

SOCSCI 2MR3
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SWHAT

The McMaster Student Walk
Home Attendant Team



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WHAT IS SWHAT?

- Student-run organization that promotes safety around campus
- Friendly and trusted individuals that walk those to and from campus
- Open daily from 7PM - 1AM
- All walkers are equipped with flashlights and a radio





“No matter the weather, our walkers can walk with you to your destination while providing safety and company.”

—SWHAT

Comparative Advantages

Some of the advantages we have over our competitors include:

1. Cheaper rates
2. More comfortable experience
3. Paired with a person of similar age and interests
4. Employees go through much more thorough background checks
5. Safety of users

****Competitors include other transportation methods such as Uber, Cab companies, Public transit**

Our Target Market

The target market we are looking to serve is the students of McMaster University, whether they live on or off campus. Our research showed that this consists of mainly 20-21 year old students of all different ethnicity and gender.





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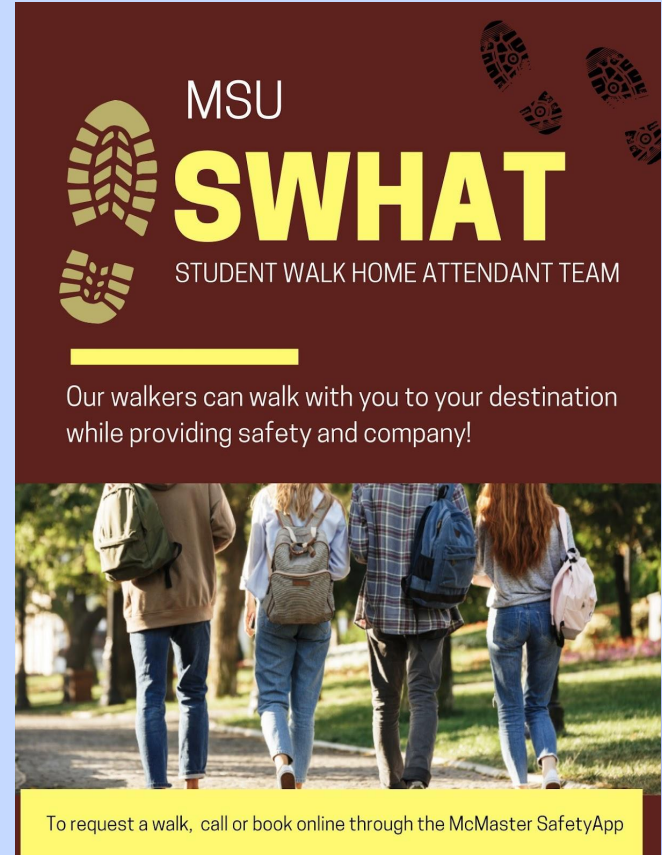
Marketing Mix

| Product / Service | Place |
Price | Promotion |

Product / Service

Introduction of SWHAT to the target market & Feedback:

- Target Market: University students ages 20-21
- Provide quality and enjoyable experiences in the form of safe transportation
- Safety: Flashlights, radios, & verified individuals
- Hours of operations: 10:00 PM - 1:00 AM



The poster features a dark red background. At the top left is a yellow logo consisting of a stylized 'M' and 'S' intertwined. To its right, the text 'MSU' is in white, and 'SWHAT' is in large, bold, yellow letters. Below 'SWHAT', the text 'STUDENT WALK HOME ATTENDANT TEAM' is in white. A yellow horizontal bar is positioned below the team name. Underneath the bar, the text 'Our walkers can walk with you to your destination while providing safety and company!' is written in white. At the bottom of the poster is a photograph of four students walking away from the camera on a path. The students are wearing backpacks. Below the photograph, a yellow banner contains the text 'To request a walk, call or book online through the McMaster SafetyApp' in black.

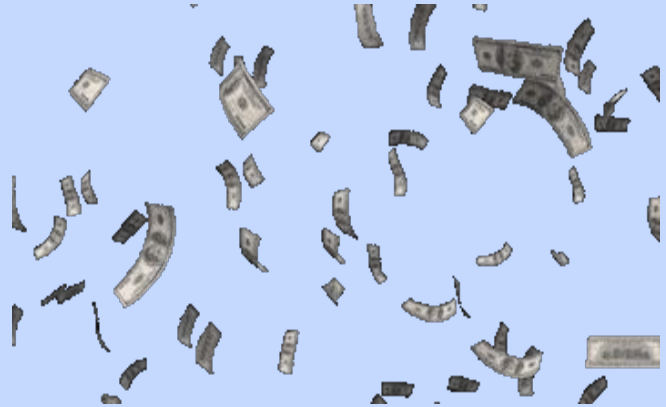
MSU
SWHAT
STUDENT WALK HOME ATTENDANT TEAM

Our walkers can walk with you to your destination while providing safety and company!

To request a walk, call or book online through the McMaster SafetyApp

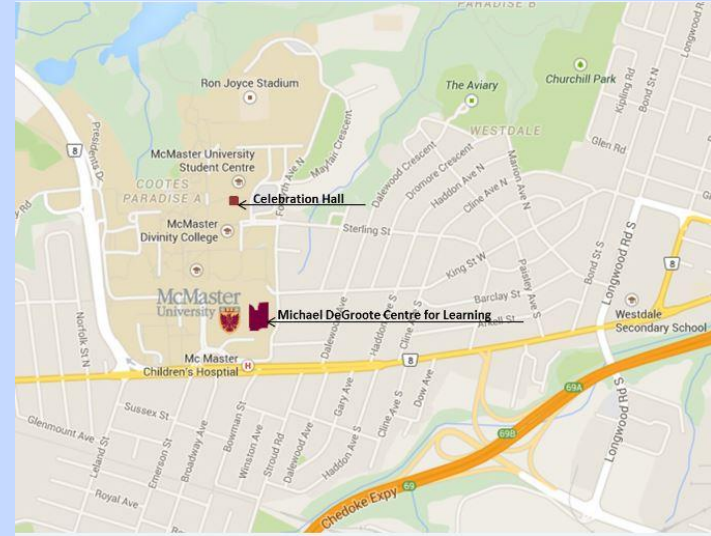
Price

- Price Penetration: Offering the lowest price possible
- Beating the competition
- Monthly subscription plan at \$15.00 or lower



Place

- Location is key
- Indirect Channels:
 - Campus offices
- Specialty Channels
 - McMaster Safety Application



SAFETY IS EVERYTHING

Promotion

- Social Media Marketing: Instagram
- Physical Advertisements: Posters & Banners



Social Media

- Utilize the community people have on social media
- Allow students to share information amongst each other, families and other parties
- Use platforms that are comfortable to the consumer
- Connect with the Hamilton community
- Host sponsored events with local businesses, artists and restaurants
- Introduce McMaster students to Hamilton and introduce Hamilton to SWHAT

Key Research Findings

Safety

- Students want to feel safe on and around the McMaster campus
- Many students feel there is more that needs to be done for their safety and well-being

Cost

- Students are open and willing to pay for transportation and safety

Conclusion

Research shows that there is a desire among students for a service that accommodates their safety concerns while they travel on and arounds campus, and it is clear that SWHAT has tremendous potential to become a successful business.

