Marketing Plan: Moist Soap

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Mia’s Moist Soap
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Executive Summary

Are you tired of bathing with the end result of dry skin? Many people are. Don’t you want to be able to be moisturized by your soap so that you can get dressed and go? Well that time has come for Moist soap, where the end result isn’t dry but it salsify’s! The new features of this soap include:

- Shea butter
- Coco butter
- Light scented fragrance

This new soap will definitely enhance the softness of your skin while moisturizing the dry area of your skin as well. The scent of Moist lasts for 24 hours. Moist’s features stand out because it keeps your skin moist for 48 hours, even after a second wash with another brand of soap! So if you are tired of being dry, come Moist your life up!

To promote my soap, I will make it a “half off sale” for the first week of promotion. I will have posters of how useful my soap could be to consumers.

When shipping this soap to stores, it must be in a huge box that will carry at least 200 bars in one shipment. Since bar soap is hard and solid, it doesn’t need anything cushion for support because it is not a fragile product.

To preserve the freshness of my soap, it will be on store shelves for the maximum of 30 days. When those 30 days are over, new bars must be re-shelved.

On the back of the packaging for my product, I will provide the ingredients in the soap and I will also provide the warnings of this product.

I would market my product first through social media. I will be on the look out for many brand-presenting opportunities so that I could possibly expand my brand into something greater!

I want Moist to change how people view soap because it is 3 in 1:

- Lotion
- Lightly scented, which is not harmful to healthiness of skin because it is hypo-allogeneic scent.
- Soap

Looking into the future with my brand, I hope to see popularity amongst it. I hope to see extremely satisfied and loyal customers because that is exactly what my brand will be!
1. Introduction

1.1. Product:
The soap we use today is very useful. It satisfies customers' needs but to a certain extent. When you wash your face with most bar soap the end result is definitely dry skin. With Moist Soap you will not have to worry about that because the moisturizing ingredient in the soap fights dryness in the skin! Isn't that amazing? Moist soap will bring freshness, vibrant smell goods, and moisturizer in ONE bar, to today's market.

1.2. History:
The first literary reference to soap as a means of cleansing was by the Greek physician Galen in the second century A.D. By 1700, there were 63 soap companies in London, England, even though soap was still more of a curiosity than a household item. In 1832, it was discovered that adding palm kernel oil produced a soap that lathered more easily. Soap started to be wrapped and names to give it product distinction, and aggressive marketing and advertising began. Now in the 21st century, a person will find that some soap in the grocery store is synthetic and some are very reliable. Fortunately Moist soap is adding to the reliability list! Most soap serves a great soap to rely on because not only is it a natural soap, that not only look, feel, and smell good, but it is good for your skin as well.

2. Strategic Plan and Focus

To build the recognition of my brand while developing and maintaining a stern, loyal, and goal setting organization that will eventually lead to the company's success. Furthermore, keeping up with customers' demand changes will be far more important because it will allow Moist to develop the product itself while satisfying customers' needs.

2.1. Mission Statement

Working to enhance the job of soap. Moist is the soap that specializes in softening your skin with a scent that last 24 hours. Moist provides skin care and satisfies customers' demands. The type of soap you need for the kind of skin you want.
2.2. Goals and Objectives

The objective of Moist’s organization is to provide a useful product to customers while gaining recognition to further improve soap and our brand.

Goals:
- Gain customers by having sells and deals for 1 week of promotion
- Advertise
- Get feed back from reliable customers to improve the quality of my soap
- Promote how it helps the health of skin
- Create trails of how my soap have distinction from other soaps
- Gradually decrease sells
- Gain market share
- 25% of the monthly proceeds will go to charity
- Send sample of soon to be new products and Members will be the first to use it
- Give back

2.3. Competitive Advantage

Moist organization includes complimentary qualities that will never fail to satisfy customers. We follow up on our customers and ask them personally what it is we can do to improve the soap to ensure growth amongst our brand. Aside from other soaps, Moist takes 25% of the monthly proceeds and give them to charity. Moist not only care about those who are able to purchase the soap but also those who aren’t as fortunate.

3. Situational Analysis

3.1. SWOT Analysis

Moist Strength
- Give back to the unfortunate
- Give customers an open opportunities to give us ideas on how to improve the brand
- Hypo-allergic scent
- 3 in 1 (soap, moisturizer, fragrance)
- Reliable
Moist Weaknesses
- Not a widely brand
- In competition with widely known brands
- Not producing enough finances
- Similar features of other soaps

Moist Opportunities
- Able to produce a product with 3 features in one
- Getting known

Moist Threats
- Similar features to DOVE
- Moist have to gain reliable customers

Although Moist have many threats and weaknesses, making moves step by step and having patience will definitely get us to where we see ourselves to be.

3.2. Customer Analysis

Moist ideal customer is that person who wants to feel good, smell good, and try something new. Our ideal customer is tired of the brand of soap he/she buys every-so-often. He/she does not have a problem with spending money.

4. Marketing-product Focus

4.1. Target Market

- Age: 13-50
- Gender: Male and Female
- Location: Chicago
- Occupation: Part-time job, full time job, career
- Wants/Need: Likes soap but need a reliable brand that satisfies their every need.

4.2. Positioning
Moist will be positioned as a product that offers satisfying features such as moisture, cleansing and harmless fragrance. Moist is the soap you can use today and the smell will still be there tomorrow. As far as cleansing, moist soap gets very sudsy. Moist will be known for the unbelievably smoothness of their skin after the first use.

5. **Marketing Program Strategy and Tactics**

5.1. **Packaging**

The kind of packaging I will use for my soap products would be a brightly decorated cardboard container fit to the size and shape of the bar soap. For liquid soap I will use a plastic container to also fit to the size and amount of liquid soap there is. On the back of the packaging for my product, I will provide the ingredients in the soap and I will also provide the warnings of this product. When shipping this soap to stores, it must be in a huge box that will carry at least 200 bars in one shipment. Since bar soap is hard and solid, it doesn’t need anything to go inside with it isn’t a fragile product.

5.2. **Promotion**

To promote my soap, I will make it a “half off sale” for the first week of promotion. I will have posters of how useful my soap could be to consumers.

5.3. **Place**

I would like to sell Moist in gas stations, malls, supermarkets, and bulk stores because I know that those are places people spend money looking for quality products.

5.4 **Pricing**

If I was setting rational device on soap, it would probably be $3.50 per bar, $7.00 per packs of 4, $14.00 per packs of 9, etc...
6. Conclusion

Moist Soap is a growing product. All of the work we have put into the plan will only shape our brand into something big. Soap is a commonly used product by all people over the world. What better way to contribute to the world?

7. References

- http://www.soaphistory.net/soap-facts/soap-benefits/
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