New Product Launch: Eco-Filtration Water Bottle

A Business Proposal by ABC Company

# Executive Summary

* ABC Company is a leading manufacturer of sustainable and innovative products for the health and wellness industry.
* We have developed a new product, the Eco-Filtration Water Bottle, that combines a sleek design, a durable material, and a cutting-edge filtration system that removes 99.9% of contaminants from tap water.
* The Eco-Filtration Water Bottle is aimed at health-conscious consumers in urban areas who want to reduce their environmental impact, save money, and enjoy clean and fresh water anytime, anywhere.
* We propose to launch the Eco-Filtration Water Bottle in the first quarter of 2021, with a marketing campaign that highlights its benefits, features, and social value.
* We expect the Eco-Filtration Water Bottle to generate $5 million in revenue in the first year, with a 25% profit margin, and to capture 10% of the market share in the urban water bottle segment.

# Market Analysis

* The global water bottle market is projected to grow at a compound annual growth rate (CAGR) of 6.8% from 2020 to 2027, reaching $14.4 billion by 2027, according to a report by Grand View Research.
* The urban water bottle segment, which includes reusable and filtered water bottles, is the fastest-growing segment, accounting for 35% of the market share in 2019.
* The main drivers of the urban water bottle segment are the increasing awareness of the environmental and health impacts of plastic bottles, the rising demand for convenience and portability, and the growing preference for smart and innovative products.
* The main challenges of the urban water bottle segment are the high competition, the low customer loyalty, and the regulatory and safety issues.

# Product Description

* The Eco-Filtration Water Bottle is a 20-ounce water bottle made of recycled and biodegradable plastic, with a stainless steel cap and a silicone grip.
* The Eco-Filtration Water Bottle features a built-in filtration system that uses a combination of activated carbon, ion exchange, and microfiltration to remove 99.9% of chlorine, lead, mercury, bacteria, viruses, and other contaminants from tap water.
* The Eco-Filtration Water Bottle has a digital display that shows the water quality, the filter status, and the battery level. The battery is rechargeable via a USB port and lasts for up to 100 uses.
* The Eco-Filtration Water Bottle comes in four colors: blue, green, pink, and black. It also has a QR code that links to a mobile app that tracks the water intake, the environmental impact, and the rewards program.
* The Eco-Filtration Water Bottle has a retail price of $49.99 and a wholesale price of $29.99. The filter cartridge has a retail price of $9.99 and a wholesale price of $5.99. The filter cartridge lasts for up to 200 uses and can be recycled.

# Marketing Strategy

* The Eco-Filtration Water Bottle will be launched in the first quarter of 2021, with a pre-launch campaign that includes social media teasers, influencer endorsements, and online contests.
* The Eco-Filtration Water Bottle will be distributed through online platforms, such as Amazon, Shopify, and our own website, as well as through selected retail partners, such as Whole Foods, Target, and REI.
* The Eco-Filtration Water Bottle will be promoted through a marketing campaign that emphasizes its unique selling proposition: a water bottle that is eco-friendly, healthy, convenient, and smart.
* The marketing campaign will include online and offline channels, such as social media, blogs, podcasts, videos, email newsletters, print ads, billboards, and events.
* The marketing campaign will also leverage the social value of the Eco-Filtration Water Bottle, by partnering with non-profit organizations that support clean water initiatives, and by offering a rewards program that donates a percentage of the sales to these causes.