

**"OCEANIT'S  
NEWEST  
INNOVATION:  
TINY BITS OF  
GOLD IN SKIN  
CARE PRODUCTS"**



PRESENTATION BY: MVFADEN BRADRICK IRIARTE

# WELCOME TO:



## MISSION:

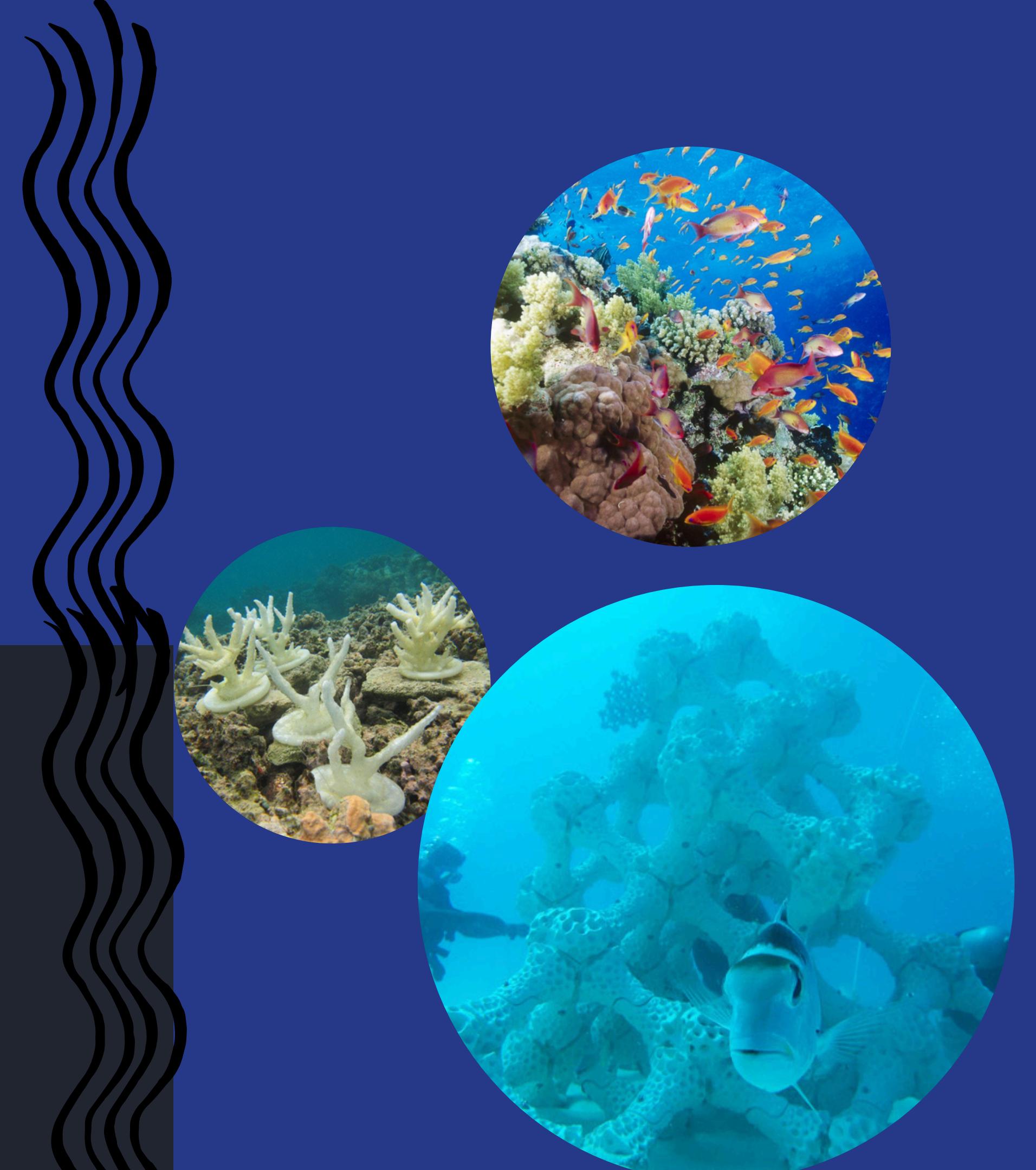
»»» WE ARE DEDICATED TO SOLVING THE MOST CHALLENGING COASTAL, ENVIRONMENTAL, AND CIVIL ENGINEERING PROBLEMS FACING COMMUNITIES, OUR EVOLVING ECOSYSTEMS, AND THE PLANET.

## VISION:

»»» DELIVERING A BETTER FUTURE – BOTH LOCALLY AND GLOBALLY – FOR HUMANS AND SOCIETY.



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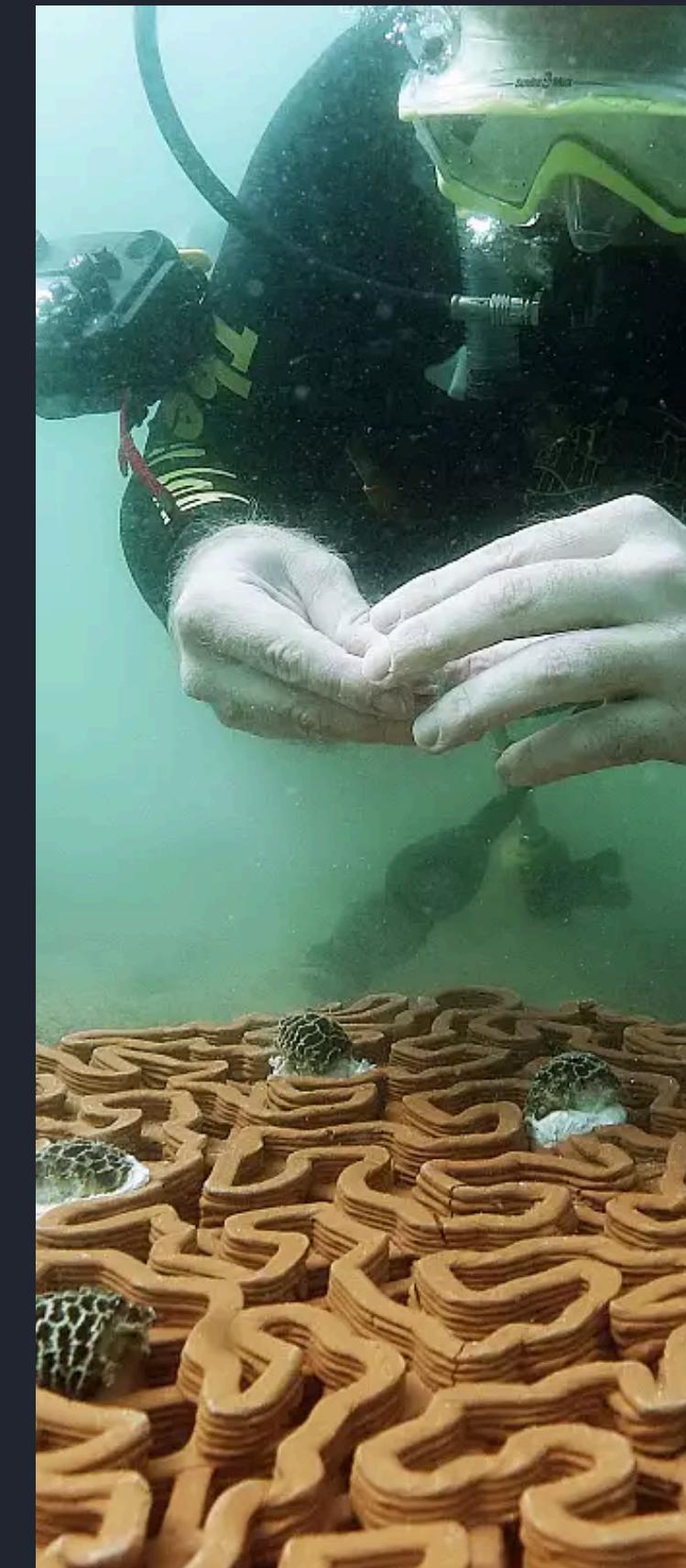
# PRODUCT

# PRICE

# DELIVERING

# COMMUNICATION

# POSITIONING



# OCEANIT'S MARKETING CHART



**TARGET MARKET -**  
**Governments, Fishing**  
**companies, Organizations**  
**promoting sustainability**

# MARKETING STRATEGY

## *Marketing Penetration*

- Oceanit penetrates their marketing environment by utilizing their available resources such as their website.  oceanit.com
- they promote products through their Instagram account.  @oceanit

## *Product Development*

Their product development efforts are aimed at improving coral patents to create more realistic and effective 3D corals



## *Market Development*

They are including not just the ocean environment but also including the healthcare sector as their target market.



## *Product Diversification*

The product diversification is they are planning to make basically golden healing nano parts to help heal the human organs



# CONSCIOUS MARKETING





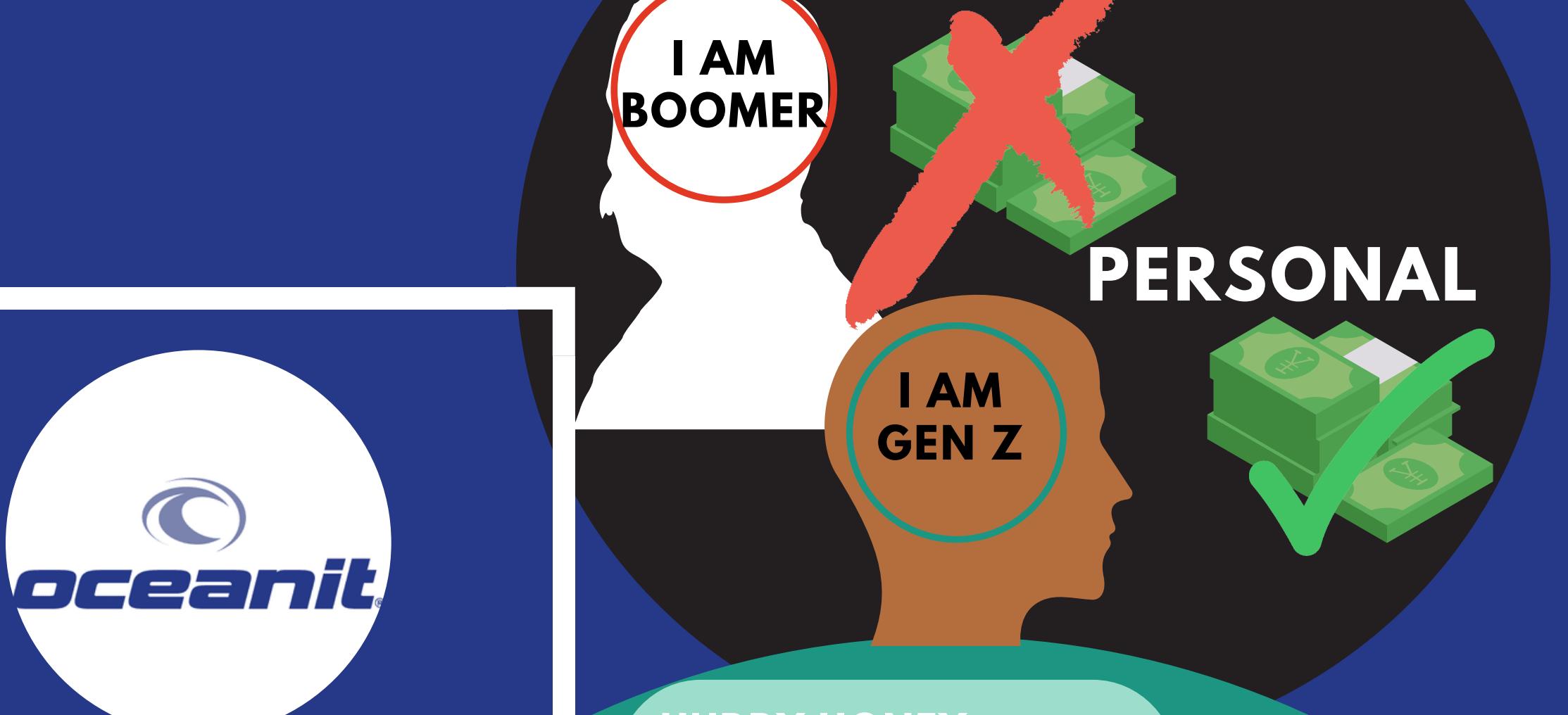
**SITUATIONAL**

HE THINKS HE SO  
BETTER THAN ME  
" OHU YEH? I CAN  
PAY FOR 3D CORAL  
TOO!"



**SOCIAL**

# CONSUMER BEHAVIOR



HURRY HONEY  
QUICK WE  
MUST BUY THE  
CORAL TO  
HELP THAT  
POOR FISH!

HELPPP I  
CANT  
BREATHE!!



**PSYCHOLOGICAL**

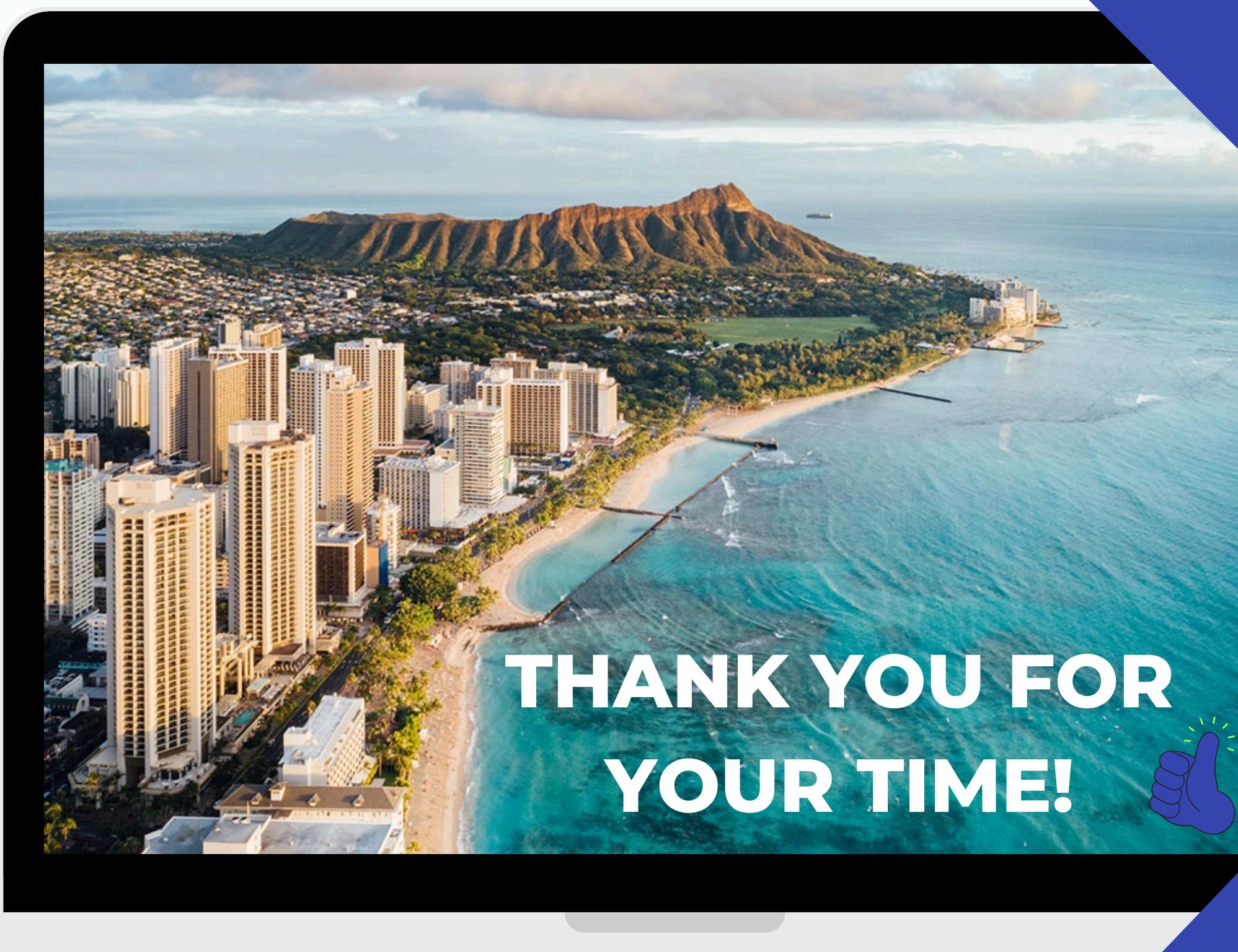


# CONTACT:

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Website : [www.oceanit.com](http://www.oceanit.com)

Sources: [www.oceanit.com](http://www.oceanit.com) & Hawaii Business.com



**THANK YOU FOR  
YOUR TIME!**

