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Group 24

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Strategic Marketing Plan

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Group 24: Strategic Marketing Plan

1. Company Information

1.1. Vision

The vision of our group 24 is to design various kinds of reliable backpacks to empower athletes by helping them overcome difficulties in different scenarios with innovative, comfortable, durable, targeted products. Meanwhile, from the perspective of the company's development, we need to maintain a certain profit margin while obtaining a good reputation for our products.

1.2. Mission

We're committed to enhancing consumers' athletic journey. Our mission is to create backpacks that:

- **Quality Craftsmanship**

We will ensure the overall quality of the product while focusing on every stitch, zipper, and fabric choice. We can promise that our backpacks will be created for the toughest conditions. Whether it's a football pitch or a plastic track, a stormy ski resort or a mountain crest, our products can give you the best experience on the basis of ensuring quality.

- **Comfort and Ergonomics**

For athletes, the burden of equipment and even injuries are never acceptable. Therefore, our products will do their best to meet the goals of comfort and ergonomics. In the design phase, We will think from a comprehensive perspective of every place that may bring a bad experience to customers, and focus on improving the product from it.

- **Style That Inspires**

Our products don't just focus on practicality and ignore appearance. Instead, we will carry out targeted design according to the use scenario of the product, so that the appearance design of the backpack is integrated with the sports style, to provide the best appearance experience.

1.3. Objectives

To achieve this mission, we have determined the following objectives:

1. Producing backpacks that are durable, functional, and stylish for various sports and outdoor activities by selecting high-quality upstream suppliers and improving the production process of our products.
2. Through field visits, questionnaires and other ways to conduct in-depth research on the market and target groups to identify the needs and preferences of different segments of athletes and adventurers.
3. Through continuous testing, collect feedback data from different groups and different scenarios to innovate and improve the design and features of the backpacks to enhance the comfort, ergonomics, and performance of the users.
4. Focus on brand building, establishing a strong brand identity and reputation for quality craftsmanship, customer satisfaction, and social responsibility.
5. Keep developing and expanding our goals, exploiting the market share and reach of the business in both domestic and international markets after gaining a certain market share,.

2. Strategic Plans

Target Market Plan:

To effectively connect with prospective buyers who value a backpack's practicality, toughness, and style within the athlete demographic, thorough market research is crucial. By gathering

insights into athletes' preferences and behaviors across football, golf, and basketball, we can construct detailed buyer personas. These personas will integrate behavioral, psychographic, and demographic data, providing a nuanced understanding of our target audience's needs and desires. By identifying common threads among athletes such as their dedication to performance, appreciation for quality gear, and desire for versatility, we can adapt our product features and marketing messaging accordingly. Whether it's emphasizing durability for basketball players, functionality for footballers, or style for golfers, tailoring our approach ensures resonance with each segment of our target demographic. This holistic strategy fosters a deeper connection with athletes, positioning our backpacks as indispensable companions both on and off the field or court.

Plan of Production:

To create a premium backpack tailored to the demands and preferences of our target sport players, our strategy revolves around collaborative innovation and meticulous testing. By involving athletes from various sporting backgrounds in the product development process, we ensure that their unique insights and needs are integrated into the design. This collaborative approach fosters authenticity and relevance, as athletes contribute directly to features and designs that resonate with their peers.

Working closely with product development and design teams, we prioritize blending style, toughness, and utility to meet the high standards of our discerning demographic. Through iterative prototyping and testing sessions with athletes, we refine the backpack's comfort, durability, and functionality, ensuring it exceeds expectations. Incorporating customizable elements, such as sport-specific branding or personalized color options, adds an extra layer of appeal and exclusivity for our target market.

Additionally, by gathering input from focus groups comprised of our target demographic, we validate design choices and fine-tune the backpack to align with their preferences. Throughout this process, we maintain a commitment to our brand values of quality, performance, and innovation, ensuring the final product not only meets but exceeds the expectations of athletes seeking a premium backpack solution.

Place PLAN.

To establish a competitive yet value-driven pricing strategy for our premium backpack, we employ a comprehensive approach that considers various factors in the market landscape. Initially, conducting a thorough pricing analysis helps us understand the prevailing patterns within the backpack industry. This analysis encompasses evaluating competitor pricing, assessing consumer perceptions of value, and analyzing our production costs.

With this data in hand, we strategically determine a price point that aligns with the perceived value of our backpack while remaining competitive in the market. This price not only appeals to

our target market of discerning athletes but also allows for a respectable profit margin to sustain our business operations.

Furthermore, to stimulate early sales and generate excitement surrounding the launch, we may employ tactics such as offering price breaks or promotions. These initiatives not only attract initial buyers but also establish momentum and positive word-of-mouth as early adopters experience the exceptional quality and features of our backpack. This dynamic pricing strategy ensures that our product remains both desirable and profitable in the competitive backpack market.

Plan for Promotion:

Goal: Raise awareness, curiosity, and enthusiasm for our backpack through well-thought-out advertising and promotion.

Strategy:

Our comprehensive marketing and communication strategy integrates both digital and conventional media channels to maximize reach and impact. Leveraging our dedicated websites catering to sports and outdoor lifestyles, alongside popular social media platforms such as Instagram, TikTok, and Twitter, allows us to engage with our target demographic where they spend their time online.

By collaborating with both sports athletes and influencers, we enhance brand visibility and credibility, effectively connecting with our audience and emphasizing the importance and benefits of our backpacks. This synergistic approach leverages the authority and reach of both athlete endorsements and influencer partnerships to amplify our message.

In addition to digital efforts, traditional marketing tactics such as word-of-mouth referrals, flyers, and video content showcasing the high-quality materials and craftsmanship of our backpacks play a crucial role in building brand awareness and trust. These strategies collectively reinforce our brand message and value proposition, ensuring widespread recognition and adoption among our target market.

3. Teamwork Planning & Organization

3.1. Group Decision-making Framework

3.2. Meeting Coordination