



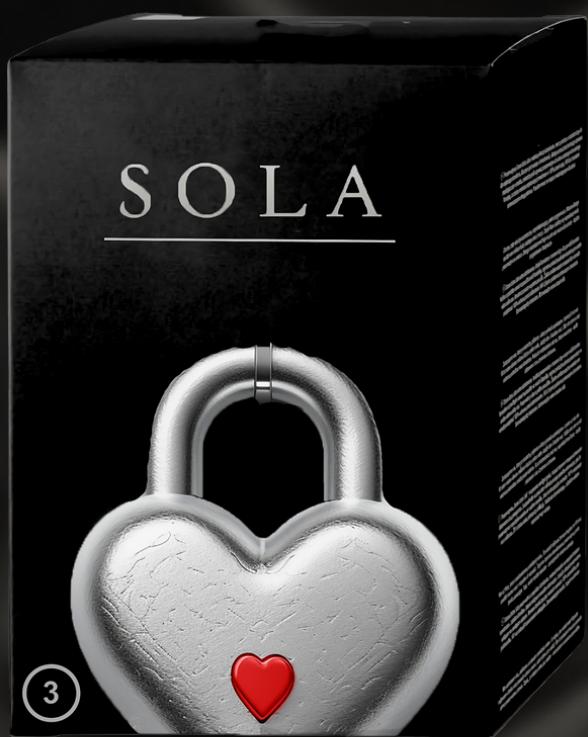
SOLA

PRESERATION

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**"Giving you ALL - extra protection, comfort and peace of mind
in ONE package."**





POSITIONING



premium/luxury positioning



safety and pleasure AT THE SAME TIME are guaranteed



purchasing SOLA is not about embarrassment, it's about
self-esteem and self-assurance



clinic approved and electronically tested



care...

safety...

comfort...

peace of mind...

relaxed...

calm...

NEEDS:

reliable and trustworthy choice

non-latex materials

special reservoir of lubricant

stands out in terms of design, aesthetics, and quality

pursues sexual desires while prioritizing health

What is it
made of...

*why is it
BETTER*

TWO-LAYER

Inner Layer: *polyisoprene*

Outer Layer: *prophylactic*

+

special reservoir
of lubricant

ADVERTISEMENTS



ADVERTISEMENTS



SOLA · Following
Warsaw, Poland

Elevating pleasure, ensuring protection

526 likes

SOLA Get to know yourself and your partner better! 🌟
Time to explore with double safety and double pleasure. ❤️

#SOLA #doublelayer

View all 16 comments

Add a comment...

6 days ago

A screenshot of a social media post from a user named SOLA. The post features a black heart-shaped condom with the brand name "SOLA" and the date "10.08.2025" embossed on it. The caption reads "Elevating pleasure, ensuring protection". The post has 526 likes and 16 comments. The post includes standard social media interaction icons for liking, commenting, and sharing.

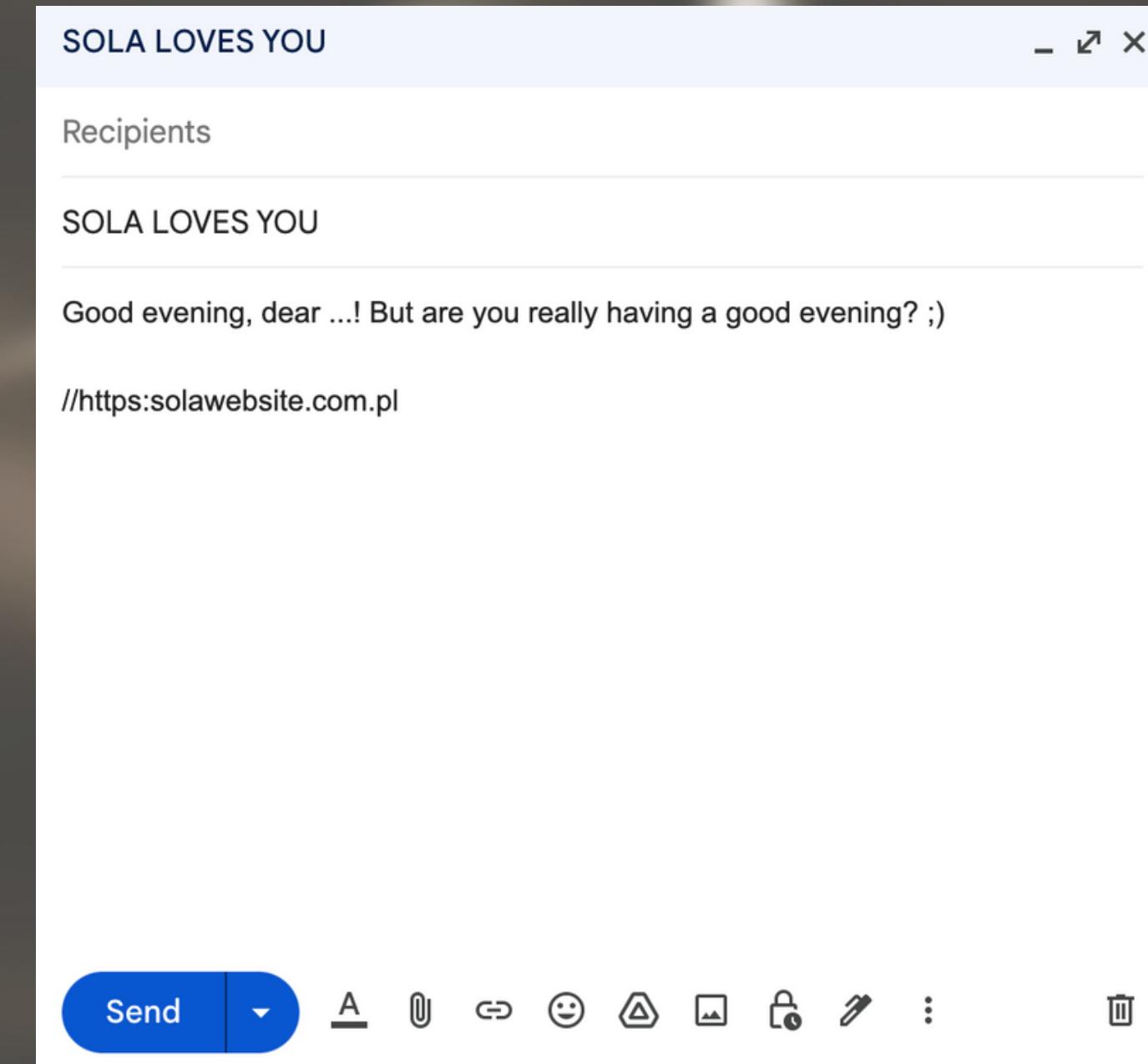
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Happy Valentine's
Scorpios are uhm.



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MAIN COMPETITORS



SWOT ANALYSIS

Strengths:

Superior safety feature

Innovative advertisement campaign

Opportunities:

Long-lasting lubricant

Partnership with a health clinic

Weaknesses:

Newness

Lack of knowledge about actual comfort

Threats:

Huge competition

Differentiation is a challenge

QUESTIONNAIRE SUMMARY



PLANS FOR THE FUTURE:

- bigger packages - exclusively from our website
- more advertisement campaigns
- different shapes of condoms
- one layer edition