

TruNorth Survival

Solutions

1. ***Describe the brand image of your business (in terms of its price and quality relationship) and explain why you believe customers will be attracted to this***.

* We follow the “Value for Money” model, where we provide high quality products at a reasonable price point. This approach ensures that customers get the best value for their money, which is critical when it comes to safety and survival gear. This model aligns with our mission to provide reliable, cost-effective survival solutions to outdoor enthusiasts, ensuring they are well-prepared for emergency situations.
* Reasonably priced high quality,

This is attractive because people are willing to pay more for a product or brand that produces higher quality and that aligns with their own personal views. Maintaining a high-quality product is crucial for our company and we can maintain it by actively listening to customer feedback and maintaining a relationship with the suppliers to secure high-quality materials at a reasonable price. Our dedication to this balance ensures that TruNorthSurvival remains a trusted brand for outdoor enthusiasts seeking dependable, affordable and high-quality survival gear

* Sustainable eco friendly packaging

This is attractive because it aligns with our customer values, reduces environmental impact, and enhances brand reputation. Our eco-friendly packaging consists of recycled materials for primary packaging components, as well as a minimalist design to reduce excess materials required for production.

2. ***Describe your business in the context of the 4 P’s in marketing. For example, what is your product, your price, your place and your promotions?***

Product - Emergency Response Survival Supply Kit, Catered to Outdoor Enthusiasts who spend time in the Canadian Northwest wilderness, featuring information on natural remedies in the area.

Price - Low initial pricing, eventually average to slightly above average when compared to similar products in the market

Place - Based in Edmonton, product focus - Canadian Outdoors Preparedness Products

Promotions -

* Collaborations with complimentary companies (who we share a target market with but offer different products/ services)

1. Increase exposure to our desired clientele
2. Potential joint-ventures

* Engaging in event or athlete partnerships

1. Increase exposure to desired clientele
2. Endorse athletes and events that are associated with our target audience.

* Affiliate marketing with Influencers within the target market

1. Increase sales reach and brand awareness through other’s followings.
2. Offer influencers (who share our target market) an income generation opportunity via sales commissions.

* Online community “TruSurvivors Club” within brand

1. Increase customer lifetime value with inclusivity.
2. Provide extra resources, info, private group forums, events and product offers

* Free online information/entertainment via social media

1. Provide cost-free value to potential clientele
2. Increase brand tawareness and loyalty

3. ***For each of the products/services, describe in a paragraph the costs involved and indicate whether you think your costs may change due to factors out of your control. Then price each of your products/services discussed so far and indicate the profit percentage and margin for each. Use the table below to help you summarize your pricing information***.

| **Products/ Services**   * Emergency response survival kit | **Selling Price**   1. $30 | **Total Cost**  The costs involve materials, labor, shipping fees including first aid supplies, packaging, and wages for employees. These costs may change due to factors out of our control, such as changes in raw material prices or shortages in the market, changes in labor regulations, or unforeseen increase in shipping fees.   1. Assuming we get wholesale prices for our supplies 2. Booklet: *Edible and Medicinal Plants of the NorthWest*   [Bookstore Link](https://www.indigo.ca/en-ca/edible-and-medicinal-plants-of-the-northwest/9780973981988.html)  Price $10 (wholesale)   1. Similar Product costs:   $$$ | **Profit**   1. 30.50% |
| --- | --- | --- | --- |

|  |  | **Total cost = 20.84** |  |
| --- | --- | --- | --- |

Materials:

* Sachel -1
  + <https://www.amazon.ca/dp/B0B5Q8ZH1M?ref_=cm_sw_r_cp_ud_dp_PKN948H22RZW4SZZ7BFX&th=1>
  + 69.52/80 = $0.87
* Medical scissors - 1
  + <https://www.canmeddirect.ca/medline-dynj04049-ea-iris-scissors-stainless-steel-45-curved-floor-grade-sterile.html>
  + $2.05
* Medical gauze bandage - 1
  + <https://www.firstaidcanada.com/product/conforming-stretch-bandages-sterile/>
  + 5.1 cm x 1.8 m.
  + 1.29
* Medical tape - 1
  + <https://www.uline.ca/BL_6727/3M-Medical-Tape?keywords=medical+tape>
  + 3M Micropore Medical Tape - S-20381, 1” x 10 yds
  + ($17.00/12) = $1.42 (assuming we are buying more than 10 boxes at a time)
* Tweezers -1
  + <https://www.firstaidcanada.com/product/splinter-forceps-flat-end/>
  + $1.79
* Safety pin - 2
  + [Safety Pins](https://www.amazon.ca/Pieces-Clothing-Decorative-Accessories-Jewelry/dp/B07THRSD1W/ref=asc_df_B07THRSD1W/?tag=googleshopc0c-20&linkCode=df0&hvadid=629223922009&hvpos=&hvnetw=g&hvrand=17712445008803264038&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9001371&hvtargid=pla-784254513789&psc=1)
  + ($16.37/1000 \* 2) = $0.04
* Adhesive Bandage (of varying sizes) - 10
  + <https://www.uline.ca/BL_1390/Bandages>
  + S-18569 Fabric
  + ($9.00/100 \*10) = $0.90
* pair of Gloves - 2
  + <https://www.firstaidcanada.com/product/nitrile-medical-examination-gloves-100-box/>
  + ($20.99/100 \* 2) = $0.42
* Alcohol wipes/antiseptic towelette -10
  + <https://www.canmeddirect.ca/loris-103-03-bx-200-loris-alcohol-wipes-70&-medium-65mm-x-35mm-individually-wrapped.html>
  + (3.45/200 \* 10) = $0.17/kit
* Site Cleansing prep pads - 10
  + <https://www.canmeddirect.ca/loris-109-01-box-200-loris-povidone-iodine-prep-10-pvp-i-pad-antiseptic-medium-box200.html>
  + (17.67/200 \* 10) = $0.88/kit
* Sterile gauze pads/sponges - 4x4 -2
  + <https://www.uline.ca/BL_399/Gauze-Pads>
  + GAUZE PADS - NON-WOVEN S-19898
  + ($7.30/25 \* 2) = $0.58/kit
* Sterile gauze pads/sponges - 2x2 - 2
  + <https://www.uline.ca/BL_399/Gauze-Pads>
  + GAUZE PADS - NON-WOVEN S-18573
  + ($5.30/25 \* 2) = $0.43/kit

5. ***Describe your pricing strategy, and how it relates to your brand image, your target market(s) and your competitors***.

Short Term - Penetration pricing -. One of the largest competitors we have is *Adventure Medical Kits*, they have a similar product that they are selling for $37.99 on *Amazon* ([Adventure Medical Mountain Hiker Kit](https://www.amazon.ca/Adventure-Medical-Mountain-Hiker-Kit/dp/B07MN6CQLJ/ref=dp_fod_sccl_1/147-8889800-0437462?pd_rd_w=fdfzB&content-id=amzn1.sym.f099270d-f308-4161-ba1b-1c47577a877c&pf_rd_p=f099270d-f308-4161-ba1b-1c47577a877c&pf_rd_r=BRQ458K0GVQVZEGZRXCJ&pd_rd_wg=evUYi&pd_rd_r=e054b580-5a53-49a2-9710-6a1db6e6c320&pd_rd_i=B07MN6CQLJ&psc=1)).

Our short-term pricing strategy is to set our product at $30.00 (as market interjection price) to increase our clientele and aid in the development of brand recognition.

Long Term - Bundle Pricing - Bundle kit with membership - We are creating a membership named TruSurvivor’s Club, where members get access to new products a month in advance, receive access to major discounts on replacement kits when their old kits expire (up to 40% off), and free warranty plans on all products. Memberships are a monthly subscription at $3.99, with the first month being free with a purchase of our kit. This membership subscription program will increase our customer lifetime value through brand loyalty.

-Value-based Pricing - Prices based on the customers perceived value of the product, not always adjusting price but adjusting product to better fit the market. \*\*\* Our mission is to provide specific products and services for a relatively narrow target market \*\*\*

6. ***Describe how your customers get your product/service and whether you will be located somewhere specific (geographic location or online domain). If you are located somewhere specific, give an explanation for your selection (such as why setting up your own store vs placing product/service in other retail stores)***.

1. Positioning the product in retail outlets tailored to our specific target market. (Stores that sell products and services to Canadian Wilderness enthusiasts in the Edmonton area
2. Totem Outfitters
3. Cranky’s Bike Shop
4. MEC Edmonton
5. Breathe Outdoors
6. Mountain Warehouse
7. Streamlined, efficient e-commerce website that makes it easy for customers to purchase our products
8. Hosted on Squarespace

* Easy of access, relatively inexpensive, supports commerce sites

1. Mobile Friendly

* According to stats from the new SaleCycle 2023 Ecommerce Stats & Trends Report – and previous reports – mobile accounts for the majority of visits to e-retailers, as much as 75% compared to desktop. (<https://www.broadbandsearch.net/blog/mobile-desktop-internet-usage-statistics>)

1. Accepts various payment methods through third party payment gateways like Stripe or Square-Up

* Payment gateways use security measures to safeguard sensitive customer information. They utilize advanced encryption technologies and secure protocols to protect data like credit card numbers, ensuring they remain shielded from potential fraud and data breaches.

Citation:

1. 3M Medical Tape

- URL: [[https://www.uline.ca/BL\_6727/3M-Medical-Tape?keywords=medical+tape](https://www.uline.ca/BL\_6727/3M-Medical-Tape?keywords=medical+tape)](https://www.uline.ca/BL_6727/3M-Medical-Tape?keywords=medical+tape%5D(https://www.uline.ca/BL_6727/3M-Medical-Tape?keywords=medical+tape))

2. \*\*Adventure Medical Kits Adventure Medical Kits Mountain Series Hiker First Aid Kit\*\*

- Publisher: Adventure Medical Kits

- Date: Dec 20 2018

- URL: [<https://www.amazon.ca/Adventure-Medical-Mountain-Hiker-Kit/dp/B07MN6CQLJ/ref=dp_fod_sccl_1/147-8889800-0437462?pd_rd_w=fdfzB&content-id=amzn1.sym.f099270d-f308-4161-ba1b-1c47577a877c&pf_rd_p=f099270d-f308-4161-ba1b-1c47577a877c&pf_rd_r=BRQ458K0GVQVZEGZRXCJ&pd_rd_wg=evUYi&pd_rd_r=e054b580-5a53-49a2-9710-6a1db6e6c320&pd_rd_i=B07MN6CQLJ&psc=1>)

3. Edible and Medicinal Plants of the Northwest, J. Duane Sept

- Publisher: Indigo.ca

- URL: [[https://www.indigo.ca/en-ca/edible-and-medicinal-plants-of-the-northwest/9780973981988.html](https://www.indigo.ca/en-ca/edible-and-medicinal-plants-of-the-northwest/9780973981988.html)](https://www.indigo.ca/en-ca/edible-and-medicinal-plants-of-the-northwest/9780973981988.html%5D(https://www.indigo.ca/en-ca/edible-and-medicinal-plants-of-the-northwest/9780973981988.html))

4. Fabric Bandages, Uline.ca

- URL: [[https://www.uline.ca/BL\_1390/Bandages](https://www.uline.ca/BL\_1390/Bandages)](https://www.uline.ca/BL_1390/Bandages%5D(https://www.uline.ca/BL_1390/Bandages))

5. Gauze Pads, 3”x3” Uline

- URL: [[https://www.uline.ca/BL\_399/Gauze-Pads](https://www.uline.ca/BL\_399/Gauze-Pads)](https://www.uline.ca/BL_399/Gauze-Pads%5D(https://www.uline.ca/BL_399/Gauze-Pads))

6. IRIS Scissors, CanMedDirect.ca

- URL: [[https://www.canmeddirect.ca/medline-dynj04049-ea-iris-scissors-stainless-steel-45-curved-floor-grade-sterile.html](https://www.canmeddirect.ca/medline-dynj04049-ea-iris-scissors-stainless-steel-45-curved-floor-grade-sterile.html)](https://www.canmeddirect.ca/medline-dynj04049-ea-iris-scissors-stainless-steel-45-curved-floor-grade-sterile.html%5D(https://www.canmeddirect.ca/medline-dynj04049-ea-iris-scissors-stainless-steel-45-curved-floor-grade-sterile.html))

7. Loris Alcohol Wipes, CanMedDirect.ca

- URL: [[https://www.canmeddirect.ca/loris-103-03-bx-200-loris-alcohol-wipes-70&-medium-65mm-x-35mm-individually-wrapped.html](https://www.canmeddirect.ca/loris-103-03-bx-200-loris-alcohol-wipes-70&-medium-65mm-x-35mm-individually-wrapped.html)](https://www.canmeddirect.ca/loris-103-03-bx-200-loris-alcohol-wipes-70&-medium-65mm-x-35mm-individually-wrapped.html%5D(https://www.canmeddirect.ca/loris-103-03-bx-200-loris-alcohol-wipes-70&-medium-65mm-x-35mm-individually-wrapped.html))

8. Loris Anti-septic wipes, CanMedDirect.ca

- URL: [[https://www.canmeddirect.ca/loris-109-01-box-200-loris-povidone-iodine-prep-10-pvp-i-pad-antiseptic-medium-box200.html](https://www.canmeddirect.ca/loris-109-01-box-200-loris-povidone-iodine-prep-10-pvp-i-pad-antiseptic-medium-box200.html)](https://www.canmeddirect.ca/loris-109-01-box-200-loris-povidone-iodine-prep-10-pvp-i-pad-antiseptic-medium-box200.html%5D(https://www.canmeddirect.ca/loris-109-01-box-200-loris-povidone-iodine-prep-10-pvp-i-pad-antiseptic-medium-box200.html))

9. Nitrile Disposable Gloves, Firstaidcanada.com

- URL: [[https://www.firstaidcanada.com/product/nitrile-medical-examination-gloves-100-box/](https://www.firstaidcanada.com/product/nitrile-medical-examination-gloves-100-box/)](https://www.firstaidcanada.com/product/nitrile-medical-examination-gloves-100-box/%5D(https://www.firstaidcanada.com/product/nitrile-medical-examination-gloves-100-box/))

10. Safety Pins, Vrupin, Amazon

- URL: [[https://www.amazon.ca/Pieces-Clothing-Decorative-Accessories-Jewelry/dp/B07THRSD1W/ref=asc\_df\_B07THRSD1W/?tag=googleshopc0c-20&linkCode=df0&hvadid=629223922009&hvpos=&hvnetw=g&hvrand=17712445008803264038&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9001371&hvtargid=pla-784254513789&psc=1](https://www.amazon.ca/Pieces-Clothing-Decorative-Accessories-Jewelry/dp/B07THRSD1W/ref=asc\_df\_B07THRSD1W/?tag=googleshopc0c-20&linkCode=df0&hvadid=629223922009&hvpos=&hvnetw=g&hvrand=17712445008803264038&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9001371&hvtargid=pla-784254513789&psc=1)](https://www.amazon.ca/Pieces-Clothing-Decorative-Accessories-Jewelry/dp/B07THRSD1W/ref=asc_df_B07THRSD1W/?tag=googleshopc0c-20&linkCode=df0&hvadid=629223922009&hvpos=&hvnetw=g&hvrand=17712445008803264038&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9001371&hvtargid=pla-784254513789&psc=1%5D(https://www.amazon.ca/Pieces-Clothing-Decorative-Accessories-Jewelry/dp/B07THRSD1W/ref=asc_df_B07THRSD1W/?tag=googleshopc0c-20&linkCode=df0&hvadid=629223922009&hvpos=&hvnetw=g&hvrand=17712445008803264038&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9001371&hvtargid=pla-784254513789&psc=1))

11. Splinter Forceps, Firstaidcanada.com

- URL: [[https://www.firstaidcanada.com/product/splinter-forceps-flat-end/](https://www.firstaidcanada.com/product/splinter-forceps-flat-end/)](https://www.firstaidcanada.com/product/splinter-forceps-flat-end/%5D(https://www.firstaidcanada.com/product/splinter-forceps-flat-end/))

12. 80 Pack Canvas Sachels, Amazon

- URL: [[https://www.amazon.ca/dp/B0B5Q8ZH1M?ref\_=cm\_sw\_r\_cp\_ud\_dp\_PKN948H22RZW4SZZ7BFX&th=1](https://www.amazon.ca/dp/B0B5Q8ZH1M?ref\_=cm\_sw\_r\_cp\_ud\_dp\_PKN948H22RZW4SZZ7BFX&th=1)](https://www.amazon.ca/dp/B0B5Q8ZH1M?ref_=cm_sw_r_cp_ud_dp_PKN948H22RZW4SZZ7BFX&th=1%5D(https://www.amazon.ca/dp/B0B5Q8ZH1M?ref_=cm_sw_r_cp_ud_dp_PKN948H22RZW4SZZ7BFX&th=1))

13. 80 Pack Canvas Zipper Makeup Bags Bulk Pencil Pouches Blank DIY Craft Canvas Cosmetic Bag Pouch with Zipper for Makeup Cosmetic Toiletry Stationary Storage (Black), Amazon, Reginary, July 26, 2022

* - URL: [[https://a.co/d/2qC2NjA](https://a.co/d/2qC2NjA)](https://a.co/d/2qC2NjA%5D(https://a.co/d/2qC2NjA))