**Marketing Plan**

Summary

Our company called Re-Container is a local company which works globally. We are specialised in manufacturing, distributing and maintaining shipper containers. We seek to source local raw material to the greatest extent and only use imported produce should local produce be unviable or unavailable; and we also seek to run the business in an environmentally-friendly manner to the best extent possible.

The team of people who founded this business come from different backgrounds such as business, economy and information technology and each of them brings invaluable expertise to the table.

Even though our main product is a shipping container, the range of shipping containers will be various, to suit the customer’s needs. We will have various sales channels and distribution structures to sell our products.

Training will be provided to our personnel to foster a sense of pride in the product, offering fantastic service to our customers and being ambassadors of our brand.

Marketing Goals

Our main marketing goal is to gain the initial recognition in the market, gaining 15% of the market share in the first year. Consecutive goal is to grow the reputation of our company, through raising awareness of the eco-note in our products.

Target Customers

The target customers of our business are both large shipping companies as well as individuals.

The needs of each customer will be assessed separately and therefore we seek to provide a varied service to reach all audiences.

Market Analysis

Shipping industry is one of the largest industries, which operates everywhere in the world. In 2016, the global shipping containers market was worth about 4.6 billion U.S. dollars, and its size is expected to reach 11 billion U.S. dollars by 2025. Between 2017 and 2025, the market size of this sector was expected to grow at a growth rate of 8.3 percent. Besides its growth, one of major challenges is the unexpected COVID-19 crysis, which impacted many supply chains throughout the world. Due to various restrictions with regards to movement of goods through various countries, the supply chain industry has to work on a day-by-day basis, trying to tackle the current situation.

Positioning Strategy

Our product is similar to other shipping containers; however it offers many benefits which traditional containers do not offer. Customers should care about it due to its eco-friendliness.

Selling propositions

Our primary contact point with the clients will be the webpage. Company representatives will be available to travel on various locations for larger orders. Clients can also visit our premises and purchase the product directly from the manufacturing site.

Our company will have its own website, Facebook page, Twitter and Instagram account to promote the business and sales. Since social media tools do not have access to an in-built payment mechanism, we will use PayPal and link it to the website for payments. The company website has been constructed as follows and can be accessed through: <http://c31a9b0f.ngrok.io/>

The website contains some products available and the prices. Further additions to the list of products will be made once we develop new products for our customers.

Apart from using our website as a marketing tool and sales channel, we will also use Facebook, Instagram and Twitter. These sites will be used to promote our offers and generate online movement. Customers can also contact us via direct messaging to place orders, then our staff will link them to the webpage. We will seek to increase our followers and likes as much as possible, using tags and hashtags as much as possible.

We will also have our own sales personnel who will take care of promoting and distributing our products to companies such as large material suppliers, moving companies, trade fairs and any other places which may be deemed suitable for selling the shipping containers.

Delivery

We will offer free delivery in case of a large amount of purchased items. If the cost of their purchase does not exceed a certain amount, then a shipping fee will apply. Approximate delivery date will be confirmed once the order is paid for. We will offer the clients to collect the products themselves.

Distributors

The company seeks to negotiate with distributors to sell our products. We can also offer a “Brand Ambassador Programme” whereby people interested in our products can promote and sell the product, whilst earning a commission on the products. This system will not be implemented immediately, but rather after the first few months of the running of the business.

Retail outlet

On our premises located at the same address as the manufacturing site, we will be also having a small retail outlet, where clients will be able to see the finished products and place an order accordingly.

Our Offers

*Product Launch Offer*

To launch our business, we will hold a small reception at our offices, offering stationery items with our logo. We will use our social media platforms and adverts on hard copy media to promote the event, a month in advance.

The offer available for our launch will be as follows:

**Reduced Price for Product Launch:** 6 months lease for 250 USD

Promotion Strategy

*General Promotion*

Throughout the year we will continue writing articles and taking interviews on our company, our staff and services. Furthermore, we seek to advertise online on various media such as Facebook and other websites which give us the opportunity to advertise. We will advertise in local newspapers and magazines. We will also seek to be present at various events. We will promote the business through special offers and competitions.

*Online Marketing Strategy*

Paid online advertising strategy depending on the type of event coming up, we will create content and promote online. A budget will be allocated accordingly.

Social media strategy: The marketing official will be responsible for monitoring and posting to social media and ensuring that we are very responsive to all the customers.

*Conversion Strategy*

We value our clients and their opinions and therefore we would like them to communicate with us on their thoughts and ideas. Therefore, we seek to create an online blog, though the website which can be used as a communication platform.

We will use the feedback from our customers to improve our products and reach a wider audience. Moreover, we would like to engage more people in discussion and make our products more customizable.

Joint ventures and partnerships

We seek to establish contracts with other, already established businesses. Clients would be able to order the products from there as well.

We will offer a commission on the sales made by the retail outlet and/or depending on the agreement and exigencies.