

The background of the entire image is a solid, light pink color. Overlaid on this background are several pink flowers with dark pink or purple centers. The flowers are arranged in a cluster, with some in the foreground and others slightly behind. They have a delicate, ruffled appearance. The stems of the flowers are green and thin.

Venus Floras

Delicate as a flower...



“The Consumer is Boss”



MEET RACHEL!

Location: Toronto

Age: 28 years old

Employment: CSR Officer

Relationship Status: Single

PRODUCT DESCRIPTION

Objective: Reduce the consumer carbon footprint



Razor that **does not** require a shower



Shower-less shaving experience, all while being able to achieve **soft and smooth skin**



Product Description

Consumer Experience

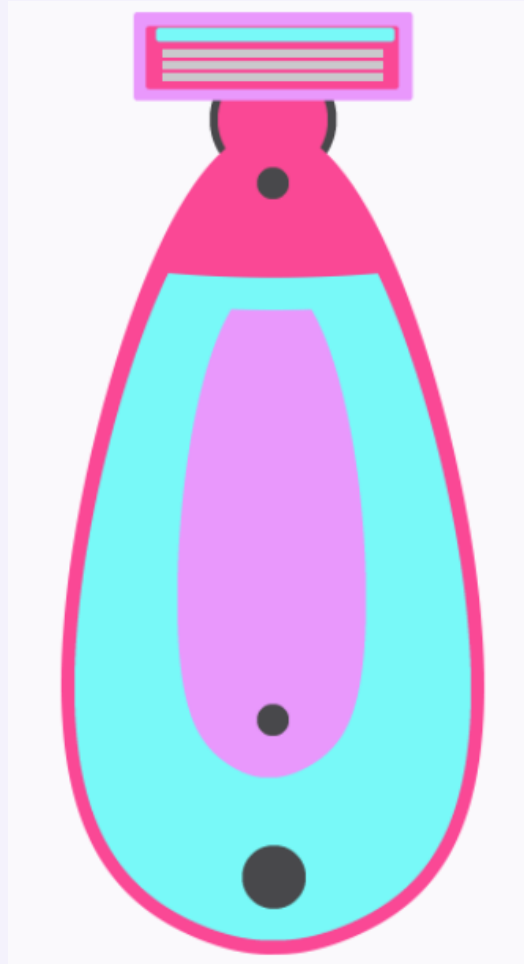
Environmental Impact

Marketing Plan

Expected Sales

HOW DOES IT WORK?

built in
compartments;
for **water** and **soap**



spray mechanism which
will apply a **soap and
water mixture** to the
skin in a seamless
manner

button on the handle will
produce a **spray of the
mixture** to the upcoming
part of the body that will be
shaved

CONSUMER EXPERIENCE

marketed as
**environmentally
friendly**



reduce environmental footprint
**without sacrificing the
therapeutic experience of a
hot shower**



Reduce **time** spent
shaving, consequently
**reducing the water
and heat usage**



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ENVIRONMENTAL IMPACT



Canadians use **2.9 billion liters** of water a day for the sole purpose of taking a shower → over **1.06 trillion liters** of water over a year.

At **two dollars a liter**, Canada contributes to environmental damage by a factor of **\$2.1 trillion**



ENVIRONMENTAL IMPACT



Average female spends **five minutes** shaving
Average female shaves **six times per week**



If consumers switched to Venus Floras, **over 182 million** liters of water a day will be saved, or **57 billion liters** of water a year, resulting in **\$114 billion** for one year, and and environmental impact reduction of **53.52%**

RESEARCH AND DEVELOPMENT



The P&G Process

consumer research, basic
research, formulation science



Conduct
focus groups

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PRODUCT STRATEGY



Environmentally friendly therapeutic showers

Enhanced shaving experience



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PRICING STRATEGY

\$50 Selling Price

60% Gross Profit Margin

CHANNEL STRATEGIES

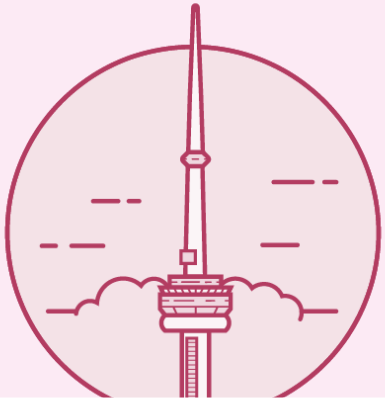
Initial product launch in Toronto and Vancouver → feasible

Why?

Value offering caters to demographic in Toronto & Vancouver

Two of the most major cities in Canada

Effective method to introduce new concept to emerging market



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MARKETING COMMUNICATIONS STRATEGIES

TV Commercials



Most effective method to reach target



74% of Canadians work between 40-59 hours a week



Air 4 commercials during 8-11pm, 30 seconds each

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SOCIAL MEDIA

88% of women between the ages of **18-29**
84% between the ages of **30-49**



59% of women between the ages of **18-29**
33% between the ages of **30-49**

EXPECTED SALES

	2018	2019
Expected Sales	18,633,250	19,695,345
Operating Income	4,089,772	4,442,509

growth of 5.7% in expected sales

=

growth of 8.6% in expected operating income



QUESTIONS?

APPENDIX: MARKETING COMMUNICATIONS STRATEGY

Television

→ $\$2500 * 4 \text{ times a day} * 5 \text{ days/week} * 52 \text{ weeks} = \2.6M for the year

→ $\$2500/30 \text{ seconds commercial}$

→ 50k to produce the commercial

APPENDIX: MARKETING COMMUNICATIONS STRATEGY

Facebook

CPM (per 1000 impressions)	\$ 5.21
Target Market (women 25-50, working)	3,295,600
Number of ads per person over the month	2
Cost	\$ 412,082

Instagram

CPM (per 1000 impressions)	\$ 6.70
Target Market (women 25-50, working)	747,135
Number of ads per person over the month	2
Cost	\$ 120,139

APPENDIX: FINANCIALS

Venus Floras		
Projected Income Statement		
	2018	2019
Sales	18,633,250	19,695,345
Cost of Goods Sold	7,453,300	7,878,138
Gross Profit	11,179,950	11,817,207
Operating Expenses		
Research and Development	309,599	327,246
Advertising Expense		
Television	2,600,000	2,600,000
Social Media	532,221	532,221
Selling Expense	1,633,993	1,727,130
Earning Before Interest and Tax	6,104,138	6,630,610
Tax (33%)	2,014,365	2,188,101
Net Income	4,089,772	4,442,509

APPENDIX: FINANCIALS

Canadian Population (millions)	36.29	
Women aged 25-50 (millions)	6.2	
P&G Market Share	58.8%	
Number of Consumers using our products (millions)	3.65	(market share * women aged 25-50)
Number of Showers (Per week, Per consumer)	7	
Time Spent (Per Shower)	8 minutes	
Litres Used (Per Minute)	10 litres	
Environmental Impact	2 dollars	
Litres Used by All Consumers (Per Day, millions)	292	(Time Spent * Litres Used * Consumers using our products)
Total Litres in a Year (millions)	106452	(Litres used by consumers * 365)
Total Environmental Impact by P&G consumers (millions)	212903	(Total Litres * \$2)
Number of Shaves (Per Week, Per Consumer)	6	
Time Spent on Shaving (Per Shave)	5 minutes	
Litres Saved in One Day if Shaving was Skipped	182	(time spent on shaving * number of consumers using our products)
Litres Saved in the Year if Shaving was Skipped	56871	(litres saved in one day * number of shaves per week * 52 weeks in year)
Total Reduction of Environmental Impact if Shaving was Skipped	113743	(litres saved in the year * \$2)

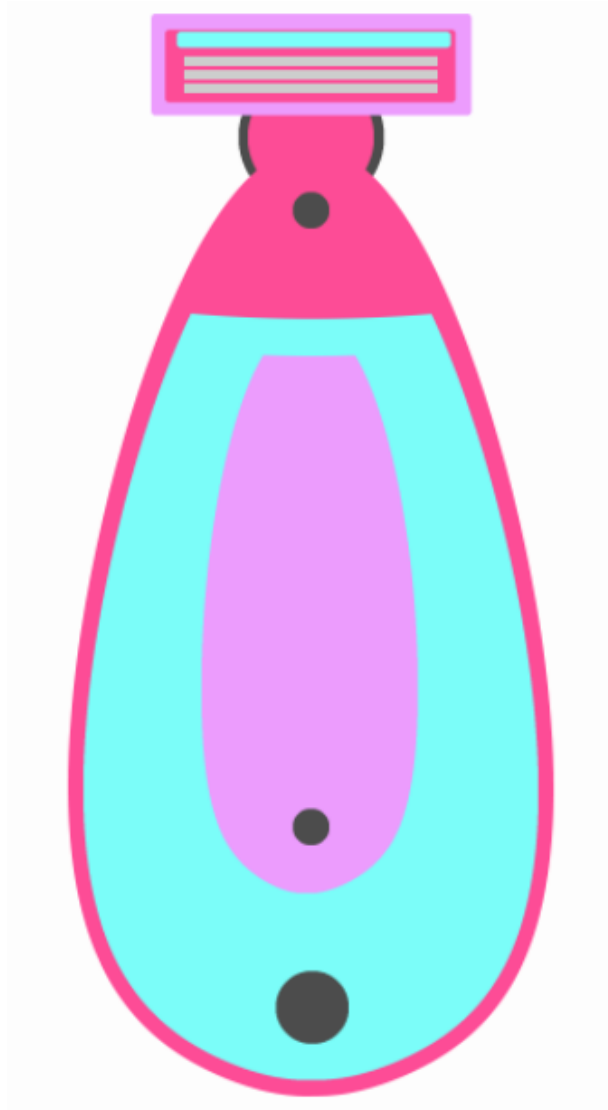
APPENDIX: FINANCIALS

	Year	1	2
Razor Body	Unit Sale Price	50	50
	Cost to make	20	20
	Gross Profit per Unit	30	30
	Expected Gross Profit	5,468,400	5,780,099
Disposable Razor	Unit Sale Price	10	10
	Cost to make	4	4
	Gross Profit per Unit	6	6
	Expected Sales Per Consumer (per year)	5.21	5.21
	Expected Gross Profit	5,702,760	6,027,817
	Total Expected Gross Profit	11,171,160	11,817,207

* Unit cost based on similar mechanized personal grooming units

** Cost to make & Gross Profit determined through the comparison of similar products within P&G; Gillette Razors

Features



- Ergonomic rubber grip
- Holds 650mL of water
- Holds 75mL of liquid soap
- Batter lasts 6 hours of usage time
- Razors last 14 days of usage
- Aloe-Vera soothing gel around razor tip; smooth glide and soft skin
- Ball-flex technology to ensure closest shave
- Included charging wire