

7P's of Marketing

I. PRODUCT

A. Brand Name: UrbanCarry

B. Tagline: Carry Your World, Your Way.

Features or Characteristics:

UrbanCarry offers a line of high-quality, stylish, and functional bags designed specifically for the modern man. Our bags are crafted from durable, water-resistant materials and feature thoughtful design elements like padded laptop compartments, multiple organizational pockets, and comfortable, ergonomic straps. We offer a range of styles, from sleek messenger bags to rugged backpacks and stylish briefcases, to cater to diverse needs and preferences. Our focus is on blending practicality with sophisticated aesthetics.

Potential Costumers:

II. PLACE

A. Our flagship store is located in Pagadian City, urban area known for its high concentration of young professionals. Customers can also purchase our bags online through our website and through select partnerships with high-end men's fashion retailers.

B. The flagship store's location provides high visibility and foot traffic among our target demographic. The online presence allows us to reach a broader market.

C. We will utilize a multi-channel distribution strategy, incorporating both direct-to-consumer sales (online and flagship store) and wholesale partnerships with select retailers. This approach maximizes reach and brand exposure.

III. PRICE

A. Prices will range from 300 to 500 depending on the size, materials, and features of the bag.

B. This means pricing our bags competitively yet reflecting their superior quality, craftsmanship, and functionality. This strategy positions UrbanCarry as a premium brand offering exceptional value for the price.

IV. PROMOTION

We plan to boost our brand visibility and increase sales by using social media marketing on platforms like Instagram and TikTok, working with influencers, and running email campaigns. Additionally, we'll look into partnerships with beauty magazines and bloggers to expand our reach.

V. PEOPLE

| POSITION | ROLE |
|----------------------|---|
| 1. CEO | Oversees all aspects of the business, from product development to marketing and sales. |
| 2. Marketing Manager | Develops and executes marketing strategies, manages social media, and oversees advertising. |
| 3. Sales Manager | Manages online and offline sales channels, builds relationships with retailers. |

VI. PACKAGING

Protection: The leather material provides durability and resistance to wear and tear, protecting the contents from damage during transportation and daily use.



Containment: The bag's primary function is to contain and organize personal belongings, ensuring they are easily accessible and secured.

Branding and Aesthetics: The leather material and overall design of the messenger bag can contribute to a brand image and personal style.

VII. POSITIONING

- A. UrbanCarry bags blend high-quality materials, sophisticated design, and practical functionality in a way that many competitors do not.
- B. Our competitive advantages include superior quality materials, thoughtful design features, a focus on sustainability using eco-friendly materials where possible, strong brand identity, and a multi-channel distribution strategy that reaches a wide audience.