



Business Opportunities: Hand Sanitiser

UNSW STUDENT CONSULTING TEAM 4

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Agenda



EXECUTIVE
SUMMARY



STRATEGIC
AUDIT



COMPETITOR
ANALYSIS



OPTION
GENERATION:
GROWTH AND
DEFENCE



OPTION
REALISATION



CONCLUSION AND
IMPLEMENTATION

Executive Summary

Purpose

- Uncover business opportunities for A&I Coatings' hand sanitiser.

Findings

- Develop integrated cleaning service with channel partners.
- Champion Australian-made as point of difference.

Recommendations

- Create Southern Highlands 'flavoured' hand sanitiser for local consumers and businesses.
- Target government and commercial customers with a bundle of anti-bacterial coatings, hand sanitiser and dispensers.
- Export to the global market through an Australian manufacturer-led alliance and export management company.

Strategic Audit

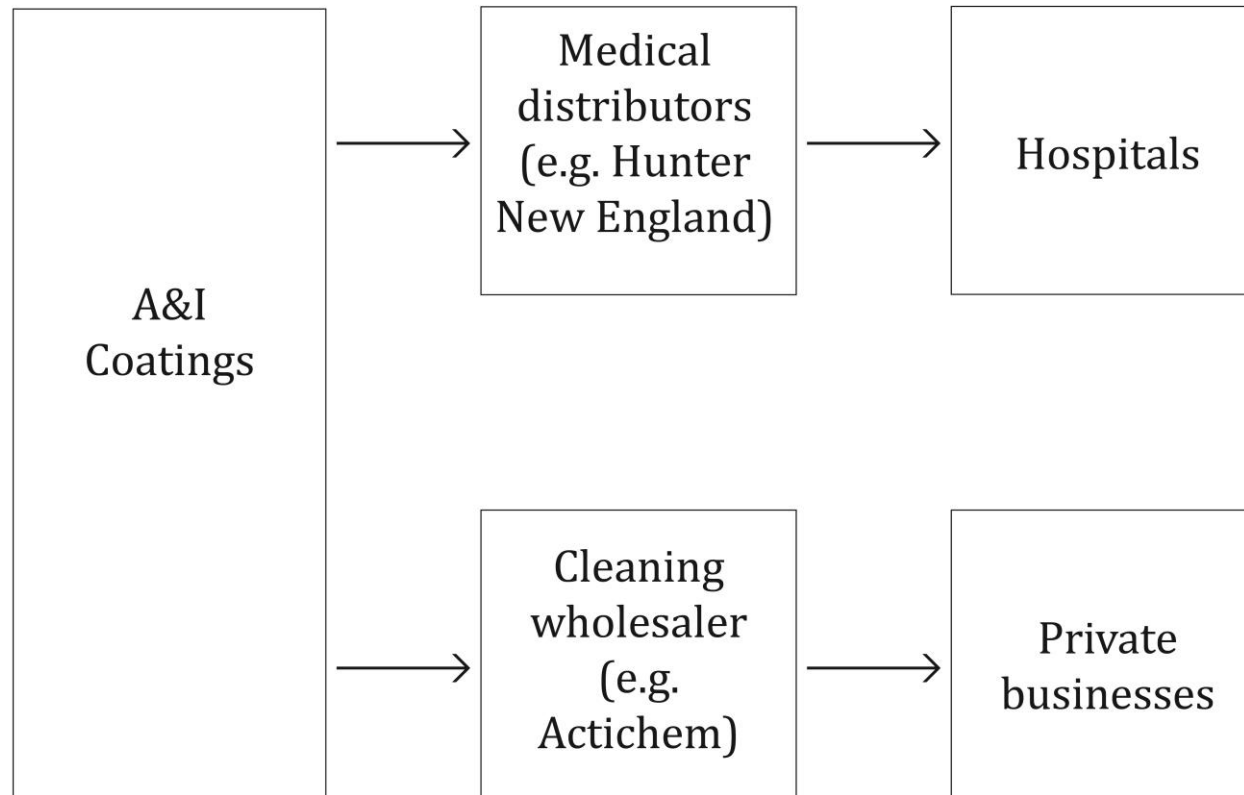
Internal Environment		External Environment	
Strengths and Weaknesses		Customer Needs	
Strengths <ul style="list-style-type: none">• R&D expertise• Network of licensed manufacturers• Australian-made certification		<ol style="list-style-type: none">1. Emphasis on hygiene2. Increase in online shopping3. Reliable product availability4. Greater value5. Support local business	
Weaknesses <ul style="list-style-type: none">• Limited distribution network• Small sales team• Lack of brand awareness			
Corporate Objectives <ol style="list-style-type: none">1. Promote growth in the hand sanitiser industry2. Expand distribution network3. Obtain a strong foothold in the Australian market		Market Characteristics <ol style="list-style-type: none">1. Short-term spikes and long-term stability for hand sanitisers2. Unstable supply of raw materials3. Entry of uncertified competitors	

Current A&I Distribution Channels


Manufacturer

Distributor

End user



Competitor Analysis




Hand Sanitizer Hand Sanitizer Sanitizer Hand Sanitizer Gel Needn't...

US \$0.38-\$0.38 / Acre
10000 Acres (Min. Order)

1 YR Guangdong Mingliu Techn...
Verified

Contact Supplier




China Hand Sanitizer Made In China Superior Quality Disinfectant 750ml...

US \$3.58-\$3.59 / Piece
5000.0 Pieces (Min. Order)

1 YR Yantai Dongke Lvzhiyuan D...
Verified

Contact Supplier




Hand Hand Sanitizer Quality Antimicrobial Sanitizing Adhesive...

US \$33.00-\$35.00 / Piece
1.0 Pieces (Min. Order)

1 YR Baina WaterResources CO,...
Verified

Contact Supplier




China Hand Sanitizer Sanitizer Hand Sanitizer Fda Gel China FDA Clean...

US \$0.47-\$1.37 / Piece
10000 Pieces (Min. Order)

1 YR Guangzhou Gotdya Fine Ch...
Verified

Contact Supplier

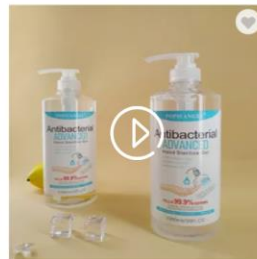


China Hand Sanitizer China OEM Design Label 500ML 75%...

US \$1.59-\$2.00 / Piece
12000 Pieces (Min. Order)

1 YR Shenzhen Shierjie Biologic...
Verified


Contact Supplier



Best Selling CE FDA Approved Custom Private Logo 1000ML Insta...


US \$2.09-\$2.22 / Piece
1000.0 Pieces (Min. Order)

Wholesale-Colorful-New-Style-Plastic-28_62293217290.html




CHAQBA OEM/ODM wholesale 280ml waterless cleaning hand...

US \$0.87-\$0.90 / Piece
2400 Pieces (Min. Order)




Wholesale Colorful New Style Plastic 28 410 or 24 410 lotion pum...

US \$0.10-\$0.10 / Piece
10000 Pieces (Min. Order)



15ml 30ml 60ml 237ml 500ml 1000ml hand sanitizer china

US \$0.10-\$1.00 / Piece
10000 Pieces (Min. Order)



75% Alcohol Automatic Hand Sanitizer Dispenser Kids Hand Gel...

US \$2.53-\$7.86 / Piece
5000.0 Pieces (Min. Order)

Messenger

Chinese Imports



View larger image



☐ Add to Compare Share

China FDA clean hand wash antiseptic 75 percent alcohol hand sanitizer gel
custom 100 500 ml hand sanatizer antibacteria gel

10000 - 99999 Pie... >=100000 Pieces
USD 1.37 **USD 0.47**

New Buyer Promotion
Up to US \$60 transaction fees waived on the first 3 orders



Smell:

Lead Time:	Quantity(Pieces)	1 - 1000	1001 - 100000	>100000
	Est. Time(days)	5	7	Negotiable

Customization: Customized logo (Min. Order: 10000 Pieces)
Customized packaging (Min. Order: 10000 Pieces) More

Trade Assurance protects your Alibaba.com orders

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Guangzhou Gotdya Fine Chemical...

CN

97.7% Response Rate

80,000+ for 20 Transactions

95.0% On-time delivery rate

Company highlights [View company profile >](#)



Verified by SGS Group

Employees	R&D staffs	Patents
301-500	5-10	-

Certifications (1)

Chinese Imports

Strengths

- Efficient supply chain with e-commerce platform and scale economies
- Cost differentiation

Weaknesses

- Price wars with other suppliers
- Lack of brand recognition in Australia.

Opportunities

- Target bottom of pyramid in developing markets
- Secure profitable government contract

Threats

- Trade wars
- Delayed international freight
- Local-first sentiment in Australia.



OUR STORY ▾ OUR SPIRITS ▾ DISTILLERY EXPERIENCES ▾ TASTING BAR ▾ SHOP ▾ WHERE TO BUY ▾ USEFUL INFO ▾ CONTACT



HAND & SURFACE SANITISER SPRAY –
HOSPITAL GRADE 12 x 500ML

\$180.00

Add to cart



5 LITRE PUMP ATTACHMENT

\$8.00

Add to cart



HAND SANITISER – 20 LITRES (LIQUID)

\$150.00

Add to cart



HAND SANITISER – 5 LITRES (LIQUID)

\$65.00

Add to cart



HAND SANITISER – GIN AROMA – 10 x
125ML PACK

\$75.00

Add to cart

Manly Spirits Co.

(local competitor)

manlyspirits [Follow](#) [...](#)

819 posts 8,975 followers 2,254 following

Manly Spirits Co.

Artisan Distillery crafting spirits with foraged marine + Aus botanicals. #manlyspirits
Tasting Bar open Thurs-Sun. UK @manlyspiritsuk
linktr.ee/manlyspirits



G&Ts



Cocktails



Distillery



Lilly Pilly



Reuse



Sanitiser

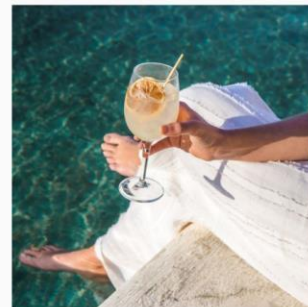
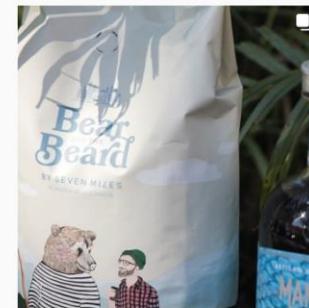
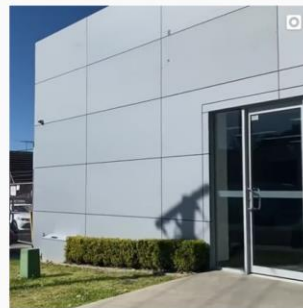


BTS

POSTS

IGTV

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WHISKY DISTILLERY TOUR & TASTING 'THE ARTISAN WAY'

TOUR WITH TASTING: Must be pre-booked online (see below) or call 02 80185144

You will be shown how we make our single malt whisky, from mashing our barley, fermentation, distilling and barrel maturation. You will then get to sip, compare and discuss 4 different whiskies from different style casks and maturation with one being tapped straight from the barrel. Let your inner Whisky obsession out.

Please note: You will have the opportunity to add your name to our special whisky only database to have the option to purchase our Distillery 'First Release' Single Malt Whisky bottling at the end of the year. No bottles will be released till then .

Experience includes:

- Distillery tour and masterclass
- Sampling 4 different style whiskies
- Discount on Gin, Liqueur & Vodka bottle purchased on the day

LENGTH: Approximately 1.15 hours and are limited to 20 guests.

TIMES: Tours run Friday 6 pm

COST: \$48/person + booking fee

REFUNDS: Unfortunately, bookings cannot be refunded and changes can only be made with 24 hours notice.

GROUP BOOKINGS: For large groups that require a private tour (15+ people), please email info@manlyspirits.com.au or call (02) 80185144

Friday 6pm Session
(max 20 people)

[BOOK NOW](#)

Gift Voucher

If this tour is a gift and you are unsure of a date why not give a gift voucher

[BUY NOW](#)



Manly Spirits Co. (local competitor)

Strengths

- Strong brand image from social media
- Existing direct channel to consumers

Weaknesses

- Lack of TGA certification
- Concentrated R&D in gin production rather than chemical manufacturing

Opportunities

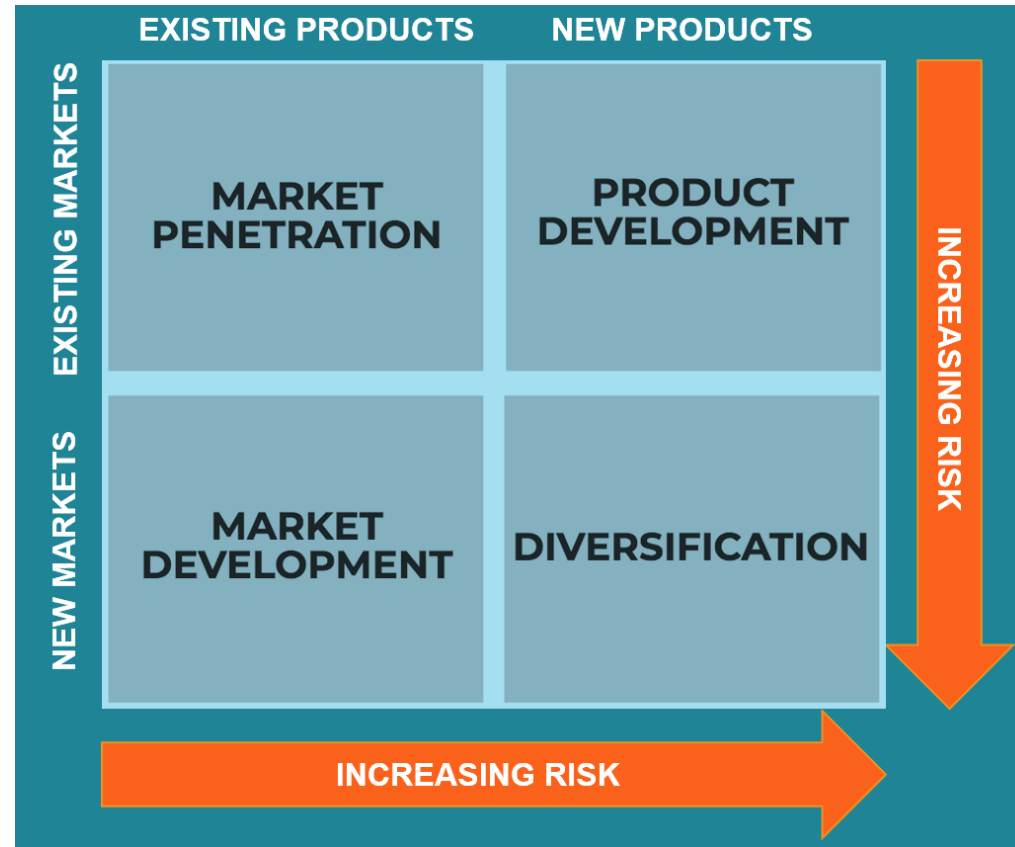
- **Cross-sell** opportunities with gin products
- Local-first sentiment

Threats

- Cheaper imports from China
- Inability to scale operations and develop products for government contracts

Option Generation

Growth



Growth

Recommendation strategy: **Diversification**

Diversification entails significant investment in:

- Market research
- Product development
- R&D
- Promotion

Defence

	Leverage your strengths	Mitigate your rival's strengths
Retain customers	Positive strategies: Hold on to customers by emphasizing the perceived advantages of your product, service, or company.	Parity strategies: Hold on to customers by matching, neutralizing, or blunting the perceived advantages of the new entrant's product, service, or company.
Slow the rate of customer loss	Inertial strategies: Acknowledge that some customers will leave despite your strengths, but offer product or service enhancements that will delay their defection. Emphasize that benefits lost in the switch may be major ones.	Retarding strategies: Acknowledge that some customers will leave because of the new entrant's perceived advantages, but offer product or service enhancements that will delay their defection. Emphasize that benefits gained in the switch may be only minor ones.

Southern Highlands Consumers and Businesses

Product

- Southern Highlands 'flavoured' hand sanitiser with distinct packaging and scents.
- 60mL to 5L with heavy-duty pumps

Place

- E-commerce for direct channel
- Local retailers (e.g. Moss Vale Community Pharmacy) for brand awareness

Price

- Competitive pricing with other alternatives
- Quantity discounts for businesses

Promotion

- Sponsorship at local events (e.g. Tulip Time 2021) with hand sanitiser stations
- Free samples and display allowances for retailers
- Content strategy on social media

Growth

Against **Chinese imports**: positive strategy

- Strategy: emphasise Australian-made status
- Aim: hold on to customers

Against **Manly Spirits Co. (local company)**: inertial strategy

- Strategy: promote TGA certification and R&D expertise
- Aim: slow churn of customers

Option Realisation

Government and Commercial Buyers

Product <ul style="list-style-type: none">• Bundle anti-bacterial coatings, hand sanitisers and dispensers• Refills for repeat purchasing	Place <ul style="list-style-type: none">• Partner with commercial cleaning services and cleaning wholesalers (e.g. Abco) to deliver integrated cleaning solutions
Price <ul style="list-style-type: none">• Price bundling to increase cross-selling opportunities, and defend against direct price comparisons	Promotion <ul style="list-style-type: none">• Trade directories (e.g. Supply Nation) and eTendering portal• Personal selling to channel intermediaries• Content marketing on website and social media

Exports to Global Market

Product <ul style="list-style-type: none">• Hand sanitisers abiding by WHO and FDA guidelines• Individual and bulk sizes	Place <ul style="list-style-type: none">• Piggybacking off distribution networks of established partners (E.g. Dulux)
Price <ul style="list-style-type: none">• Variable pricing based on competitive offerings• Bulk discounts	Promotion <ul style="list-style-type: none">• Export management companies to bridge contacts between A&I Coatings and potential intermediaries and buyers in global markets.

Implementation Plan

Short-Term (6 months)

Own Brand – Southern Highland hand sanitiser

- Unique packaging and branding incorporating **local iconography** of Southern Highlands.
- Multiple touchpoints such as **paid advertising** and **sponsor local events**.
- Distribution: **brick-and-mortar and online** retailers.

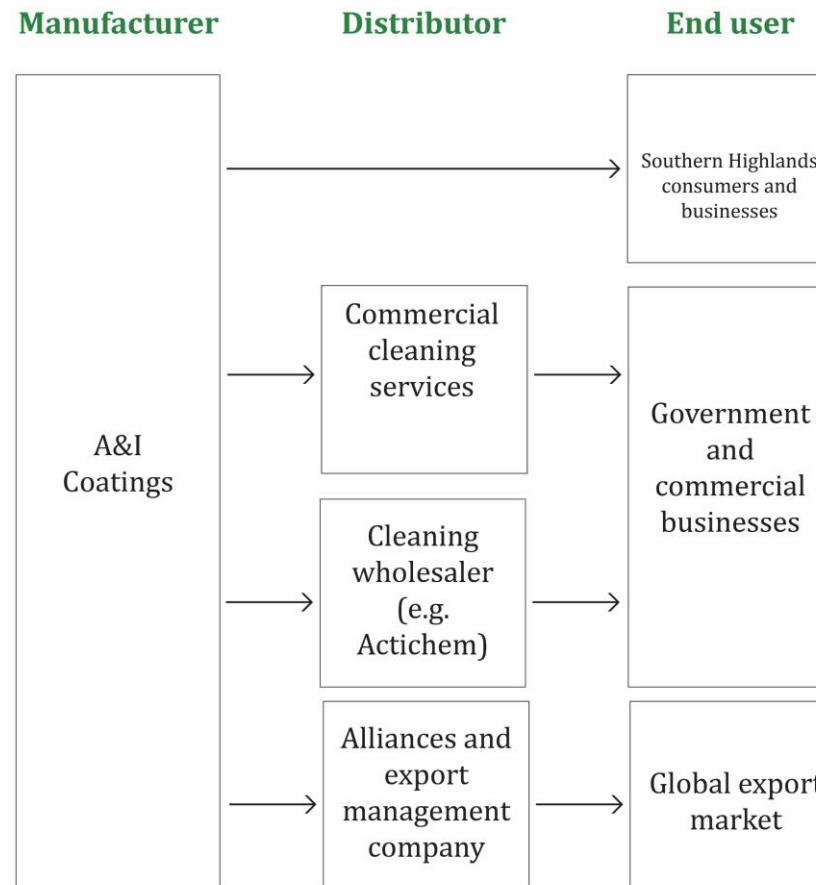
Contract Manufacturer - AntiV

- Foster **relationships** with cleaning supply wholesalers and commercial cleaning services.
- Utilise **bundles** to gain countervailing power through increased stickiness.
- Form **alliances** with Australian manufacturers for scale economies.

Long-Term (2 years)

- Export to US market by September 2022.
- Leverage alliances with Australian companies to achieve scale economies.

Recommended A&I Distribution Channels



Conclusion

Consumers

Hygiene, e-commerce, product availability, value for money and support local business.

Recommendations

- 1) Create a Southern Highlands 'flavoured' hand sanitiser for local consumers and businesses.
- 2) Target government and commercial customers with AntiV bundled with anti-bacterial coatings and dispensers.
- 3) Export to the global market through an Australian manufacturer-led alliance and an export management company.

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