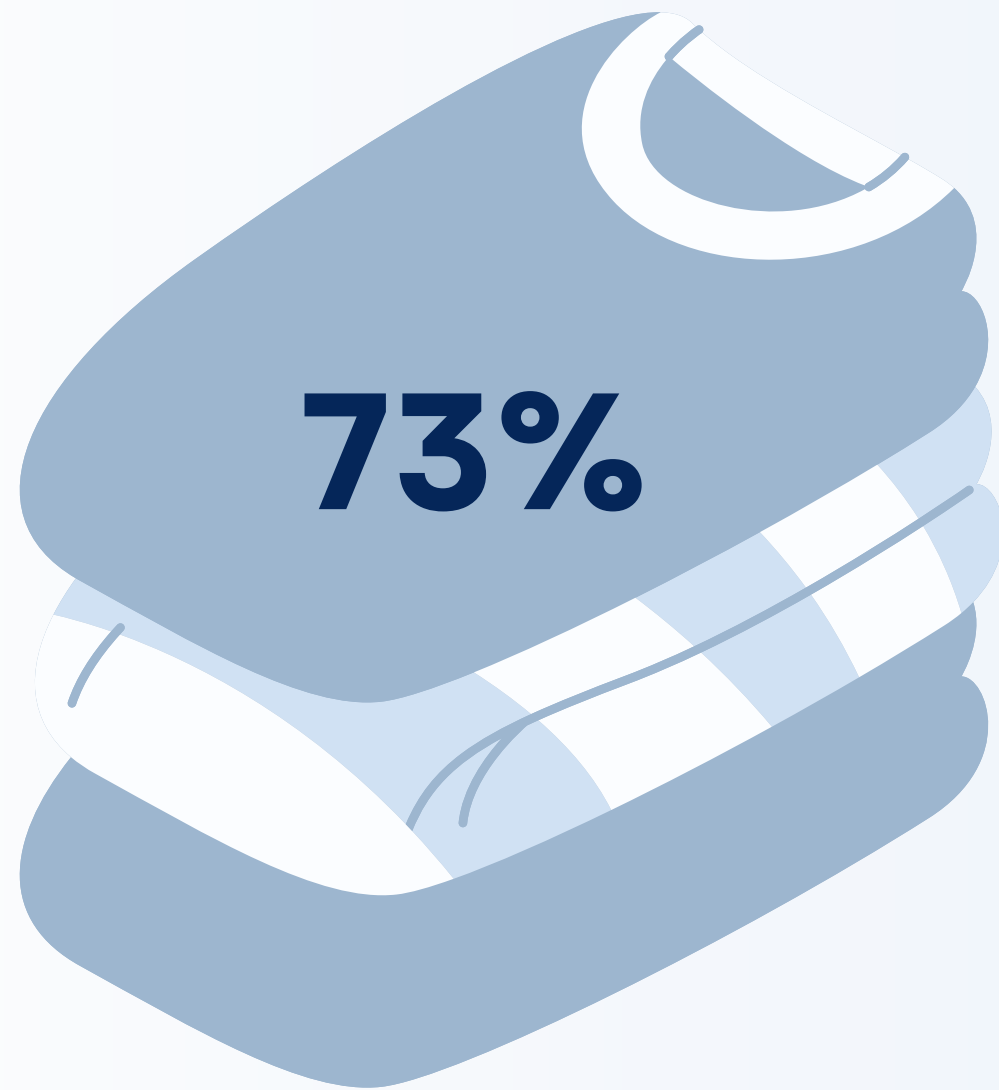
Sales Manager

Tenzin Choesang



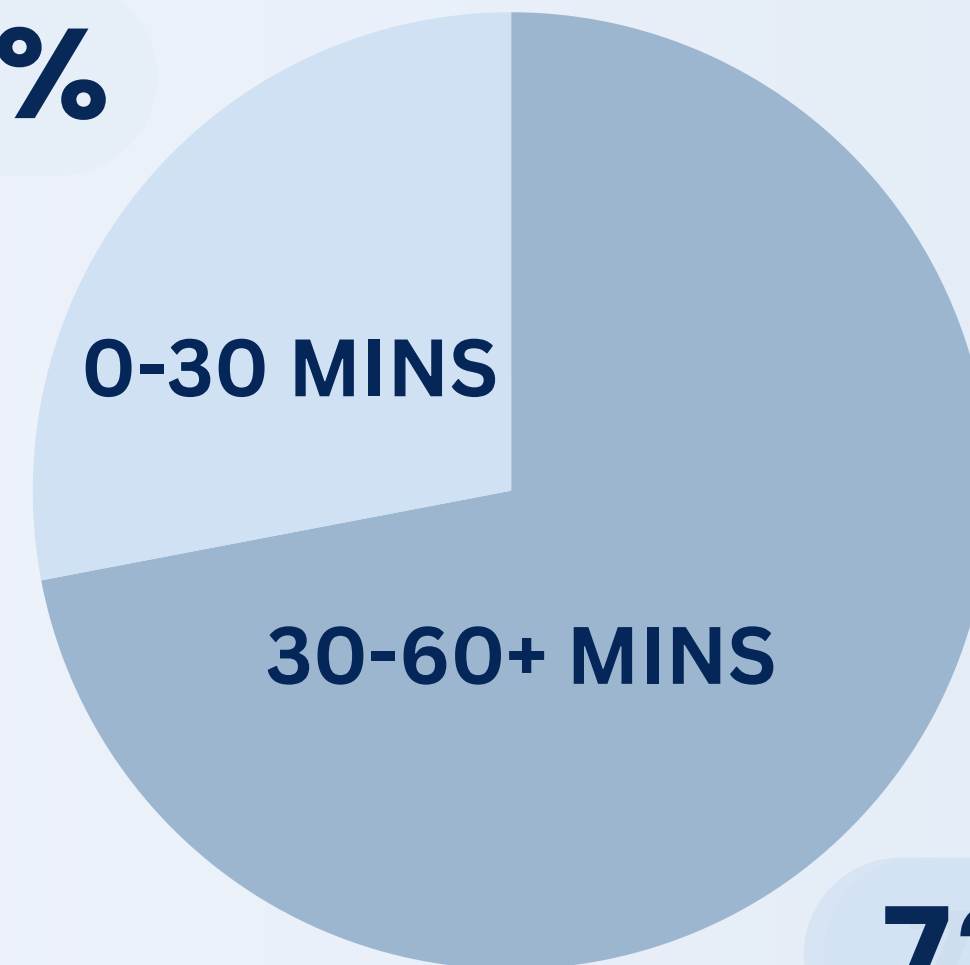
PROBLEM & OPPORTUNITY

MARKET RESEARCH



Don't like folding clothes

28%



72%

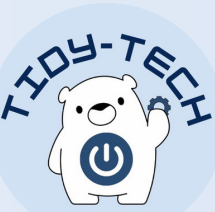
Take 30-60+ MINS to fold clothes

PRODUCT/SOLUTION

EZ-Fold



5 ft. x 3 ft. x 3 ft.



TARGET MARKET

DEMOGRAPHICS

- **Middle School: Ages 11-13**
- **High School: Ages 17-19**
- **All adults affiliated with VE**
- **Commercial Businesses**

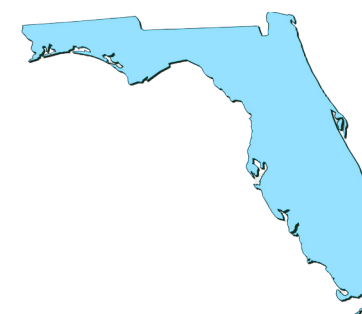
GEOGRAPHICS



New York



California



Florida



Germany



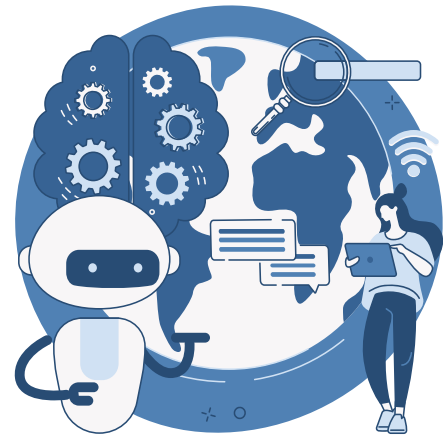
Austria



Belgium

TARGET MARKET

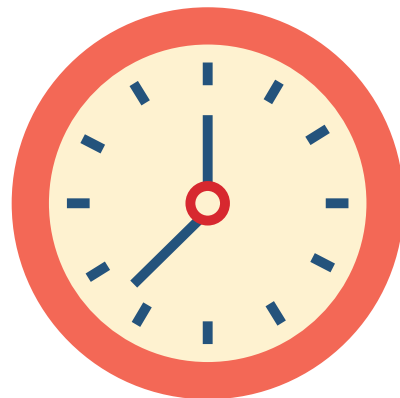
PSYCHOGRAPHICS



Early adopters of technology



Organization



Use time effectively

SOCIO-ECONOMICS



\$360 billion in buying power

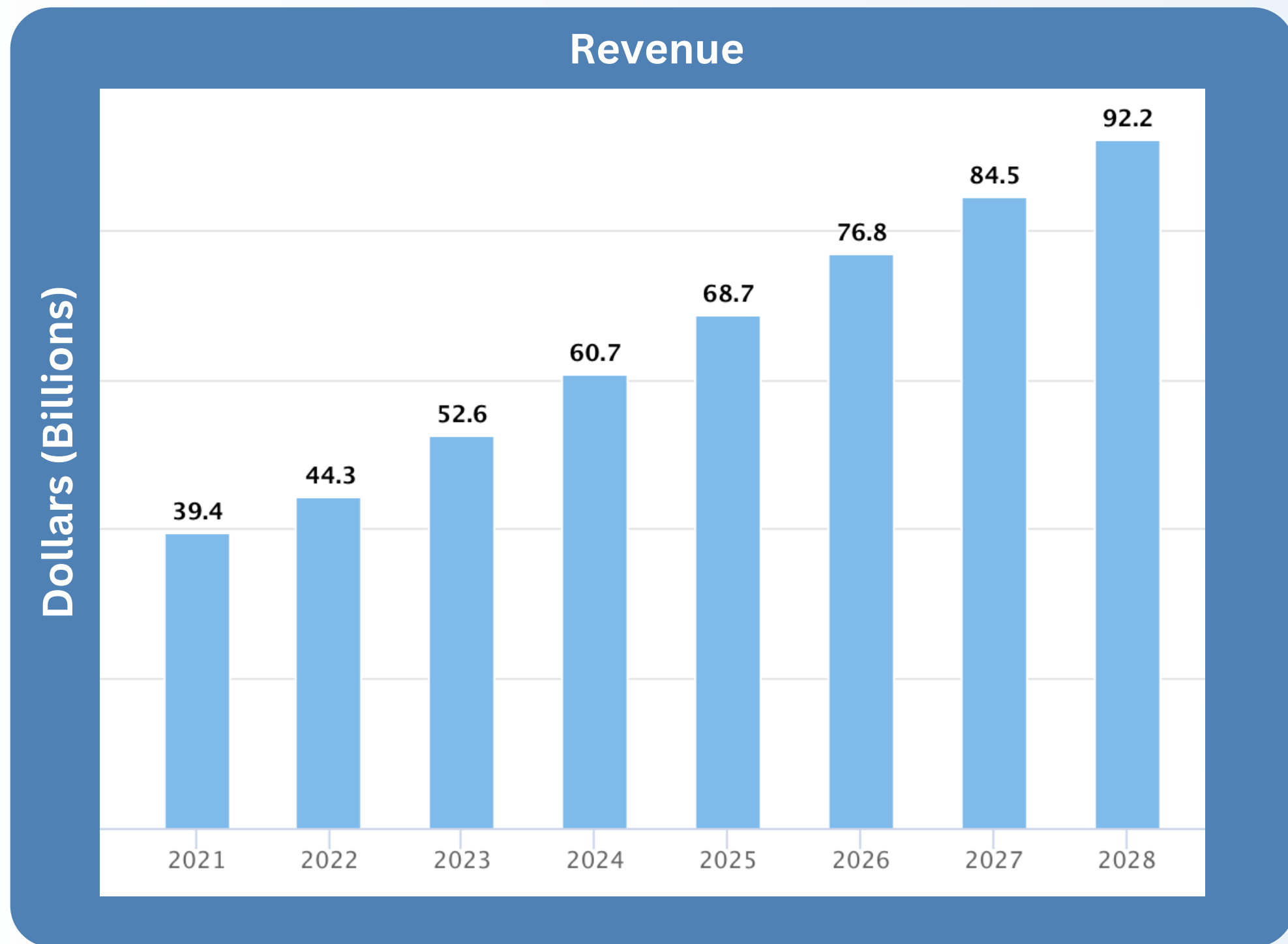


Diversity



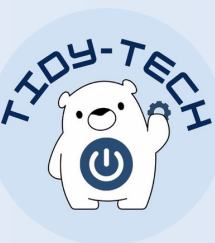
Education

INDUSTRY ANALYSIS















REAL-WORLD

Tidy-Tech is within the smart home appliances industry



COMPETITIVE ANALYSIS

Our Advantage: Automatic folding services

Direct	Assistive Technology	Time Efficiency	Space Convenience	Folding Service
Tidy-Tech				
Foldimate				
Simple Cycle				

COMPETITIVE ANALYSIS

INDIRECT



POSITIONING



We are positioned as the leading Smart Home Appliance Business in the virtual marketplace

PRODUCT



PLACEMENT

Direct Distribution

PROMOTION

\$25,000 budget

PRICING

Premium Pricing

PRICING STRATEGY

PREMIUM PRICING

MAXIMIZES PROFITS WHILE MAINTAINING COMPETITIVE ADVANTAGE

EZ-FOLD

\$2,500



FACTORS THAT GO INTO OUR PRICING:

- High-quality materials
- Recycled materials
- Smart screen
- Smart voice



PLACEMENT

DIRECT DISTRIBUTION



**Better response to
customer feedback**

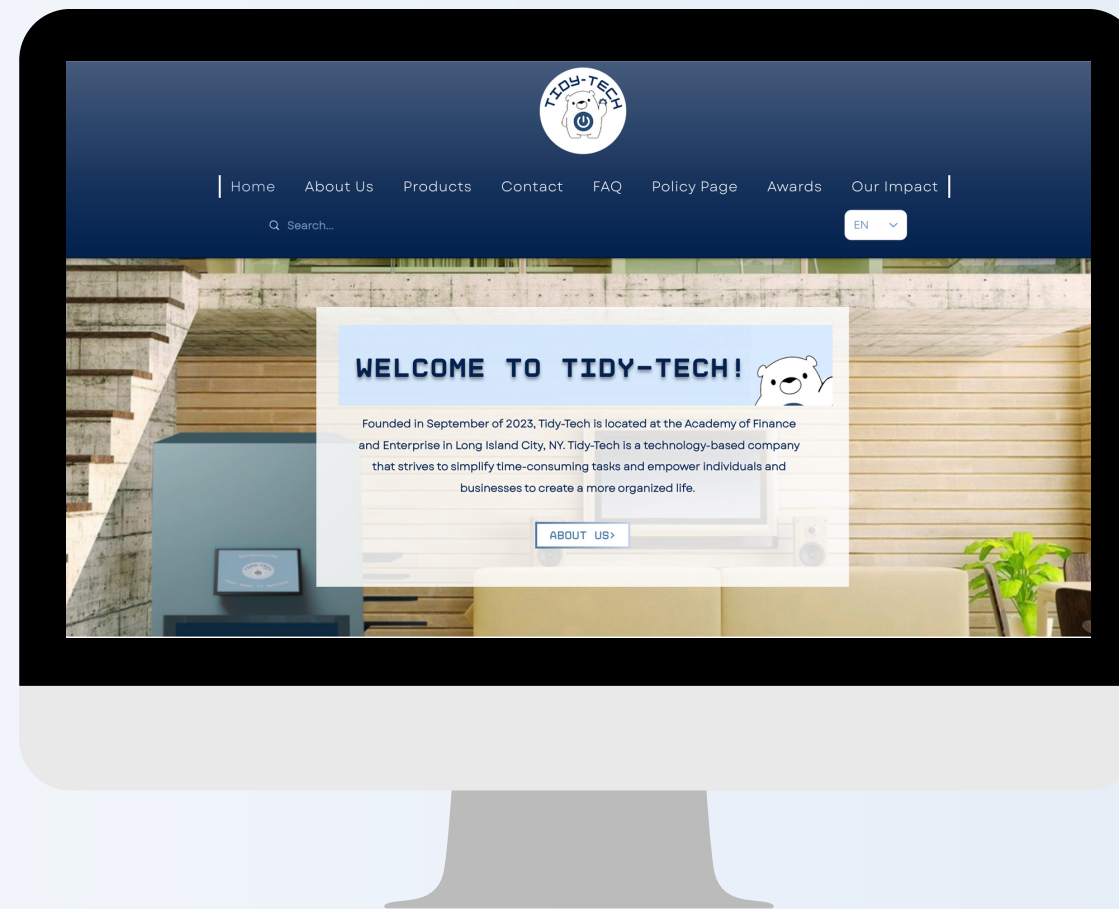


**Speedy
delivery process**

PLACEMENT



51%
VE TRADE SHOWS



31%
WEBSITE



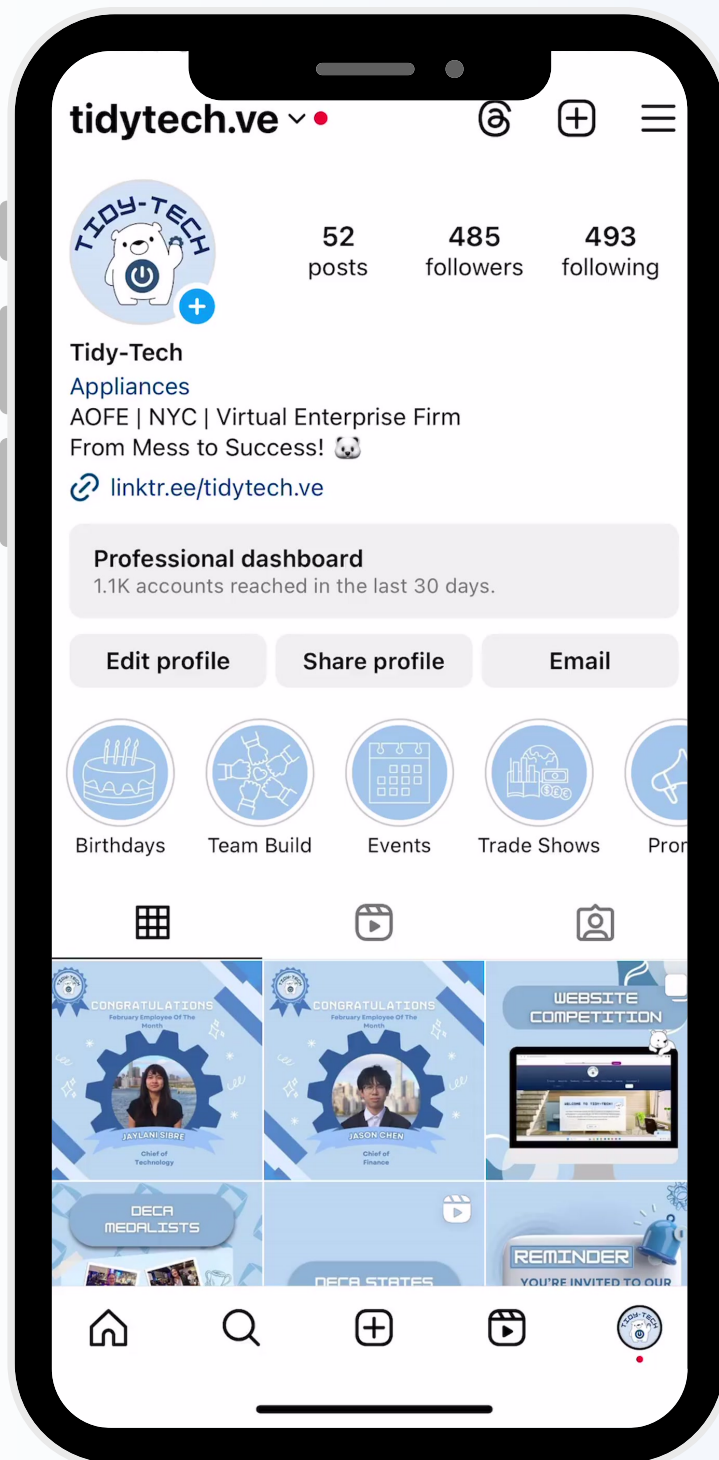
18%
NON VE SALES



PROMOTION

Social Media

Trade Shows



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PROMOTIONAL BUDGET: \$25,000



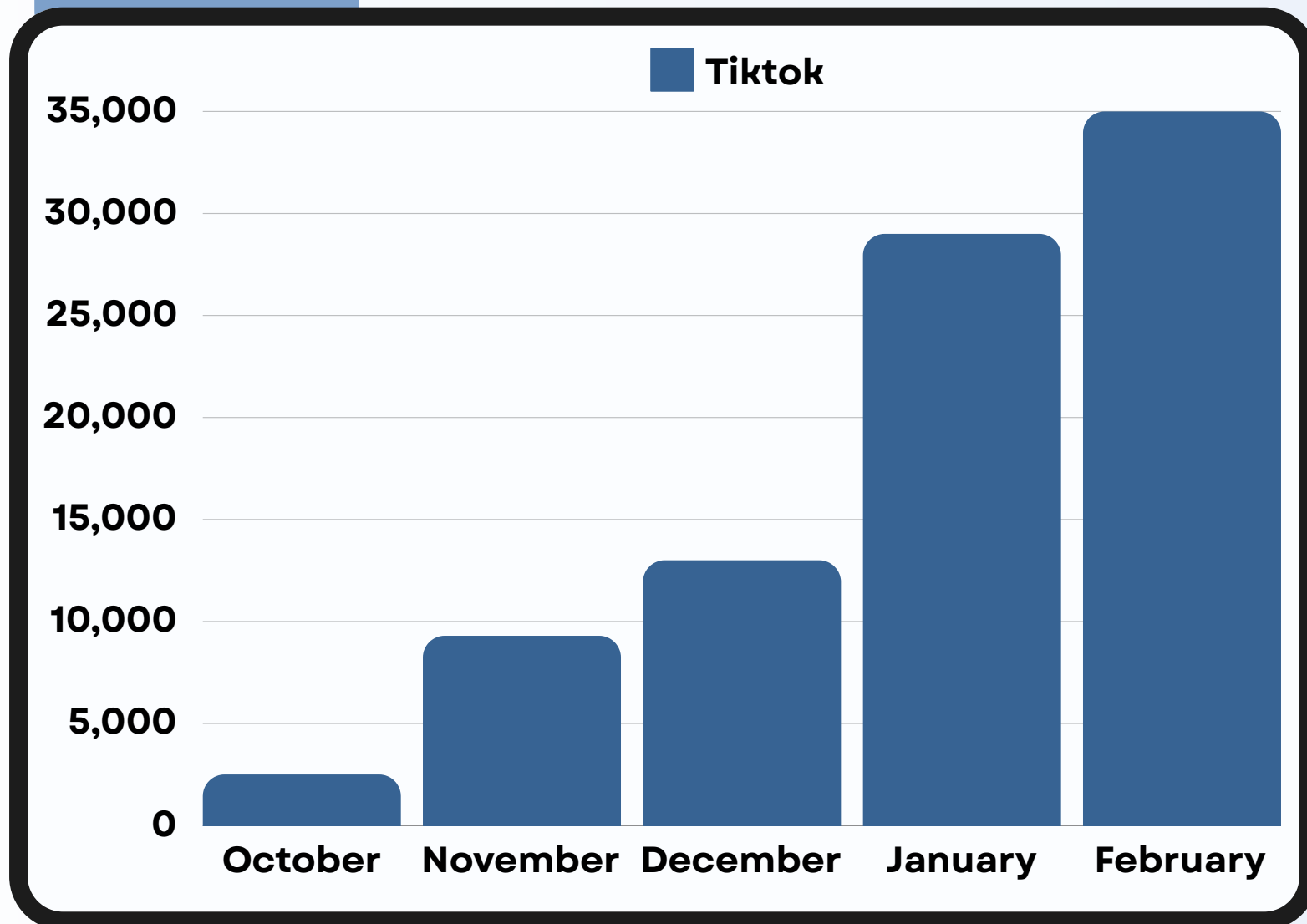


RESULTS AND LEARNING

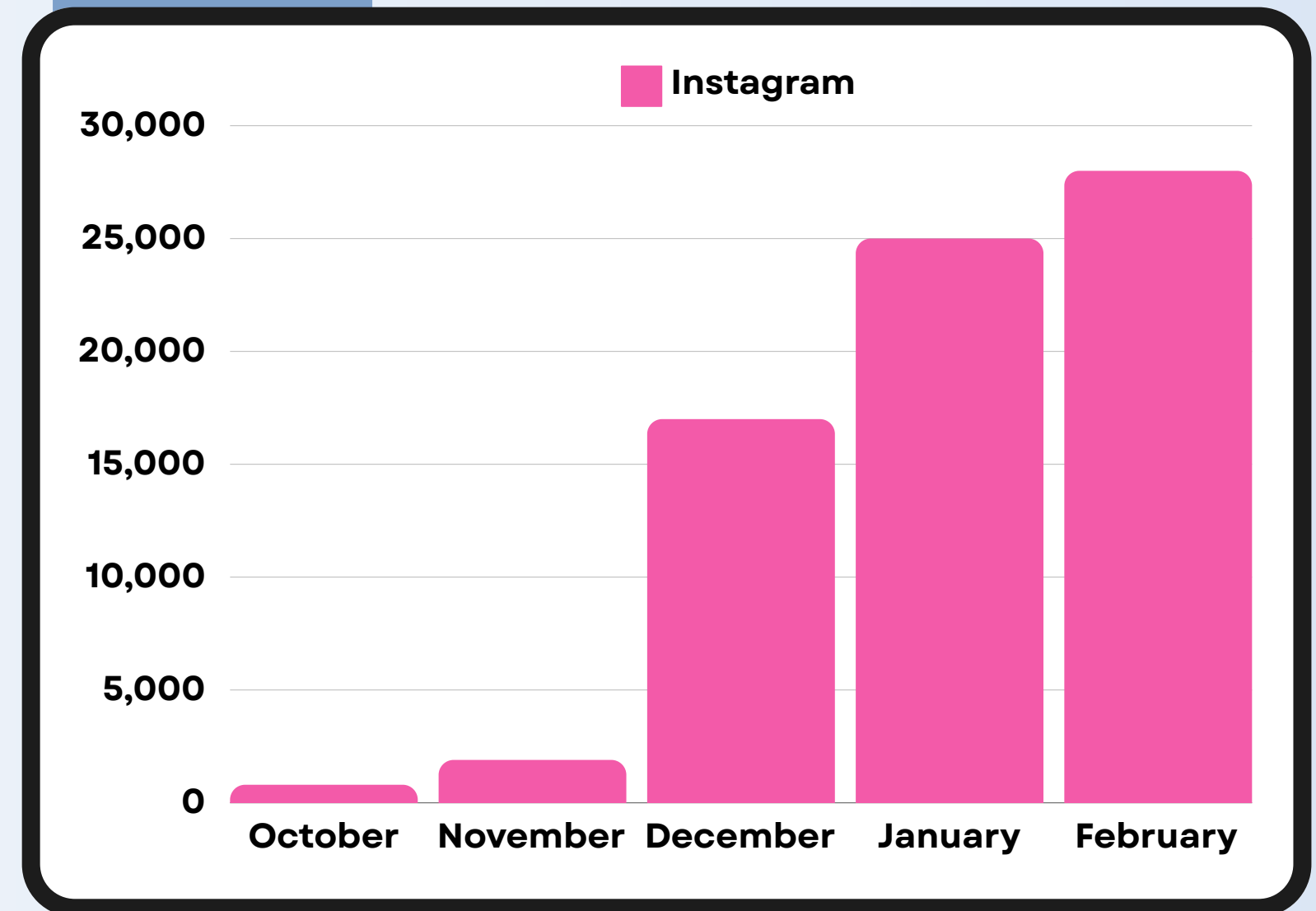
SOCIAL MEDIA ANALYTICS



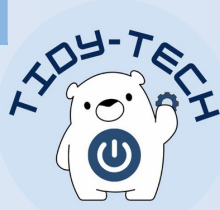
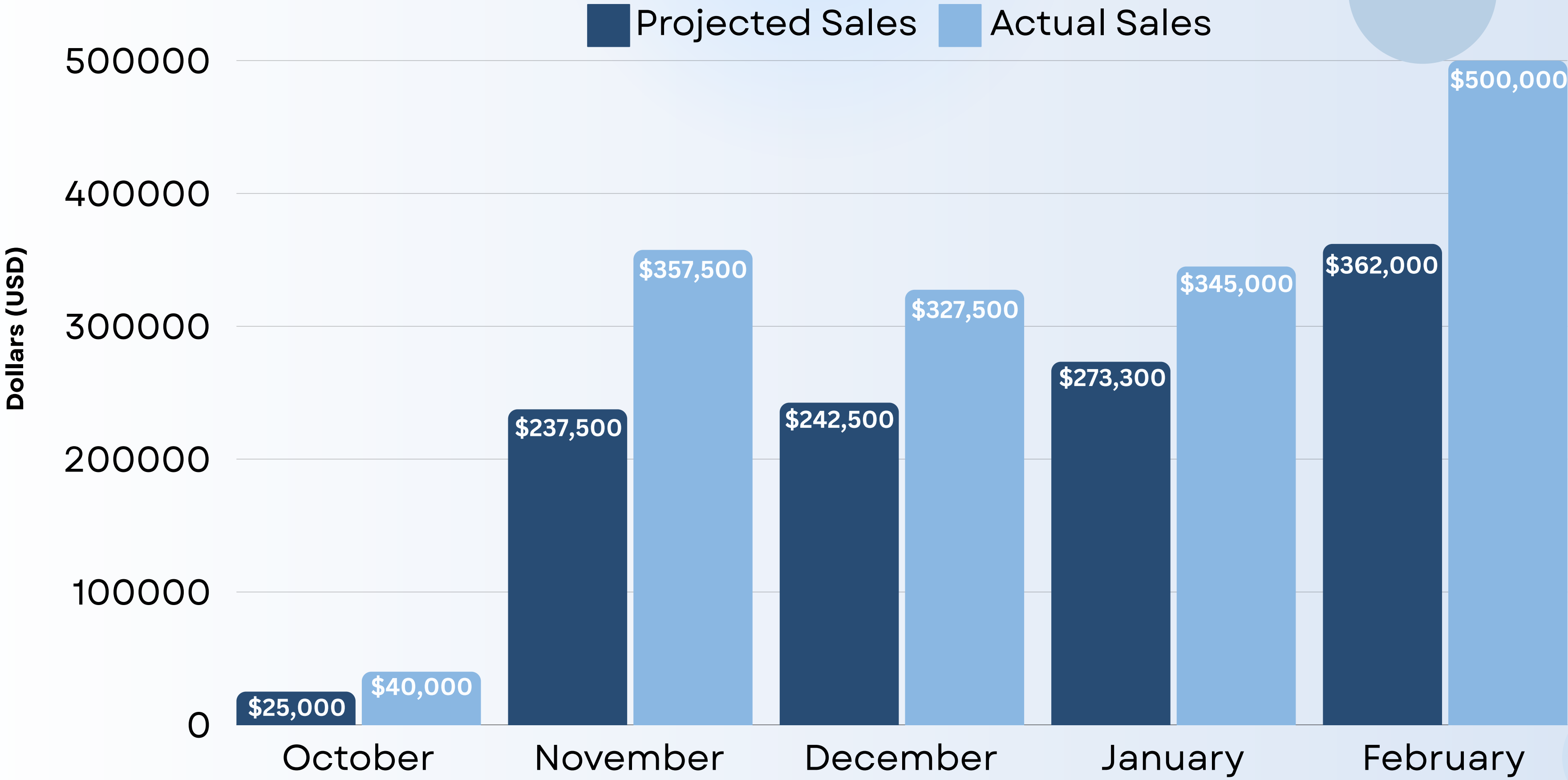
TIKTOK POST VIEWS



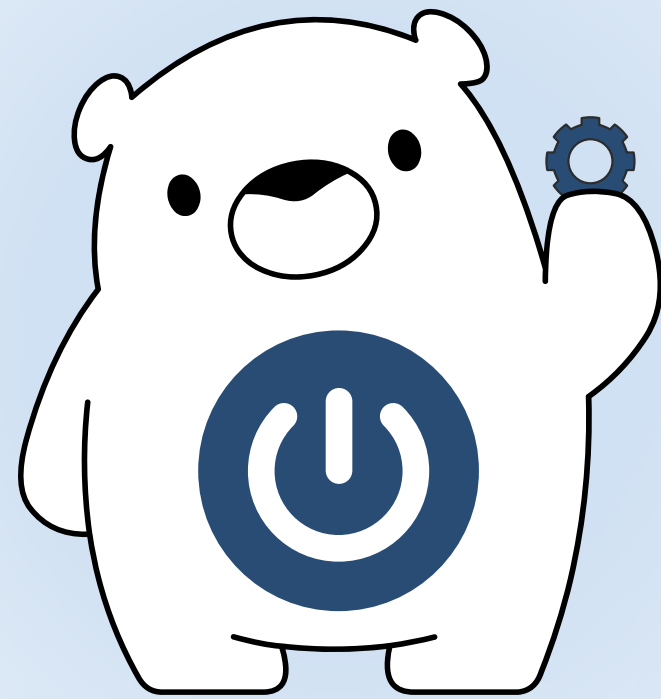
INSTAGRAM POST VIEWS



PROJECTED VS. RESULTS



TIDY-TOUCH



FROM MESS TO SUCCESS

THANK YOU!