

Name: Jonathan Sappington

Instructor: Connie Hitchcock

Class: BMKT_225_71

Date: 11/07/21

Egg Product Written Assignment

What is it? It is called the E-Carrier a revolutionary new light-weight egg pouch that you can hook onto your pocket. It is manufactured with semi recyclable materials that combine Cardboard and masking tape technology to make an easy-to-carry box-like design with egg holding capabilities.

Why is it needed? Have you ever had the moment where you go to a restaurant or were invited to throw eggs at stuff and they are out eggs, or maybe it is your anniversary and you forgot to buy a gift, well these problems can be solved with the E-Carrier, just one small purchase, you can get it as a gift for your significant other or as an extra egg for just in case.

Who will buy it? The target market is the average egg consumer, ranging from ages 18-81, living in areas close to general market stores having the sudden urge to purchase a single egg and enjoy easy-to-carry items. The product would focus on people of lower to mid-range incomes.

What buying behaviors will influence the decision to buy it? It would be a situational involvement and a limited decision as people would buy it when they need an egg but do not want to carry a large carton. It would be found in the egg section of your general supermarket or vending machines.

What are its three core elements – core, supplemental, and experiential?

- Core - An egg carrier that can latch onto your pocket.
- Supplemental - Fall protection.
- Experiential - The novelty of having a small portable egg carrier.

Where is it in terms of the product life cycle? It is currently in the introduction phase; there are no or very few companies making pocket latching egg carriers, and people will need to be informed of the product's existence and purpose.

How does it fit with other elements of the product mix or product line? It fits into the regular egg carrier product line as a smaller portable egg carrier with one open space for the egg. It also includes protective paper bag insulation to protect the egg from unforeseen falls or damages and a hole on the side that can be used to hang the carrier on a hook or key chain.

What makes this product different from others? The difference is we provide the buyer with several means of which to hang the product and the assurance that they can bring their egg with them without worrying about damaging it via a fall or other mishap.