

LEFT-HANDED RINGBINDERS**MARKETING AIM**

Our company, Awaken wishes to gauge our position in the market and decide whether our product is sustainable.

MARKET RESEARCH*Primary Research*

Survey results for left-handed ring binders undertaken by questioning 58 left-handed students at our College.

Left-handed	Yes, they would buy one	No, they would not buy one	Would buy for less than \$10	Would buy for between \$10 and \$15	Would buy for between \$15 and \$20
58	49	9	21	23	15

Most popular colours of ring-binders bought at main sellers

Store	Most popular colour	Second most popular	Third most popular
Whitcoulls ZZZ branch	Black	Red	Blue
Whitcoulls YYY branch	Black	Blue	White
Paper Plus ZZZ branch	Lime green	Pink	Blue
Warehouse Stationery NZ	Pink	Blue	Red
Paper Plus NZ	Blue	Lime green	Purple

Secondary Research

According to a number of census studies, between 10 and 15% of the global population is left-handed. Therefore it can be assumed that between 10 and 15% of the population in the Wellington region is also left-handed, that is between 48,770 and 73,155 people. It is unlikely that every left-handed person in the region is going to purchase a left-handed ring binder. A ring binder will not be useful to an elderly woman in a retirement home or to a three year old in kindergarten. Ring binders are, however, a secondary school requirement. They are also sometimes used by businesses to hold files and by tertiary students. Therefore we could be selling our product to approximately 2,351 to 3,526 people, although we will only be producing 500 units to begin with.

Competitor Analysis

Our product will be the only left-handed ring binder on the New Zealand market at this point. There are no left-handed ring binders sold within any retail shops or online. Our only major competitors are manufacturers of right-handed ring binders.

PVC overlay lever-arch ring binders are sold in Warehouse Stationery for \$15.95 per unit. Our product is made from the same materials and design as this ring binder but is produced so that it opens to the right and the paper is filed on the left. Because of this, we have priced our product competitively at \$12 per unit, \$4 cheaper than this Impact ring binder, meaning that the market for our product is not very competitive. Retailers will be purchasing our product for \$8 per unit for us, and assuming that they will resell our product at 100% profit, will be selling our product for \$16, the same as the right-handed counterpart. Being a novelty, left-handed product, this competition will not affect us as we are not aiming our product at right-handed students and are not pricing our product in order to tempt right-handed students into purchasing our product instead.

Target Market

This section omitted from this exemplar.

The student's PEST analysis has been omitted from this exemplar.

POSITION IN THE MARKET*Ansoff Matrix*

Our product is a new product being introduced into an existing market of left-handed people wanting left-handed ring binders. This means that our company will need to do product development in order to run a

successful business. Our product has been modified from ... New competencies included in our product are ... [detail omitted from this exemplar]

Boston Matrix

Currently our product is a Problem Child, meaning that our company has a high potential market growth rate but a low market share or cash generation. This is because our company has not begun to sell its product. As the product is a new one in an existing market, as demonstrated by the Ansoff Matrix above, our product has a high potential for obtaining a relatively high market share. Therefore, if our company maintains its high potential market growth rate and obtains a high market share, our product could become a Cash Star, with a high growth rate and a high market share.

Porter's 5 Forces omitted from this exemplar.

MARKETING STRATEGY

SMART Marketing Goals

Awaken has set marketing goals that can be measured and analysed in order to gauge our progress and success:

- 1 Sell 500 units by the end of October 2014
- 2 Gain 75% market share by the end of September
- 3 Achieve Wellington region-wide media publicity by 1 August 2014
- 4 Win the Ministry of Business Innovation and Employment award for excellence in economic sustainability.

Company Goals

- 1 To produce 500 left-handed ring binders, 250 by the end of May and 250 by mid-July
- 2 To sell 500 left-handed ring binders by the end of October
- 3 To earn a \$300 profit each, or \$1200 profit overall.

Marketing Timeline omitted from this exemplar

Sales Forecast

Month	Forecast of Sales	Explanation
August	100 units	This is the launch of our product and when it will be most difficult to sell, although we will have the novelty factor. We aim to sell our first batch completely in this month, mostly through direct transactions and online sales.
September	200 units	This is when our sales will be picking up as our marketing strategy will be peaking at this time. We aim to sell two complete batches of our product in this month, mostly through retailers and online sales.
October	200 units	We aim to see another two batches of our product in this month also. This is when our marketing campaign will be continuing its work and this will mostly be sold through retailers.

Marketing Budget

Object	How this serves us	Cost per unit	Overall cost for year
PayPal on website for online transactions	Customers can make online transactions on our website directly into Awaken's bank account	\$0.85	The maximum we could pay is \$425 if we sold all 500 units online, which is unlikely
Photocopying and printing	Posters, flyers, business cards, sheets of paper to file in our product. \$100 will get us approximately 5,000 pages for printing and photocopying	\$0.02	\$100

Contingency Plan

Sell our product on TradeMe, as a large proportion of NZers use this website and it's a relatively cost-free way to sell our product, as well as easy to use for customers and sellers. This could increase the number of people that know about our product and increase sales.