**Executive Summary**

This marketing plan has been prepared for All Boxed Up. All Boxed Up is a quality subscription service dedicated to providing value to college students. Our organization’s mission is to aid our customers in acquiring items they use on a regular basis in a quick and convenient manner.

The main competitors to All Boxed Up are other popular subscription-based services, most notably LootCrate and Blue Apron. With this being said, All Boxed Up’s product is different from any other subscription service currently available, and these differences serve to give us an edge in our target market.

Our most notable strengths are our low prices and ability to understand what college students need and want. We can provide mental relief to college students whom already have more than enough to worry about besides needing to make shopping trips. As a new company, the two most pertinent threats to All Boxed Up include the potential of variance in shipping rates and the difficulty in negotiating deals with products’ manufacturers to keep costs low, as some manufacturers may wish to deal exclusively with more currently established companies.

All Boxed Up’s primary target market will be college students. We believe that these groups will be most attracted to the All Boxed Up service for its convenience and competitive price.

Our priority marketing objective is increasing our market share, sales revenue, and gross profit. We also aim to ship our monthly boxes to a larger percentage of the company within the next year.

We believe that the All Boxed Up service is the only subscription box service of its kind. Primarily, the service will be advertised to college students of all ages digitally through social media. We also will be able to advertise in the form of short commercials on media streaming sites and apps that are popular with our target market, such as Pandora Music and Hulu. We will also offer a one-month risk-free trial to potential customers interested in the product, as we believe the service itself will be able to prove its value to those who are unsure of its utility. Initially, All Boxed Up will be limited to shipping to states in the southern region of the United States. As our service gains popularity and the company gains income, All Boxed Up will be expanded to other regions, including potentially across national borders.

Automated Home Solutions takes monitoring, control, and evaluation very seriously and will use them to make sure we accomplish our goals.