

Keep It Blue

Awareness is the
first step towards
Action





BUSINESS FOUNDATION



Type of business: **Experiential Marketing Agency (Partnership)**

The Mission: Preserve our oceans!

**The Vision: Expand awareness for all of nature
(forests, seas, soil, air)**

The Values: Sustainably transparent

UNIQUE SELLING POINT:

Pop-up marketing is a marketing technique that involves using a quick point of contact, sometimes called a touch point, to widen a company's sales funnel, attract new leads and even test out new concepts.

COMBINED WITH +

Marketing to raise awareness about ocean preservation and collaborating with sustainable companies to achieve innovative Pop-Up's

Breakdown of Costs	Quantity	Unit Cost	Total
Rent (inclusive of utilities & rates)		€4,000 per week	€16,000
Staff			
Store Manager (8 hours per day)	1	€ 96	€2,880
2 x Brand Ambassadors (8 hours per day)	2	€144	€4,320
Set-Up Cost			
In-Store Fit Out - Shelving + Product Stand	1	€5,000	€5,000
Waste Management	1	€500	€500
Wi-Fi	1	€65	€65
POS System	1	€70	€70
Insurance			
Public/Employer Liability	1	€250	€250
Total Cost			€29,085



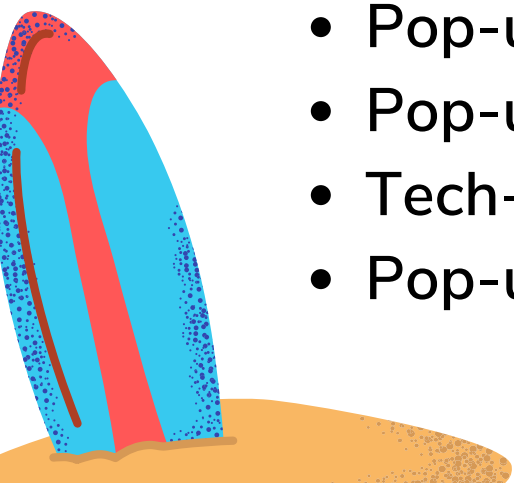
MARKET & COMPETITION ANALYSIS

Market Trends

Market size: \$50 billion and growing
Number of Businesses in USA: 43,748

Types of Pop-ups

- Pop-ups as marketing
- Pop-ups as learning spaces
- Pop-ups as permanent spaces
- Tech-powered pop-ups
- Pop-up shop ideas



Demand Analysis

Post Covid, there has been an accelerated decrease in the retail outlets/ brick-and-mortar, and a substantial increase in the e-commerce industry, paving demand for something that is a balance between the two, known as Pop-ups. It caters by reaching out to large audiences, creating an experience and raising awareness. This also taps into our “get-it-before-it’s-gone,” fear-of-missing-out (FOMO) mentality.

Competitor Analysis

Since our idea caters to only sustainable brands that concern themselves in solving the ocean crisis, this reduces our competitors greatly. Some competitors could include PopUpMob, Popertee, Ocean Cube, and the Pop Up Shop Agency. However, it is not extremely difficult to replicate the business, in fact if this business idea inspires others, it will generate more benefits for the mission and vision. To run this concept there needs to be experienced individuals in sustainability and perhaps event management.