



AMERICAN EXPRESS WALLET

MKT111 - 013 :

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**Brand Research
and Overview**

Market Research

The Product

**Marketing
Strategy**

Financials

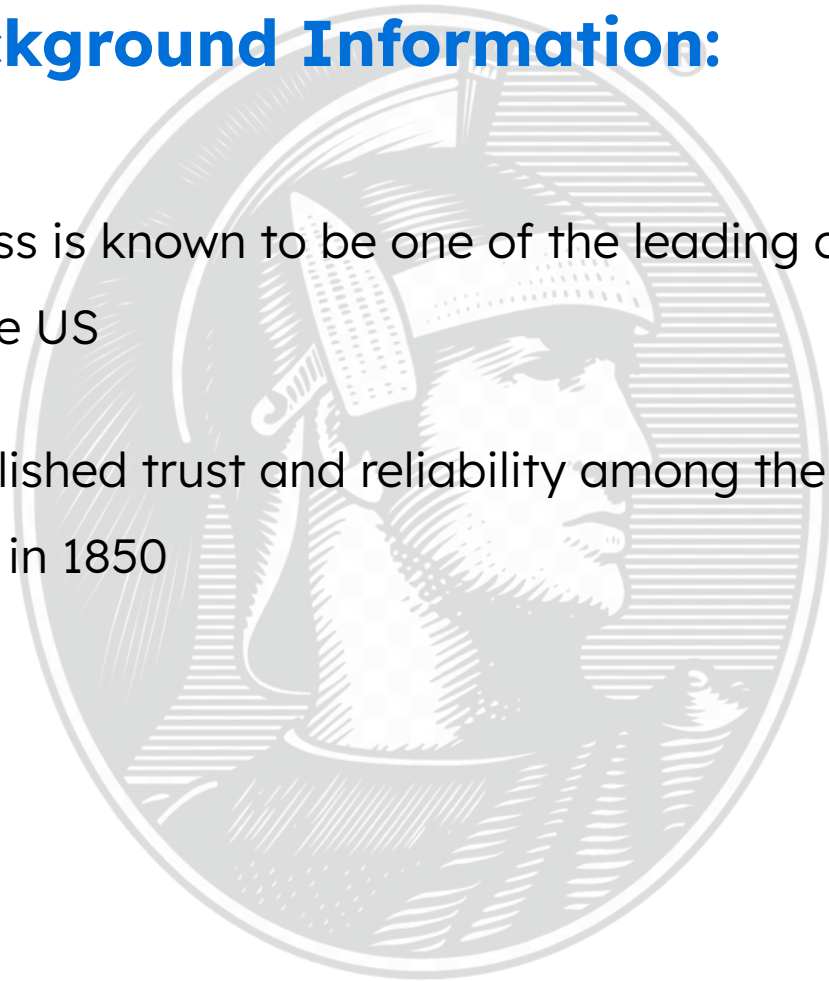
Promotional Mix

1. Brand Research and Overview



Brand Background Information:

- American Express is known to be one of the leading credit card companies in the US
- Amex has established trust and reliability among their customers since it was established in 1850



Current Stats

12.5 Million New Members in 2022

56.4 Million US Cardholders (7.5% of Card Volume)

19.6% Purchase Volume Market Share



\$8 Billion in Profit in 2021

Brand Reception

We asked people what words or phrases came to mind about Amex.

“Status Symbol”

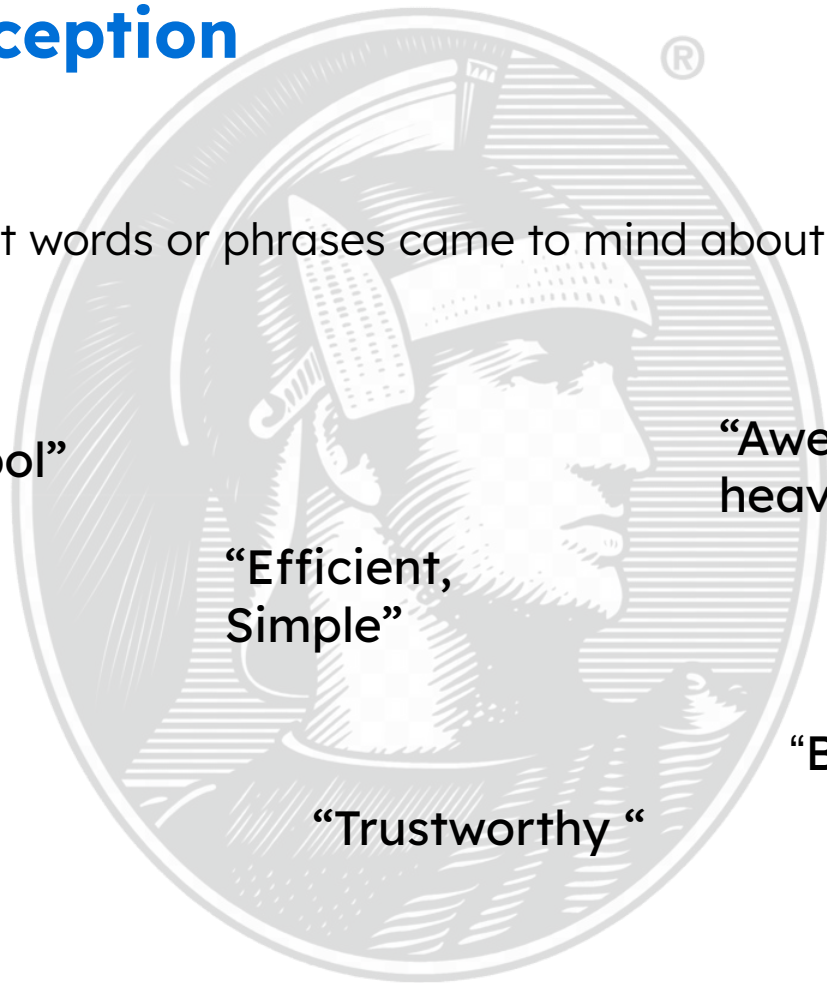
“Awesome,
heavy card”

“Efficient,
Simple”

“Wealth”

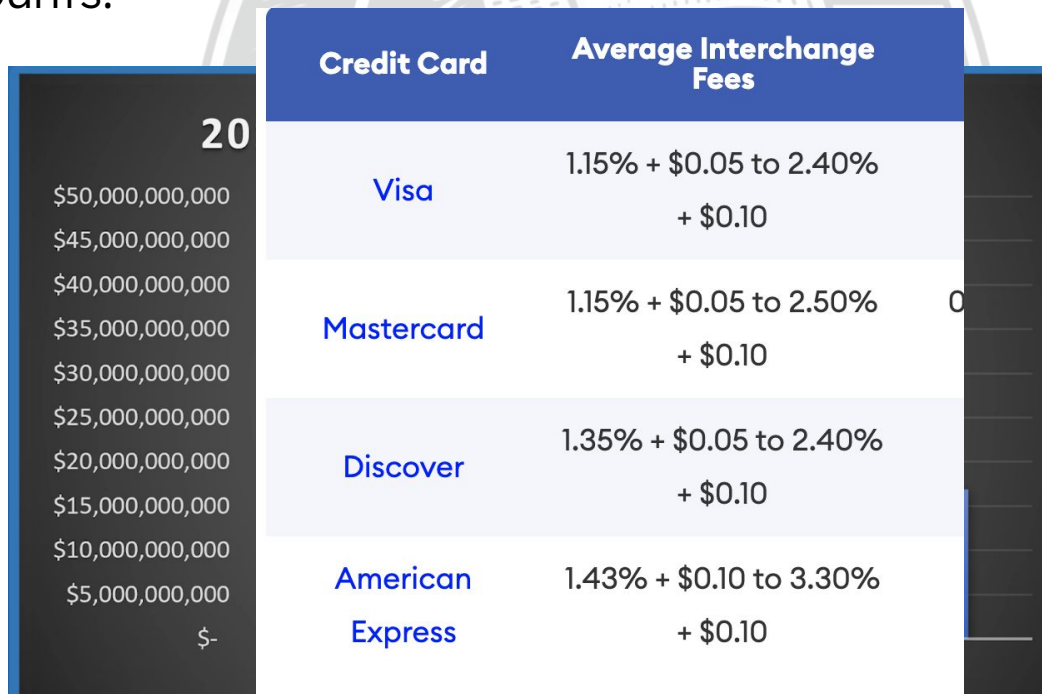
“Benefits “

“Trustworthy “



Brand Reception

American Express is also largely recognized for their prestige customers and their spending amounts.



2. Market Research

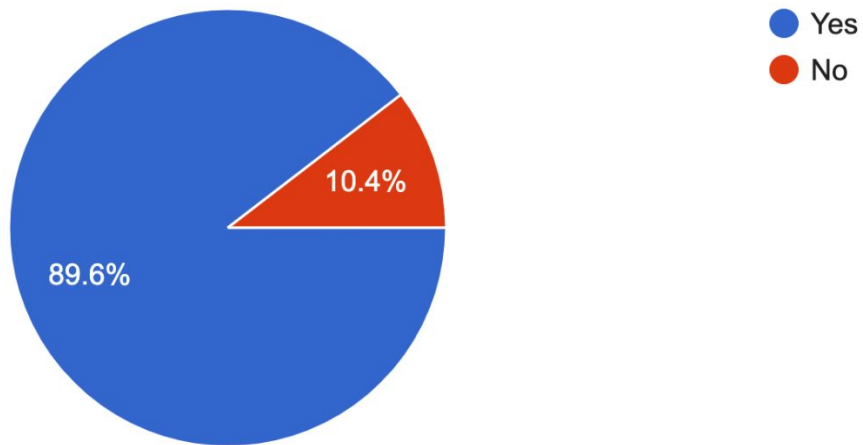


Survey Results



Do you use a wallet?

48 responses

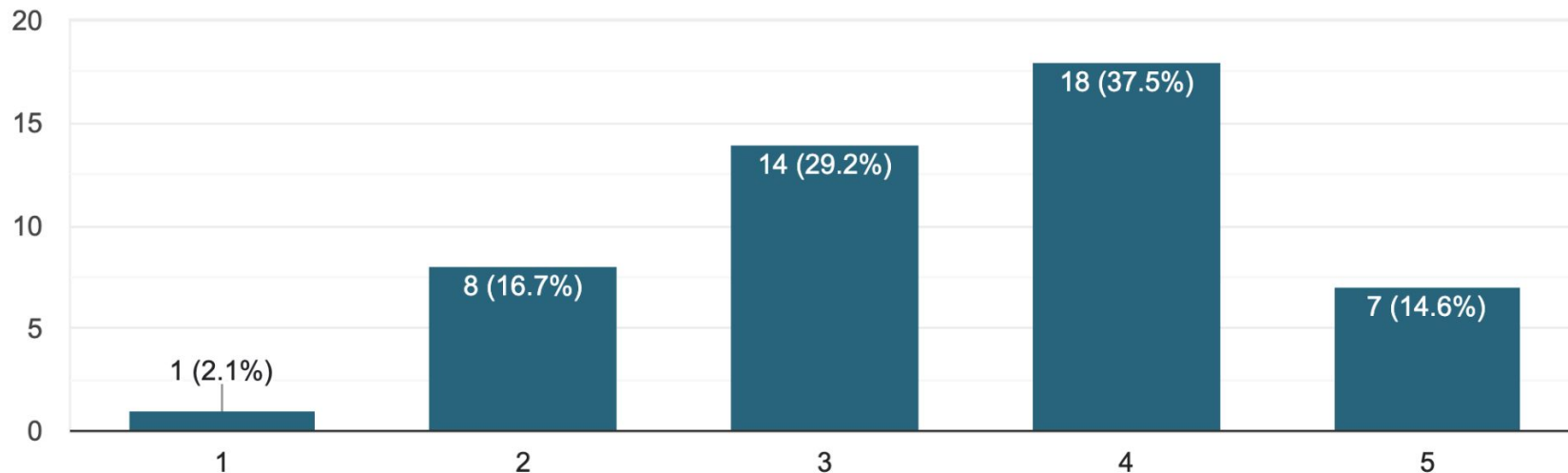


Survey Results



How important is design and looks of a wallet to you?

48 responses

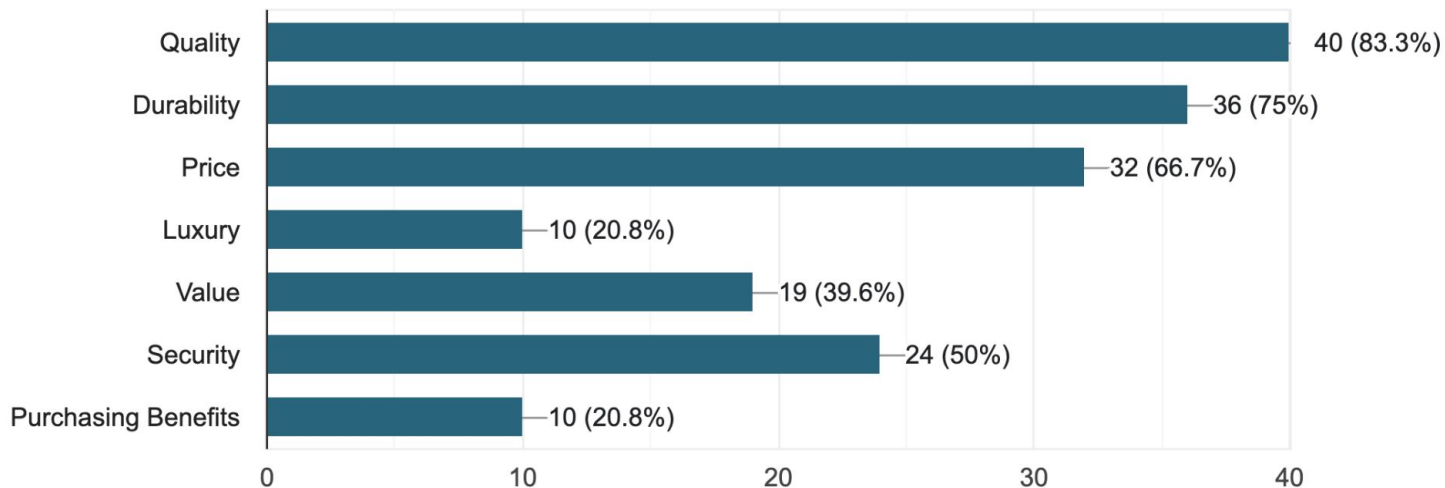


Survey Results



What factors are most important when purchasing a wallet?

48 responses



SWOT Analysis

Strengths

- Brand Recognition
- Security
- Stylish
- Established Market Share with Consumers

Weakness

- Low Industry Experience
- Low Market Share
- Product Variety

Opportunities

- Partnerships
- Personalization
- Market Growth
- Exclusive Benefits

Threats

- Economic Downturns
- Changing Consumer Preferences
- Counterfeits

3. Our Product





The Problem

Have you ever been purchasing an item by card, with a long line behind you, and struggled to get your card out of your wallet?

Have you ever been in this situation?

Detailed Product Feature

Benefits

- Utilitarian
- Hedonic

Security

- Trackable
- Theft Safe

Style

- Classy
- Sleak









Detailed Product Specifications

BLE

\$1 per Chip
10-Year
Lifespan

Metal-Mount RFID Chip

\$3 per Chip
Rugged

Syn. Leather Wallet

\$26 per wallet
High-Quality

Metal Plating and Integration

\$20 per wallet
Sleek &
Durable

Materials
Cost: \$50.00

4. Our Marketing Strategy





Our Value Proposition



Classic Style

Amex Rewards

Luxury

Innovative Features

Market Target: STP

Segmentation

Demographic

Middle/Upper Class
High-Income
Professionals

Geographic

United States
Metropolitan

Psychographic

Luxury
Hedonics
Frequent Card-
users

Market Target: STP

Target Market

Loyal Amex Users, High Spenders

Product Positioning

Luxurious, Convenient, Safe, Durable
Premium Price, Premium Benefits

Market Target: STP



5%

Preliminary Storyboard

Market Penetration

Targeted Marketing

Pricing Strategy

**Design & Innovative
Standards**

Perceptual Map

Convenient

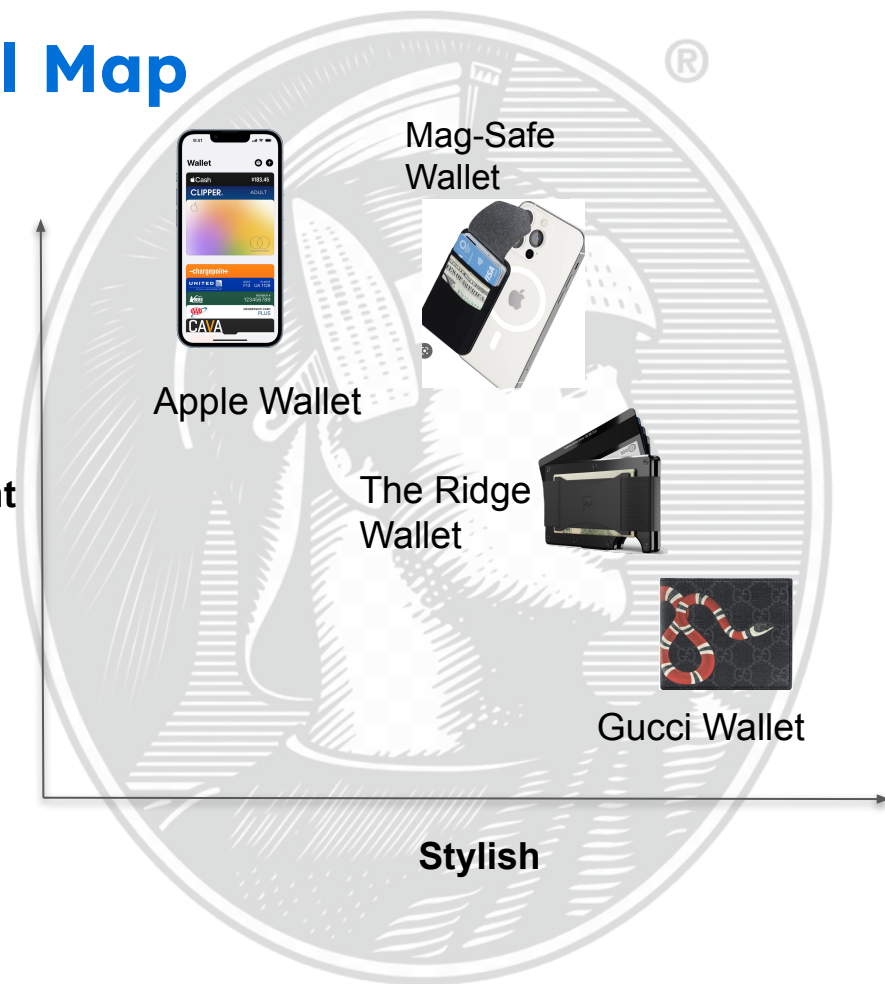
Apple Wallet

Mag-Safe
Wallet

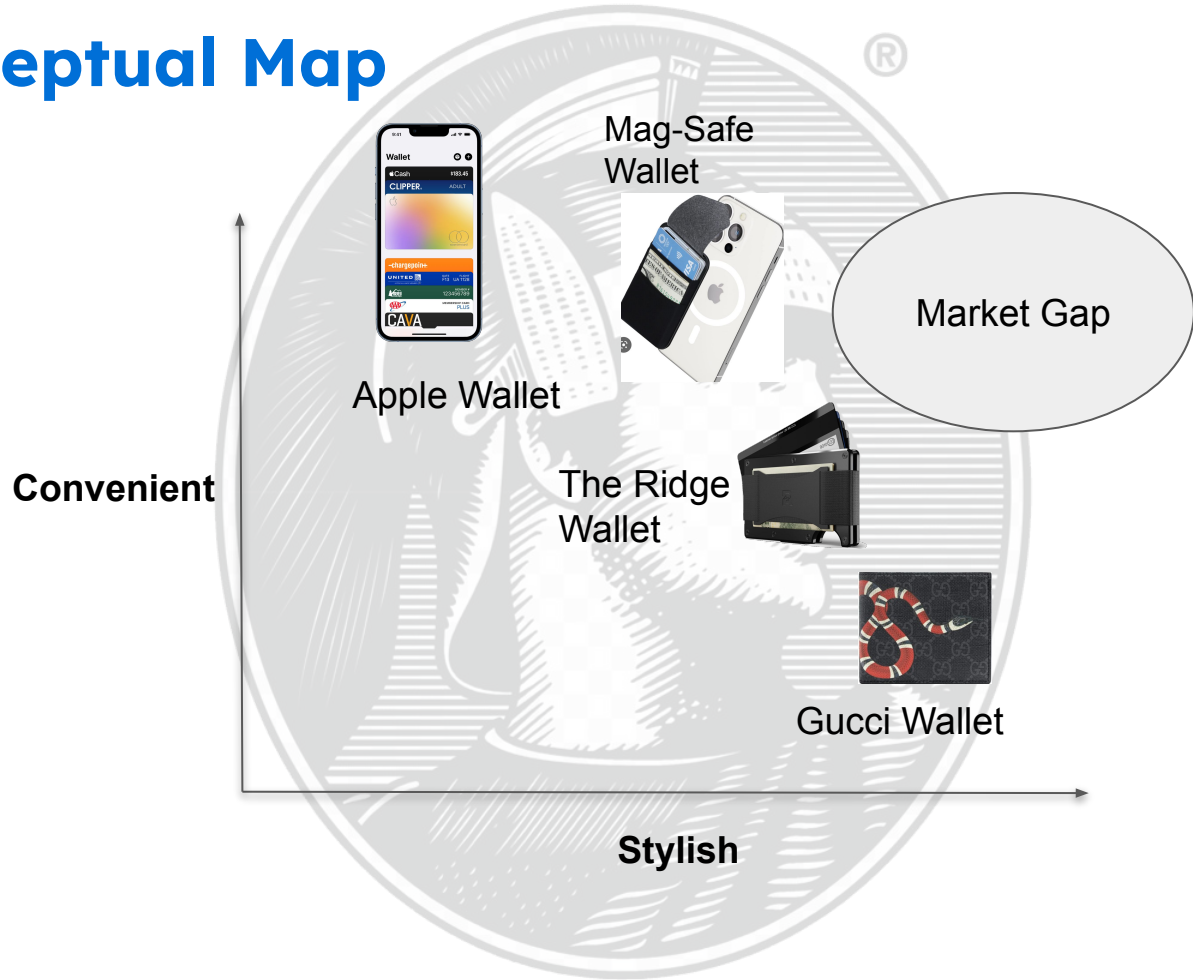
The Ridge
Wallet

Gucci Wallet

Stylish



Perceptual Map



Perceptual Map



Competitive Review:

Apple Wallet



Convenient	Classy Style	Trackable
✓	✗	✓

Competitive Review:

Gucci Wallet



Convenient	Classy Style	Trackable
✗	✓	✗

Competitive Review:

The Ridge Wallet



Convenient	Classy Style	Trackable
✓	✗	✓

Competitive Review:

Mag-Safe Wallet



Convenient	Classy Style	Trackable
✓	✗	✓

Competitive Review:

Apple Wallet



Gucci Wallet



Ridge Wallet



Mag-Safe Wallet



AMEX Wallet



Convenient



Classy Style



Trackable



Pricing Strategy

Competition-Based/Value-Based Pricing Strategy

\$350.00

5. Financials



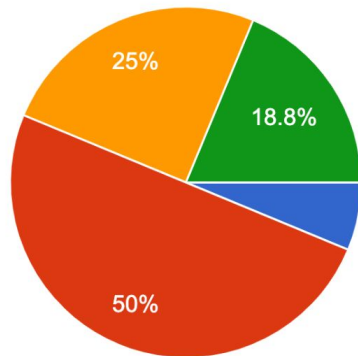
Estimated Demand (chain - ratio)

56.4 %

How likely are you to purchase this product in the next year ?

48 responses

60 mn



- Definitely will not buy
- Probably will not buy
- Probably will buy
- Definitely will buy

60 mn

1.5 mn

1.5 mn



75% x 20%



25% x 24%



315,000



Est. Demand

3 Year Projected Sales Forecast

As a luxury brand, we plan on pricing the wallet at a luxury price of \$350.

315K



\$350



\$110,250,000

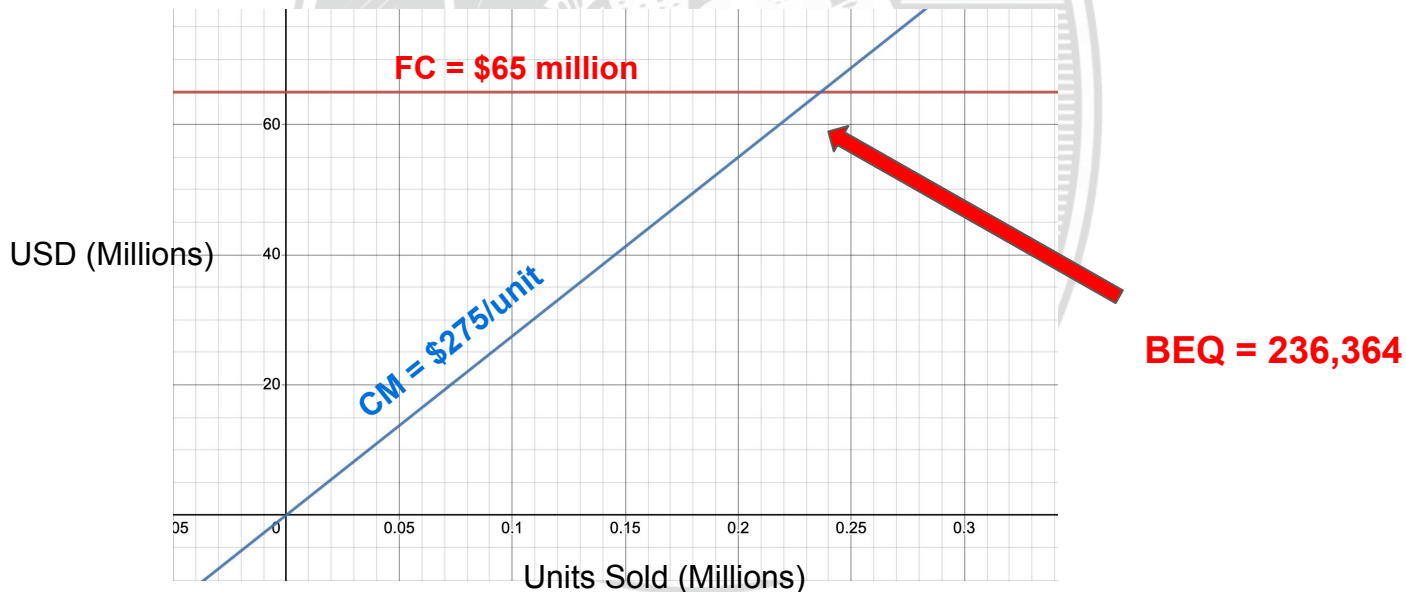
Break-Even Analysis

	Per Unit	Totals
Sales	\$350	\$ 110,250,000
Variable Costs:		
Materials	\$ 50	\$ 15,750,000
Labor	\$ 15	\$ 4,725,000
Packaging	\$ 10	\$ 3,150,000
<u>Variable Cost per Wallet</u>	<u>\$ 75</u>	\$ 23,625,000
Contribution Margin	\$275	\$ 86,625,000
Fixed Costs:		
Advertising Costs		\$ 12,000,000
Manufacturing Overhead		\$ 50,000,000
Public Relations		\$ 3,000,000
Net Income		\$ 21,625,000

Break-Even Analysis

$FC/\text{Per Unit CM} = 65,000,000/275 = 236,364$ Wallets to Break-Even

Break-Even Quantity * Sales Price = $236,364 * 350 = \$82,727,400$ in Sales



6. Promotional Mix



Channel Placement Strategy

AMEX



Customer

- Direct to Consumer

Channel Placement Strategy

AMEX



Customer

- Direct to Consumer
- Through AMEX Website

[My Account](#)[Cards](#)[Banking](#)[Travel](#)[Rewards & Benefits](#)[Business](#)[Help](#)[Log In](#)[Personal](#)[Business](#)

Welcome to American Express

[Personal Cards](#)[Savings Accounts](#)[Personal Loans](#)[Personal Checking](#)[Gift Cards](#)

Personal Cards

See if you're eligible for special welcome offers!

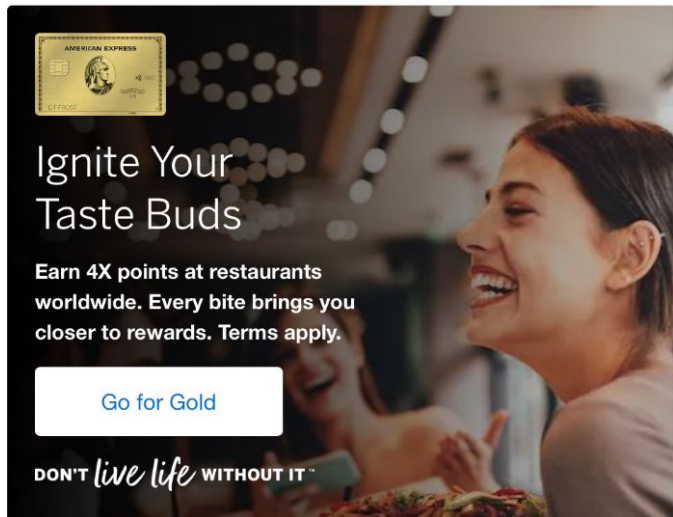
[Explore Cards](#)**OFFER**

Ignite Your Taste Buds

Earn 4X points at restaurants worldwide. Every bite brings you closer to rewards. Terms apply.

[Go for Gold](#)

DON'T *live life* WITHOUT IT™



Discover New Amex Wallet

Convenience In Style



Promotional Strategy

Ad Budget

Push v. Pull

Promotional Mix



Promotional Strategy

Ad Budget

Push v. Pull

Promotional Mix



Promotional Strategy

Ad Budget

Push v. Pull

Promotional Mix



Public Relations



Our Campaign:

Shop Small,
End Animal
Cruelty



High Quality Faux
Leather

Supporting
Organizations

Partner with Small
Business



THANK YOU
Any questions?