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Marketing PowerPoint Project Summary

Regarding our targeted market, we would like to focus on developing countries with limited access to clean water. Countries around the world like Papua New Guinea and Uganda do not have basic access to clean water which makes their citizens more prone to sickness and diseases. According to United Nations, it states that water-related diseases are responsible for 80% of all illness death in the developing world. On the second bullet point, you can see our missions' statement which states "Oceanic filter aims to provide consumers with an affordable water filter to make clean water more accessible. This goes along with my previous point because clean water is a vital resource that's important to human development so it's important to bring clean and sustainable water to their markets.

For our competitive environment and analysis, we have Midea Group is our domestic competitor and Brita as our foreign competitor. Midea is located in Foshan, China and most of their manufacturing products are made in their homeland. Their products mainly diversified products including water filter and electric appliances. They have over 135,000 employees and \$44 billion dollars' worth in USD. The only problem that they are lacking is their lagging operation efficiency. They lack quality and services for their customers as well and their product is cost effective. Brita is located in Germany and their manufacturing products is made in the United States. The company has about 1,700 employees and revenue of \$535 million dollars. Their at-home products help remove 99% of leads and cut any odors and reduce contaminants. Although, their one weakness, their products don't really kill all bacteria in the tap by chlorine and back into the filter. This can possibly cause more bacteria to grow and cause health issues. Our products stand out from our competitors is that our product is affordable, portable, and accessible for everyone. Our oceanic filter works well with any individual who struggles to find clean accessible water. This is great for traveling, helping every person, developing countries such as China that suffers polluted and undrinkable water. Our products are also accessible and cheap for any low incomers with no extra expense uses since our competitors mainly are in-house products that requires electricity and other cost expenses. Finally with our product, it makes sure that every individual can find any accessible drinkable water by using our oceanic filter anytime, anywhere needed.