

**TWIST EASY****MISSION STATEMENT**

Hycliene is a company that wants to improve the quality of a simple everyday task. We wish to save our customers time, effort and money, and in the process improve our community's oral care. We want to provide our customers with a new, fun and easy way to care for their oral hygiene.

Our business wishes to bring something new to our community that will encourage people to use the Twist Easy product for their convenience. A recent survey into the dental health of NZers has revealed that more than 80% of us have cavities, with many people failing to brush, floss or rinse, and the majority suffering from early signs of gum disease. The oral hygiene of NZers and the results show NZers are ignoring the most basic dental hygiene guidelines, according to experts. Over half (55%) of NZers brush their teeth twice per day, and around 36% only once per day. *[Sources cited]*

Hycliene believes that we can prevent prolonged chronic illnesses by encouraging NZers to brush as recommended with our Twist Easy toothbrushes. The Twist Easy is a simple, fun, yet effective product as it saves time, money and effort.

**BUSINESS OBJECTIVES**

- To bring a different type of toothbrush to the New Zealand market
  - To donate our toothbrushes to mobile dentists
  - To be environmentally friendly by making the packaging of the toothbrushes from recycled material
- SWOT analysis and marketing mix omitted from this exemplar.*

**CURRENT MARKET SITUATION**

Our Twist Easy toothbrush is currently in the development stage of the product life cycle. It currently has zero percent market share and has low-level promotional activities, therefore requires a huge amount of effort to successfully advertise the produce to ensure a good launch.

Hycliene will begin the launch of Twist Easy in July 2014. We have conducted primary research within ABC College to help indicate the interests of our target market. Our survey clearly shows a great interest, particularly in the junior school, in our Twist Easy toothbrushes. This shows that starting our launch within school is the best option.

*Ansoff Matrix*

The Twist Easy toothbrush is in the product development category. This is because the Twist Easy is a development of an everyday toothbrush and already has an existing market.

*Competitors*

Hycliene's major competitors are Colgate, Oral B and Macleans. These major oral health manufacturers are our biggest competitors as they have been around for many years and are very successful. They are able to use many ways of promoting their products worldwide, such as commercials on TV, dental care venues, websites, mobile dentists and pharmacies. They are not limited by money or resources as many people buy their products monthly. They also have the upper hand in working alongside professionals that know what will work, what will be appealing to consumers and how they can improve their products. *Detail of dental hygiene products (manual and electric toothbrushes, toothpastes, whiteners etc) omitted from this exemplar.*

Colgate recently launched its first two-in-one toothbrush, Optic White, which has a whitener inside the handle of the brush. This is the closest thing to our Twist Easy product, as our product is also a two-in-one.

**TARGET MARKET**

Our target market is particularly teenagers as we would like to improve the oral hygiene of this age bracket. Many dentists recommend lowering the intake of sugar and sweets, to brush twice daily for at least two minutes and to floss in-between brushing. Many teenagers neglect these basic tasks and therefore are at high risk of getting cavities and tooth decay. "While free dental care is theoretically

available in NZ up to 18 years of age, in practice only 50% of young NZers receive treatment because of availability of services, cost or understanding of how to access them" [source cited].

We believe the Twist Easy product will encourage many teenagers to increase the awareness of good dental hygiene and increase the likelihood of young people having their natural teeth when they are older.

**MARKETING STRATEGY**

Hycliene is a brand new business which is in the process of growing and expanding so we will be pursuing a marketing strategy of product development as we will be launching the Twist Easy toothbrush into the existing dental hygiene market (Ansoff matrix).

**MARKETING AIMS**

The following marketing aims have been set to help Hycliene achieve its overall company mission and company objectives.

- To import 100 toothbrushes by the beginning of July.
- To launch and begin selling the toothbrushes in mid-July.
- To sell all 100 toothbrushes.
- To import another 100 brushes as our initial goal was to sell at least 200 brushes.
- To increase brand recognition by making presentations at local intermediate and high schools within the area and give away free Twist Easy products.
- To have our toothbrushes for sale in big stores like Pak’nSave, Countdown, The Warehouse and pharmacies, and in local dental clinics.

**MARKETING BUDGET**

We calculate the cost of marketing to be \$1050. Hycliene must sell 85 toothbrushes in order to break even.

**MONTHLY SALES FORECAST** – July to December

Month	Sales	Commentary
July	40	Launch our Twist Easy toothbrushes at our College’s assemblies and conduct lunchtime presentations to create interest. We will also be printing out order forms to hand out during tutor group time, along with flyers for students to take home to their parents.

*Only July is shown in this exemplar; other months have been omitted for brevity.*

**MARKETING PLAN**

The following timeline highlights what marketing activities will need to be taken each month in order to meet our marketing objectives.

Month	Action to be taken
June	Prepare our promotional material Fundraise \$500 from sausage sizzles in order to finance 100 toothbrushes

*Only July is shown in this exemplar; other months have been omitted for brevity.*

**CONTINGENCY PLAN**

The following actions will be taken in response to a variance between actual and predicted sales figures.

- 1 Give discounts – if necessary we will offer discounts such as “buy one, get one half price” or “buy two, get one free” so it may be more appealing to the consumer. We may also consider lowering the price to \$10 which was the initial price many people seemed interested in buying Twist Easy for.
- 2 Donate to third world countries that are in need of dental care – This will help those who do not have the money or access to good dental care. By doing so, people may recognise our company and become supportive and encourage our product to do more good, leading to a lot more interest worldwide.
- 3 Recycle the Twist Easy product and turn it into something else – To be environmentally friendly we can also consider recycling our leftover toothbrushes and turn them into something else that may be more useful and at the same time, will help decrease wastage of plastic.
- 4 Sell in other locations – Hycliene may also consider selling in different locations that may have more interested customers that are more into wanting better dental hygiene. We may also target locations where fluoride is not in the water as fluoride is a necessary component in keep out teeth healthy.