

## **Case Summary**

The case study is about GoodBites, which is planning to launch Teeth-Whitening Strips (with less gunky residue feeling at \$25). They are considering Segmentation based on Age (20-29) rather than Gender. They are reckoning the size of the market to be around 3 million. GoodBites feels that they can likely gain profit with this business model and can withstand the competitors.

**Business Idea:** 10/10 (Thinking about an Idea to change Market is extra-ordinary )

**Market Analysis And Research:** 5/ 10(More Brain- Storming Required )

**Segmentation:** 5/10( I don't feel considering just one option is Profitable )

**USP(Unique Selling Point):** 7/10(Great idea but needs improvement )

### **Should they launch Goodbite?**

Launching a product is essential for the survival of the company. Moreover, when it comes to competition, you should think more carefully and smartly. Goodbite is planning to launch a product which is already in the Market. The plus feature GB is offering is the Less Gunky Residue Feeling, meaning that it's going to do the same thing just with no residue, which I feel is a great idea, but this should be our **Unique Selling Point**. GB has to think more about the features which make the Customer way more connected with the product, and they use it again would recommend others as well (**Word to Mouth is Important**). The Customer should feel like using premium teeth whitening strips with a lot of State- of- the- Art features. So I think they should not launch the product with such limited Statistics and Data. A lot of Brain Storming is required

### **What assumptions were made that might be revisited?**

GoodBite made a model with a guesstimate the frequency of about 26Boxes/Year which roughly comes around 2-3 boxes/Month. Now if we try to match this with the products USP, it is likely that the Customer will think this product kind of over budget and might not buy. If you are going for a war, your arsenal should be filled with arrow, spears, and swords in our case, which would be features and quantity. GoodBite can have two different sizes of boxes, which makes it easier for the Customer to choose between the two. Also, this can at least make the Customer try the smaller product then later if they like can go for the bigger box.

Target Audience is one of the essential pillars of the company. GB, took a generalized route, as they took age bracket to consideration, which is useful when your product is a commodity, which in our case is not. Whitening Strips is an essential cosmetic care for our teeth. So to attract the audience, they should have dig deeper and should have added more audience considering females over males. Thinking by the Customer's point of view makes a product better and more profitable. Introducing the Product for the Customer should be our Sole Goal.