

EQUINOX NOURISH

IT'S A LIFESTYLE.

Group 6

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AGENDA



01
BUSINESS
OVERVIEW

02
THE
PRODUCT

03
MARKETING
PLAN

04
OPERATING
PLAN



MARKET CONTEXT

WHO?

GEN Z / MILLENNIALS

WHY?

“THAT GIRL” TREND

WHAT?

ACHIEVING A BOJEE LIFESTYLE &
EMBODYING ALL THINGS HEALTH
AND WELLNESS

EQUINOX

LUXURY



Memberships cost
thousands of dollars
annually

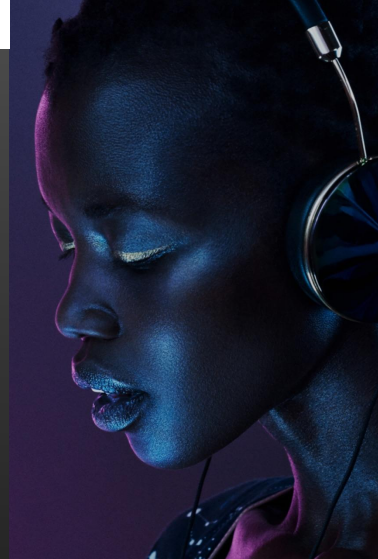
Exclusivity

QUALITY



Variety of fitness options
& amenities

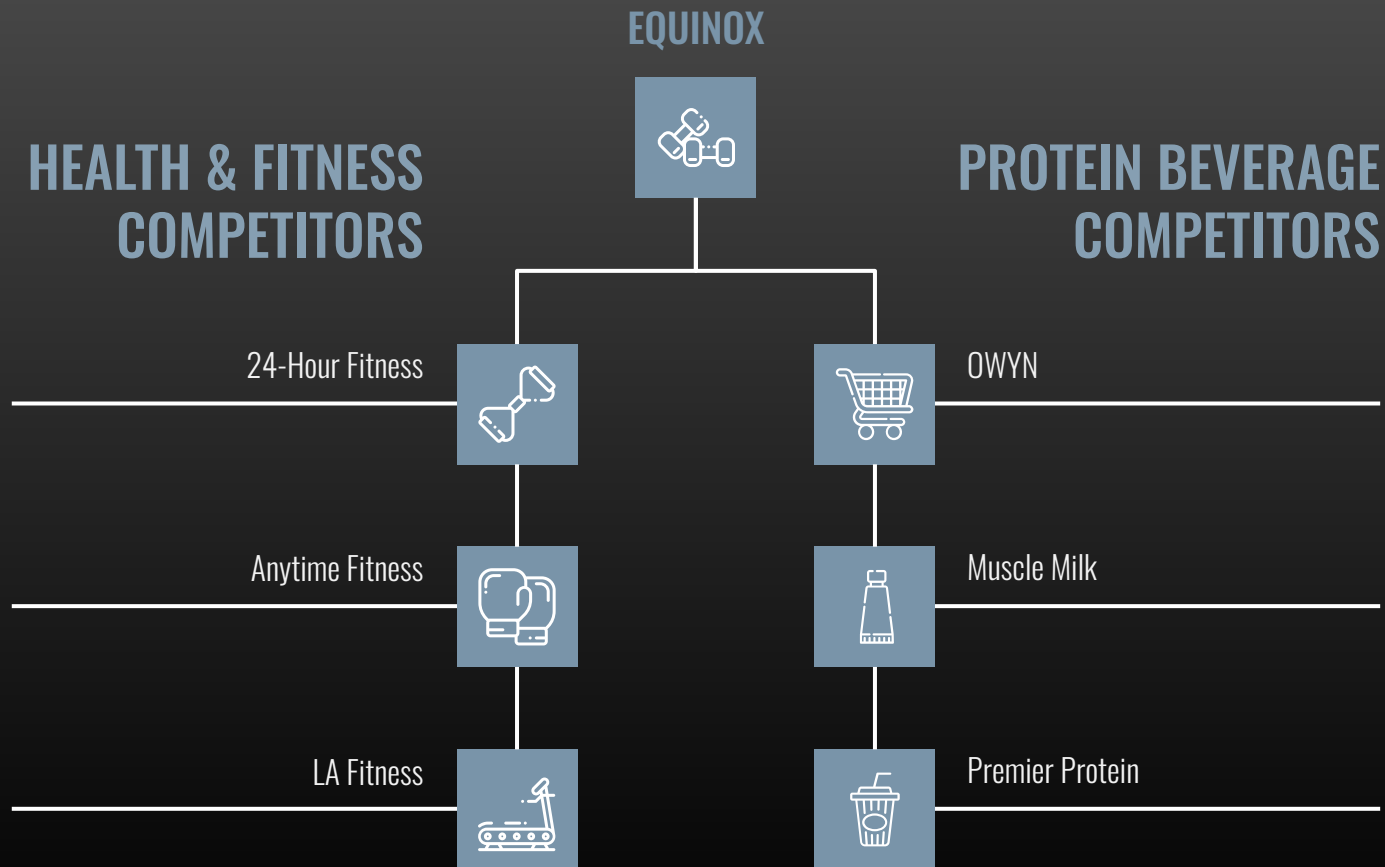
PERFORMANCE



1.12% of market share in
gym, health, and fitness
clubs

Umbrella Brands -
SoulCycle
// PURE Yoga

COMPETITORS



CUSTOMERS

\$ → WEALTHY
// EXCLUSIVE

LUXURY //
QUALITY //
VARIETY

LOYAL

HIGH PERFORMANCE
// FITNESS-ORIENTED

How can these customers bring the
Equinox experience home?



	Level 1	Level 2
FLAVORS	Banana Almond Butter	Mocha Hazelnut
PACKAGING	Glass	Paper (Box)
PROTEIN CONTENT	Extra	Regular

CONCEPT GENERATION

 (AD) The Design of the Bottle depends on the Temperature of the Drink



Design



Bottle

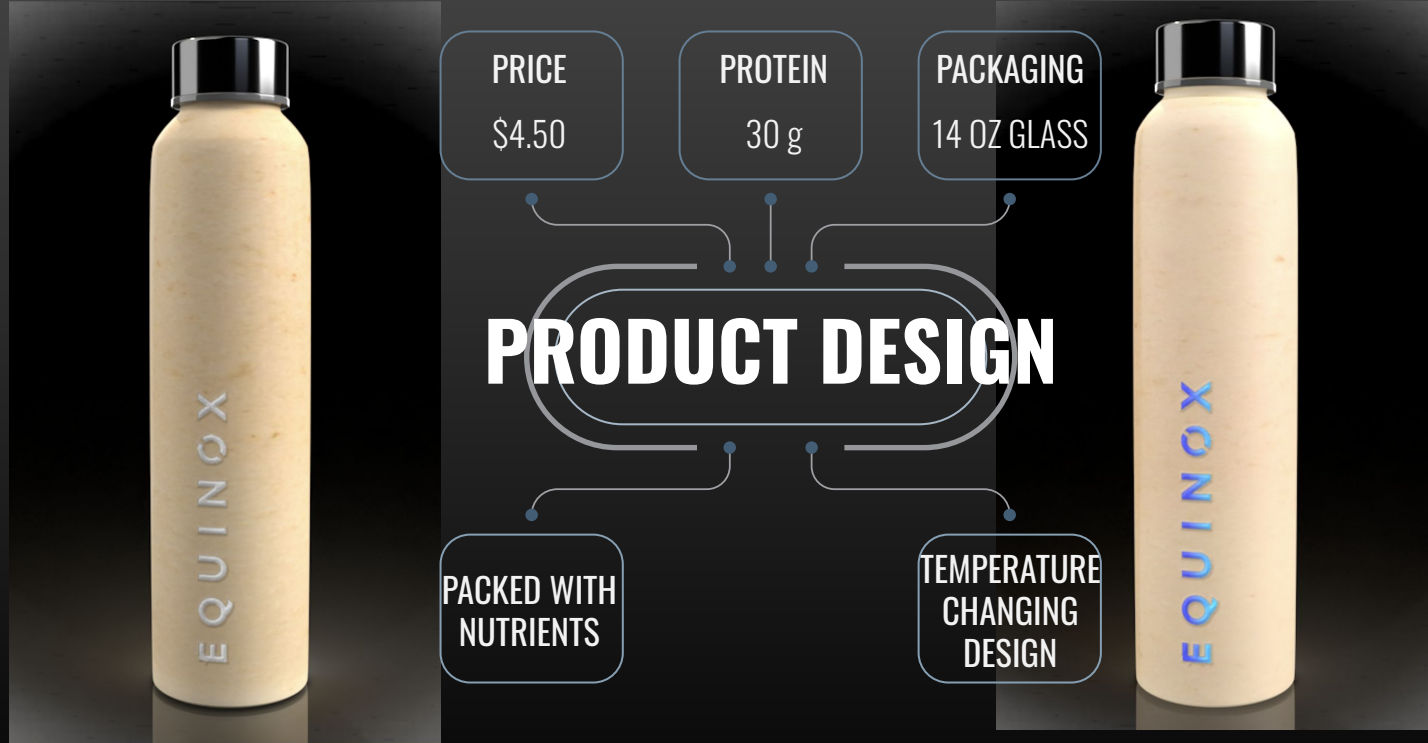


Temperature



Drink

EQUINOX NOURISH



PRODUCT



CORE BENEFIT

Accessing high-quality health
beverage that is designed for superior
flavor, nutrition, and convenience



DESIGN

Ergonomic, lightweight,
sustainable, and luxurious



RISK

Low risk for purchasers
Risk for Equinox reputation



AUGMENTATIONS

Protein Powder
New flavors

LEGAL FACTORS



REGULATIONS

Approval from FDA /
Health Department



PATENTS

Currently no competing patents
for color changing logo



SEGMENTATION & TARGETING

PSYCHOGRAPHIC:

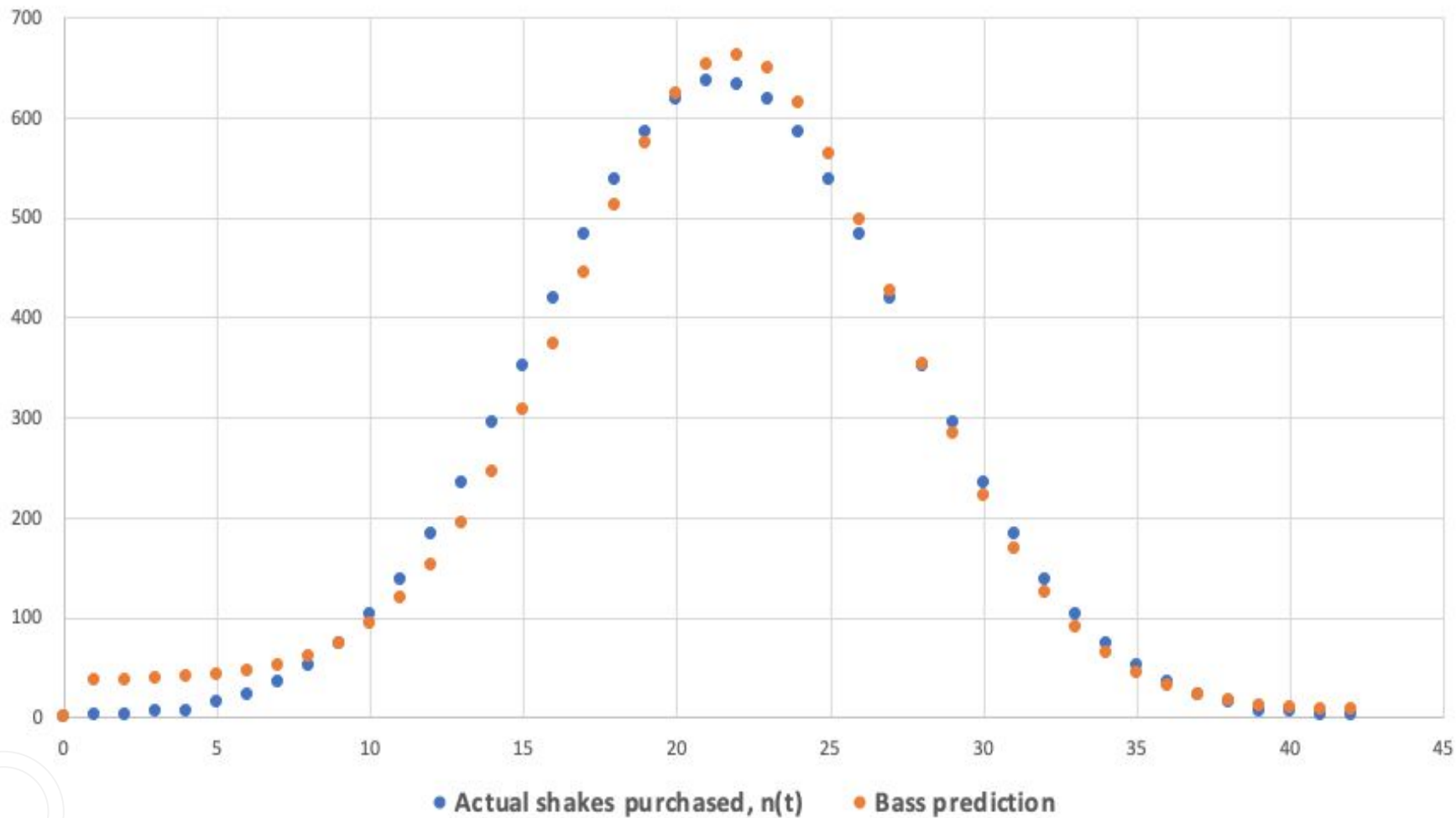
- **LIFESTYLE:** high performance, fitness-oriented
- **VALUE:** luxury, quality



For people that live **HIGH-PERFORMANCE** and **FITNESS-ORIENTED** lifestyles, Equinox Nourish offers a **HIGH-QUALITY** and flavorful protein beverage packed with nutritional benefits in sleek packaging, so that customers can replenish their body and experience the **LUXURY** of Equinox.

SALES FORECAST

Protein shake purchases per location



Slow start, but will gradual
growth as gym gets busier



Imitators are more important



Heavy initial advertising will be ineffective



Brand ambassadors/influencers
for product content trade



\$193,294.79

Year 1 (360 days) Sales

P = .0038

Q = .2678

Budget mainly for
athlete or influencer
endorsements

Utilizing existing
CRM systems



@ellliiee

This protein shake is my new
obsession! I'm never going to
go back to any other brand!

@fitness4life

This is hands down the best
protein shake! High quality for
a good price!

Word of Mouth

PROMOTION

PRICE SKIMMING STRATEGY



Distribution + Manufacturing

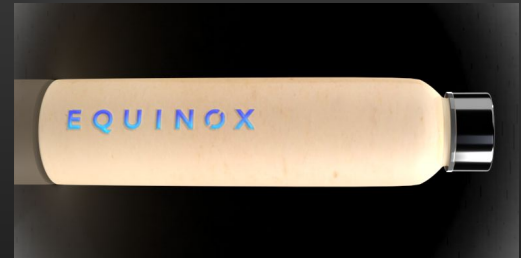
Pull strategy



Short term: Equinox location in US
Long term: Premium retailers



Manufacturing



TIMELINE



**Product Use Testing:
Beta Testing**



**Market Testing:
Simulated Test Market**



Equinox Gyms

100 Gyms in the U.S.



National

High-end grocers
(Whole, GNC, Trader Joe's)

LAUNCH MANAGEMENT

POTENTIAL PROBLEMS



Lack of consumer awareness

Consistency

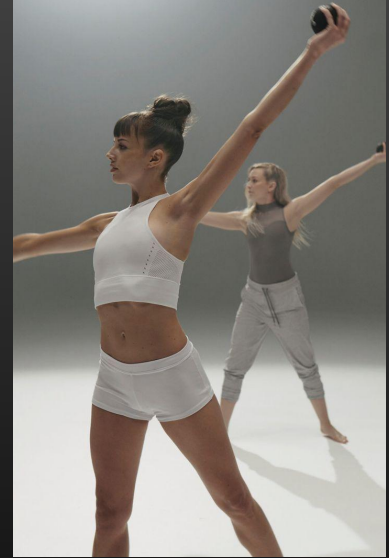
TRACKING



Units sold (quantitative),
Customer feedback (qualitative –
target quotas)

Accident reports

CONTINGENCY PLAN



Quick response action plan

Quality control

**THANK YOU!
QUESTIONS?**

