

BABOON TO THE MOON

ALICE , KATE, EMILY, TIFFANY, FAHIMEH, AND ANTOINE
GROUP 1 - THE MARTIANS

CURRENT MARKETING POSITIONING:

BABOON TO THE MOON MARKETS THEIR OFFERINGS TO INDIVIDUALS WHO ARE ADVENTUROUS, ENVIRONMENTALLY CONSCIOUS, AND WANT TO OWN QUALITY PRODUCTS THAT LAST A LIFETIME. THEY PARTICULARLY TARGET PEOPLE WITH CREATIVE PERSONALITIES WHO LOVE TO TRAVEL SPONTANEOUSLY AND CUSTOMERS WHO ARE SEEKING DURABLE PRODUCTS.

- THEIR PRIMARY TARGET MARKET IS THE “SLASH GENERATION”**
- THIS GENERATION REFUSES TO BE DEFINED OR BOUND BY JUST ONE PERSONAL IDENTITY.**

THE ROVER BAG

BABOON'S NEW LINE OF BAGS OFFERS:

- ★ 360° WHEELS MADE OF RECYCLED PLASTIC
- ★ INCLUDES PADDED INTERNAL ELECTRONICS COMPARTMENT + DETACHABLE SHOE/LAUNDRY POUCH
- ★ ANTIBACTERIAL HEMP FABRIC
- ★ CARRY AS A DUFFEL, BACKPACK, OR WHEELED FOR MORE COMFORTABLE TRAVEL
- ★ AVAILABLE IN MEDIUM SIZE (40-60L) AND BABOON'S AUTHENTIC COLOR SCHEME
- ★ DESIGN OPTIMIZES HEALTH, WELLNESS, AND ENERGY



THE GO TAG



- ★ **COMES EXCLUSIVELY WITH ROVER BAG**
- ★ **AVAILABLE IN CLASSIC COLORS AND LIMITED-RUN PRINT PATTERNS**
- ★ **MADE FROM RECYCLED SCRAPS OF ROVER BAGS AND OTHER BABOON TO THE MOON MERCHANDISE**



PRIMARY COMPETITORS



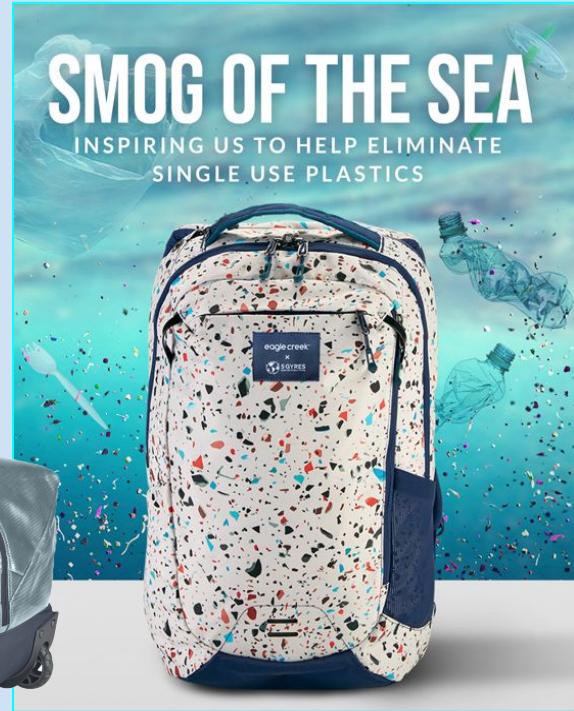
PACK-IT™ SYSTEM SINCE 1996
★ ROLL-TOP SHOE SAC (\$19.95)



130L (\$159)



COMMUNITY INVOLVEMENT



patagonia®

PRIMARY COMPETITORS



"CONSCIOUS CONSUMPTION"



100L (\$349)



CUBE ORGANIZER (\$29-49)

SWOT ANALYSIS

STRENGTHS

- ★ DESIGN
- ★ SUSTAINABILITY

WEAKNESSES

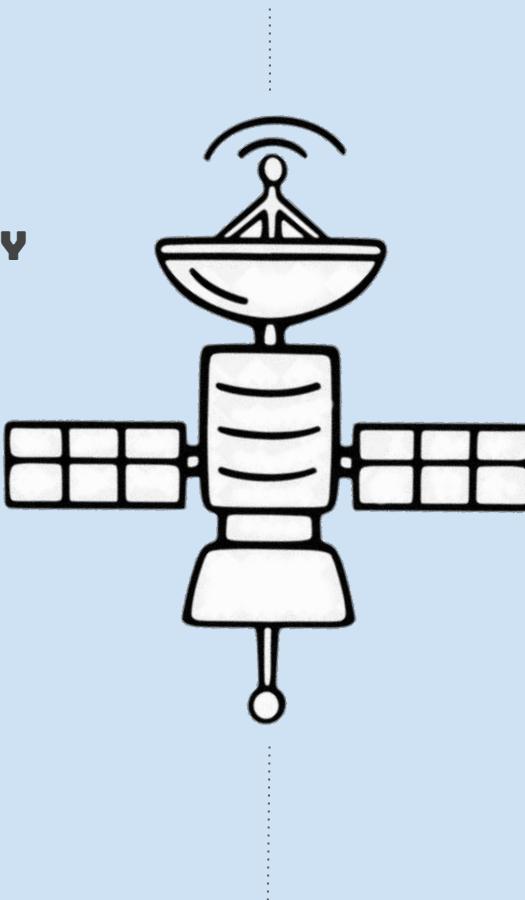
- ★ EXPERIENCE
- ★ OUTSOURCING
- ★ NO ACTUAL SHOP

OPPORTUNITIES

- ★ SHOPPING BEHAVIORS
- ★ POST PANDEMIC TRAVELS

THREATS

- ★ STRONG, WELL KNOWN BRANDS
- ★ VR TRAVELING



YEAR 1:

- ★ LAUNCH 3 LIMITED EDITION INTERIOR LINER COLLECTIONS

- ★ EXTENSIVE MARKET RESEARCH

- ★ \$2M IN SALES

- ★ SALES GOAL OF 10,590 ROVER BAGS

YEAR 2:

- ★ ACHIEVE 2% INCREASE IN COMPANY SALES

- ★ MATCH YEAR 1'S COLLECTION LAUNCHES

- ★ \$3M IN SALES

- ★ 15,873 ROVER BAGS SOLD

YEAR 3:

- ★ 3 ADDITIONAL COLLECTION LAUNCHES

- ★ CO-BRAND CELEBRITY COLLECTION

- ★ \$4M IN SALES

- ★ 21,164 ROVER BAGS SOLD

DEVELOPMENT AND PRODUCTION



INNOVATE

CONCEPT DEVELOPMENT

INSTALL INNOVATION MANAGEMENT SYSTEM

CREATE DIRECT TO CUSTOMER ENGAGEMENT

PLAN

CONCEPT TESTING

DEFINE TARGET MARKET AND ESTABLISH VALUE PROPOSITION

CREATE BUDGET

CREATE

PRODUCTION

WORK ACROSS DISTRIBUTION STREAM TO MANAGE PARTS, FABRICATION, AND ASSEMBLY



DISTRIBUTION

COLLABORATE WITH PORT LOGISTICS GROUP FOR SEAMLESS E-COMMERCE FULFILLMENT

CAPTURE MARGIN AND DRIVE SALES



BLAST OFF

LAUNCH ROVER BAG COLLECTION !!!

MARKET SEGMENTATION

DEMOGRAPHIC SEGMENTATION	<ul style="list-style-type: none">★ AIRLINE FLIGHT CREWS NEED TO QUICKLY REACH DIFFERENT GATES IN AIRPORTS AND FIT THEIR CARRY-ONS IN THE SMALL OVERHEAD BINS.★ ADOLESCENT FEMALES EXPERIENCE MORE SEVERE BACK PAIN THAN THEIR MALE COUNTERPARTS.¹
BEHAVIORAL SEGMENTATION	<ul style="list-style-type: none">★ FREQUENT TRAVELERS AND STUDENTS WHO OFTEN CARRY HEAVY LOADS FOR LONG PERIODS OF TIME AND HOPE TO ALLEVIATE BACK STRAIN, PREVENT BACK PAIN, AND SPINE-RELATED INJURIES.
PSYCHOGRAPHIC SEGMENTATION	<ul style="list-style-type: none">★ SOCIALLY CONSCIOUS AND RESPONSIBLE INDIVIDUALS WHO ENGAGE IN TRANSACTIONS THAT HELP SOLVE THE WORLD'S SOCIAL PROBLEMS.
GEOGRAPHIC SEGMENTATION	<ul style="list-style-type: none">★ NATIVES OR TOURISTS IN SOUTHEAST ASIA HAVE THE ENERGY TO WALK FARTHER DISTANCES WITHOUT HOT, SWEaty BACKS AND CAN SAVE TRANSPORTATION COSTS.²

¹ Rehan, Kelly. "Packing Pain: Study Reveals New Insights About Backpack Pain." *SpineUniverse*. 12 Aug. 2019. [Web](#). 07 May 2021.

² "Backpacks With Wheels: The Pros & Cons + The 8 Best Rolling Backpacks!" *South East Asia Backpacker*. 25 Nov. 2019. [Web](#). 07 May 2021.

POSITIONING STRATEGY

★ WE USED MICROMARKETING TO TAILOR OUR PRODUCT TO SATISFY THE SPECIFIC NEEDS THAT PREVIOUS CUSTOMERS HAD VOCALIZED

- UNCOMFORTABLE ON THE BACK
- NO SHOE POCKET
- NO LAPTOP SLEEVE

POSITIONING STATEMENT:

TO THOSE WHO LOVE TO TRAVEL, OUR ADVENTURE READY ROVER BAG IS A MULTI-FUNCTIONAL ESSENTIAL THAT UTILIZES ECO-FRIENDLY MATERIALS AND ORGANIZATION TO TAKE YOU TO MARS.

PLACE STRATEGY



OUR PRODUCT WILL PRIMARILY BE AVAILABLE AT ANYTIME EXCLUSIVELY THROUGH THE BABOON TO THE MOON WEBSITE.

IN ADDITION, TO SHOWCASE OUR PRODUCT TO A WIDER AUDIENCE WE WOULD CONDUCT PERSONAL SELLING OF THE ROVER BAG THROUGH SHOWROOMS, POP-UPS, AND VARIOUS EVENTS THAT ALIGN WITH BABOON TO THE MOON'S CREATIVE BRAND PERSONALITY.

PROMOTION STRATEGY

1) DIRECT AND DIGITAL MARKETING/TV ADVERTISING

★ CO-BRANDING WITH AIRLINES¹

- "EXCLUSIVE" IN-FLIGHT CATALOG SHOPPING
- UPCYCLE VINTAGE AIRCRAFT UPHOLSTERY SEAT FABRIC²
- NATURAL DAILY PRESENCE → SOCIAL MEDIA CAMPAIGNS

★ COLLABORATING WITH ARTISTS

- SPECIAL ENDANGERED SPECIES PRINTS
 - INVENTORY CORRESPONDS TO REMAINING NUMBER OF CREATURES IN THE WILD
 - AWARENESS THROUGH MOBILE MARKETING

2) PERSONAL SELLING

★ POP-UP SHOWROOM AT SF UNION SQUARE

- TRY BAGS IN PERSON



¹ "British Airways." *Globe Trotter*. [Web](#). 08 May 2021.

² Mohn, Tanya. "From the Sky to Your Home, Plane Parts Get a Second Life." *The New York Times*. The New York Times, 16 July 2018. [Web](#). 08 May 2021.



**THANK YOU,
AND HAVE A SAFE FLIGHT!**

APPENDIX



BABOON TO THE MOON IS A COMPANY DEVELOPING AND OFFERING ADVENTURE ESSENTIALS IN A NEAT AND UNIQUE WAY THROUGH AN ENVIRONMENTALLY CONSCIOUS LENS. THE ORGANIZATION IS ON A MISSION TO CHANGE THE WAY WE CONSUME FASHION PRODUCTS AND AIM TO DEVELOP PRODUCTS THAT LAST THE TEST OF TIME. THEY EXPRESS A HEAVY FOCUS ON FAIR AND CONSCIOUS BUSINESS PRACTICES. THE PRODUCTS THAT THEY OFFER POP WITH COLOR AND VIBES TO EMPHASIZE THE CREATIVITY OF THEIR CUSTOMER BASE AND THE ORGANIZATION ITSELF.

PRODUCT MIX:

BABOON TO THE MOON PRIMARILY OFFERS BAGS FIT FOR ADVENTURING. THE ORGANIZATION ALSO OFFERS OTHER MERCHANDISE SUCH AS APPAREL, ACCESSORIES, AND HOME GOODS.

THE BAG VARIATIONS OFFERED:

- ★ GO-BAGS**
- ★ FANNYPACKS**
- ★ ORG BAGS**
- ★ LIMITED-RUN BAGS**





COMPETITIVE ANALYSIS

ABOUT US

- ★ AMERICAN TRAVEL GEAR MANUFACTURER FOUNDED IN 1975
- ★ ACQUIRED BY V.F. CORPORATION SINCE 1996
- ★ HEADQUARTERED IN GREENWOOD VILLAGE, COLORADO
- ★ "PACKING EXPERT"¹



STRENGTHS

- ★ PACKING GUIDES AND TRAVEL ITINERARIES
- ★ EMPLOYEE-LED Live.Work.Travel.TM PROGRAM
 - CREEKER VOLUNTEER TRIP INITIATIVE
- ★ NO MATTER WHATTM LIFETIME WARRANTY
- ★ TRADE IN PROGRAM + 40% OFF NEXT PURCHASE
- ★ 2018 HURRICANE MARIA RELIEF
 - ~3K WATER PACKS FOR OVER 50K PEOPLE OF PUERTO RICO²

¹ "About Eagle Creek." *About Us*. [Web](#). 02 May 2021.

² Noland, Alli. "Eagle Creek and PackH2O Provide World Water Day Relief for Puerto Rico." *Outdoor Industry Association*. Outdoor Industry Association, 06 Mar. 2018. [Web](#). 02 M





COMPETITIVE ANALYSIS

(CONT.)

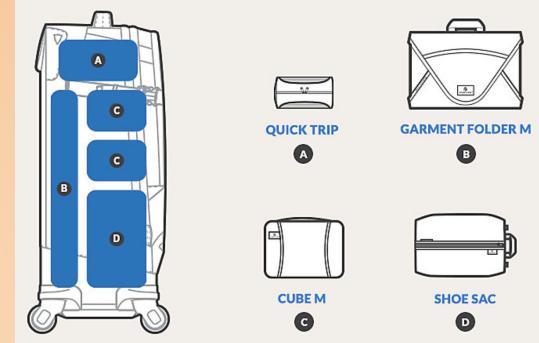
PRODUCTS AND PRICING:

★ 11 PRODUCT LINES CONSISTING OF:

- DUFFELS, DAYPACKS, WHEELED LUGGAGE, PACK-IT TOOLS,
ACCESORIES

★ MIGRATE DUFFELS¹

- WHEELED 110L/130L (\$149/\$159)
 - 10 VARIETIES
 - NON-WHEELED 40L/60L/90L (\$79-99)
 - 15 VARIETIES
 - 60L WEIGHS ONLY 2 LBS. 8 OZ.
 - COMPOSED OF 900D POLY TWILL + 1680D BALLISTIC POLY RECYCLED PVB
 - WATER REPELLENT COATING PROVIDED BY RECYCLED WINDSHIELDS IN ASIA
 - SEAMLESS BOTTOM BATHTUB CONSTRUCTION
- ★ SEPARATE REFLECTIVE LUGGAGE TAG (\$9.95-11.95)
- MADE OF 100% RECYCLED 300D POLY MICRO-WEAVE
 - 7 DIFFERENT COLORS



★ PACK-IT™ SYSTEM: Reveal/Isolate/Gear²

- FOR CLOTHING, EQUIPMENT, ELECTRONICS, SHOES, MISCELLANEOUS, TOILETRY
- SHOE ORGANIZERS

■ ROLL-TOP SHOE SAC (\$19.95)

- ISOLATES FILTHY SHOES FROM CLEAN CLOTHES
- WASHABLE & WATER-RESISTANT
- ANTIMICROBIAL RIPSTOP POLY FABRIC
- FITS UP TO MEN'S SIZE 13

¹ "Migrate Duffels." Eagle Creek United States. [Web](#). 02 May 2021.

² "Pack Your Bag." Eagle Creek United States. [Web](#). 02 May 2021.



COMPETITIVE ANALYSIS

ABOUT US

- ★ PRIVATE OUTDOOR APPAREL AND GEAR COMPANY
- ★ FOUNDED BY AMERICAN OUTDOOR ENTHUSIAST
- ★ BASED IN VENTURA, CA (EST. 1973)
- ★ CONTRIBUTED \$78M+ IN GRANTS AND IN-KIND DONATIONS TO GRASSROOTS ENVIRONMENTAL GROUPS SINCE 1985 ¹

STRENGTHS

- ★ STRONG BRAND EQUITY CREDITED FOR ITS COMMITMENT TO ENVIRONMENTAL ACTIVISM
- ★ 1% FOR THE PLANET SELF-IMPOSED EARTH TAX ²
- ★ “CONSCIOUS CONSUMPTION” PHILOSOPHY
- ★ PATAGONIA ACTION WORKS — ONLINE RESOURCES FOR COMMUNITY INVOLVEMENT
- ★ DIY CARE, REPAIR, OR TRADE-IN



¹ "Patagonia Company Profile: B Work." *Patagonia*. B Work. [Web](#). 05 May 2021.

² "1% for the Planet." *Patagonia*. [Web](#). 05 May 2021.

PRODUCTS AND PRICING:

★ BLACK HOLE® DUFFEL LINE¹

- WHEELED 40L/70L/100L (\$299-349)
 - 9 VARIETIES
 - FRAME SHEET AND REINFORCED BASE KEEPS BAG STANDING UPRIGHT
- NON-WHEELED 40L/55L/70L/100L (\$129-179)
 - 31 VARIETIES
 - CONTAINS A PADDED BASE, POCKET FOR SELF-CONTAINED STORAGE, AND REMOVABLE, ERGONOMIC SHOULDER STRAPS
- ULTRALIGHT 30L (\$69)
 - ROOMY, LIGHTWEIGHT, STUFFABLE
 - WEATHER RESISTANT RECYCLED NYLON RIPSTOP
- MOST BAGS ARE MADE FROM 100% RECYCLED POLYESTER WITH A TPU-FILM LAMINATE



★ BLACK HOLE® CUBES¹

- DURABLE 100% RECYCLED FABRIC
- EXTERNAL DAISY CHAIN FOR ATTACHMENT
- CORROSION-RESISTANT ZIPPER SLIDERS
- LARGE 10L (\$49)
 - 5 VARIETIES
 - DIVIDED INTERNAL COMPARTMENT WITH ZIPPERED MESH POCKETS
- SMALL 3L/MEDIUM 6L (\$29-39)
 - SINGLE COMPARTMENT WITH INTERIOR MESH POCKET



¹ "Black Hole® Bags." Water Resistant Bags by Patagonia, [Web](#).

SWOT ANALYSIS

BY MANUFACTURING RECYCLED, VERSATILE COLORFUL BAGS FOR EVERYDAY AND ADVENTURE TIMES BABOON TO THE MOON HAS MANY ADVANTAGES OVER ITS COMPETITORS, EVEN OLDER MORE WELL KNOWN BRANDS. THE LACK OF EXPERIENCE WHICH LEADS TO OUTSOURCING IN SOME CASES AND NON-EXISTENCE OF ACTUAL SHOPS WILL BE THEIR WEAKNESSES. ON THE OTHER SIDE OF THE MARKET, MORE MATURE BRANDS THAT EXIST WILL BRING THREATS FOR BABOON TO THE MOON IN ADDITION TO NEW TECHNOLOGIES SUCH AS VR TRAVELING. HOWEVER, THE CHANGES IN SHOPPERS BEHAVIORS AND EXCITEMENT FOR TRAVELING AGAIN AFTER PANDEMIC ARE MARKET OPPORTUNITIES.

STRENGTH

- A. DESIGN: BABOON TO THE MOON IS KNOWN BY ITS HIP AND COOL DESIGN. FROM THE WEB DESIGN TO ALL PRODUCT DESIGN SHOWS THE YOUTH AND ENERGETIC VIBE. VERSATILE BAGS IN DIFFERENT SIZES AND FORMS, WHICH ARE MORE COLORFUL AND RADICAL FOR EVERYDAY AND ADVENTURE TIMES, ATTRACT PEOPLE WHO ARE TIRED OF THE SAME DARK COLORED BAG OR LUGGAGES FOR YEARS.
- B. SUSTAINABILITY AND SOCIAL RESPONSIBILITY: USING RECYCLED MATERIAL FOR EVERY SINGLE PART OF PRODUCTS IS THE MAJOR STRENGTH OF BABOON TO THE MOON. BEING AWARE OF THEIR SOCIAL RESPONSIBILITY IS ONE PART BUT INCREASING IT WHILE ADDING VALUE TO THE MARKET IS AN ADDED BENEFIT TO EACH CUSTOMER AND BABOON ITSELF.

WEAKNESS

- A. LACK OF EXPERIENCE AND BRAND AWARENESS: FOUNDED IN 2016 GIVES BABOON A HUGE WELL EXPERIENCED MARKET TO COMPETE. THERE IS LIMITED BRAND AWARENESS WHICH MAKES IT DIFFICULT TO DIFFERENTIATE. IT'S IMPORTANT TO ADVERTISE TO THE RIGHT TARGET MARKET AND CHOOSE THE PROPER POSITIONING TO GAIN TRACTION AND BOOST SALES.
- B. OUTSOURCING REQUIREMENT: WITH THE LACK OF EXPERIENCE AND BEING A YOUNG COMPANY IN THIS INDUSTRY COMES THE REQUIREMENT OF OUTSOURCING. THERE IS A NEED FOR OUTSOURCING TO MAKE THE WHEELS ON ROVER BAG AND THE GO TAGS WITH THE RECYCLED SCRAPS OF BABOON TO THE MOON MERCHANDISE.
- C. NO ACTUAL SHOP: WITHOUT HAVING A PHYSICAL STORE BABOON TO THE MOON IS LOSING OLD SCHOOL SHOPPERS WHO PREFER TO SHOP IN PERSON RATHER THAN ONLINE AND ALSO LACK OF ACTUAL SHOPS WILL PREVENT US FROM GAINING REVENUE OF LAST MINUTE SHOPPERS.

SWOT ANALYSIS

(CONT.)

OPPORTUNITIES

- A. **CHANGES IN SHOPPING BEHAVIORS:** EVERY DAY PEOPLE ARE LEARNING MORE ABOUT THE ENVIRONMENT AND THE WAYS WE CAN MAKE IT A CLEANER AND BETTER PLACE TO LIVE FOR US AND FUTURE GENERATIONS. THIS INCREASE IN AWARENESS WILL LEAD TO CHANGES IN CUSTOMERS' DECISIONS, THEY WILL PREFER TO PURCHASE MORE ENVIRONMENTALLY FRIENDLY AND SUSTAINABLE PRODUCTS.
- B. **POST PANDEMIC TRAVELS:** WITH GETTING CLOSER TO THE END OF PANDEMIC AND COUNTRIES EASING THE RESTRICTIONS ON TRAVEL PEOPLE ARE PLANNING TO TRAVEL AGAIN AFTER MORE THAN A YEAR AND NOW BABOON TO THE MOON HAS THE BEST MARKET OPPORTUNITY TO GAIN FROM INCREASE IN NUMBER OF TRAVELS IN THE NEAR FUTURE.

THREATS

- A. **WELL KNOWN BRANDS:** AS MENTIONED ABOVE BABOON IS FACING A BIG MARKET TO COMPETE IN, WHICH INCLUDES MANY WELL KNOWN BRANDS THAT HAVE BEEN IN THE MARKET FOR YEARS SOME OF WHICH ARE EVEN ENTERING THE ENVIRONMENT FRIENDLY MARKET SEGMENT. BABOON TO THE MOON SHOULD STRATEGISE TO CONVEY TO THE MARKET WHY THEY SHOULD CHOOSE US INSTEAD OF OTHERS.
- B. **VR TRAVELING:** TECHNOLOGY IS IMPROVING EVERYDAY AND VIRTUAL REALITY IS ENTERING ALL ASPECTS OF OUR LIVES AND TRAVELING IS ONE OF THE NEWEST SECTIONS. WITH VR TRAVELING PEOPLE CAN VISIT ANY COUNTRY THEY CHOOSE WITHOUT LEAVING THE COMFORT OF THEIR HOME AND HASSLE OF PACKING.

PRICING STRATEGY



Go-Bag – Big (60L)

\$199 ★★★★★ (902)

THE ROVER BAG:

\$189



Go-Bag – Small (40L)

\$169 ★★★★★ (1422)

WE CHOSE THIS PRICING STRATEGY BECAUSE WE SEE THE PRODUCT BEING MORE COSTLY THAN THE SMALL GO-BAG, BUT LESS COSTLY THAN THE BIG GO-BAG. IN ADDITION TO THE ADDITIONAL FEATURES AND FUNCTIONALITY, THE ROVER BAG HAS BEEN PRICED USING COMPETITION-BASED PRICING STRATEGY. GIVEN BABOON TO THE MOON'S USE OF HIGH-QUALITY MATERIALS AND VIBRANT COLORS, WE WANT TO BE CAREFUL NOT TO POSITION THE BRAND AS A LOWER-COST ALTERNATIVE. THOUGH WE DO NOT TARGET DISCOUNT RETAILERS, WE AIM TO PROVIDE AN INCLUSIVE MARKET OFFERING THAT DOES NOT SIGNIFICANTLY VARY WITH THE PRICE OF SIMILAR PRODUCTS IN THE SAME OUTLETS.

PROMOTION STRATEGY

(CONT.)

CO-BRANDING WITH AIRLINES WHO SHARE SIMILAR VALUES

BABOON TO THE MOON CAN INTRODUCE THE ROVER BAG AND ITS DESIGN WITH DIGITAL MARKETING AS PART OF THEIR IN-FLIGHT ENTERTAINMENT PLATFORMS. THIS BAG LINE CAN BE EXCLUSIVELY OFFERED FOR SALE WITHIN THE FLIGHT DURATION. THE MATCHING ROVER BAG COLOR SCHEME WITH AIRLINE UNIFORMS FOR CABIN CREW OR OTHER STAFF MEMBERS (E.G., THE ICONIC “SINGAPORE GIRL” SINCE 1972) CAN GARNER WIDE ATTENTION VIA THE FLIGHT CREW’S NATURAL DAILY PRESENCE IN AIRPORTS. IN ADDITION, AIRLINE EMPLOYEES ARE AN AIRLINE’S BEST SOCIAL MEDIA BRAND AMBASSADORS. BESIDES TELEVISION ADVERTISING, A MORE COST-EFFICIENT APPROACH IS CONNECTING WITH TRAVEL INFLUENCERS, INCLUDING BUT NOT LIMITED TO PILOTS, FLIGHT ATTENDANTS, OR ANY OTHER AVIATION ENTHUSIASTS.

ART COLLABORATIONS

BABOON TO THE MOON HAS THE OPPORTUNITY TO DELIVER A MEANINGFUL MESSAGE AND SUPERIOR CUSTOMER VALUE BY EXPANDING THEIR LIMITED RUN-PRINTS COLLECTION TO INCLUDE LIMITED-EDITION ENDANGERED SPECIES PRINTS. THE INVENTORY OF THIS NEW SPECIAL OFFER WILL CORRESPOND TO THE RECORDED NUMBER CREATURES THAT STILL EXIST IN THE WILD. THIS STRATEGY PRIMARILY INVOLVES MOBILE MARKETING AND INCORPORATES PERSUASIVE ADVERTISING THAT ULTIMATELY RESULTS IN BUILDING A STRONG BRAND COMMUNITY AND PROVIDES CUSTOMERS WITH A COMPELLING REASON TO PURCHASE NOW.

POP-UP STORYTELLING AND TESTING

DESPITE NOT DISTRIBUTING TO RETAILERS, BABOON TO THE MOON CAN TAKE ADVANTAGE OF POP-UP SHOWROOMING, ESPECIALLY AT HOT TOURIST DESTINATIONS, TO ALLOW FOR REAL-TIME PRODUCT STORYTELLING, TESTING, AND FEEDBACK. THROUGH PERSONAL SELLING, TOURISTS, LOCALS, AND THOSE CONCERNED WITH BACK PAIN-RELATED PROBLEMS AND THEIR CAUSES CAN TRY OUT THE ROVER BAG. THEIR EXPERIENCE FROM HIGH USAGE RATES SERVES AS A VALUABLE SOURCE OF FEEDBACK FOR ITERATIVE TECHNICAL DESIGN IMPROVEMENTS.

PROMOTION STRATEGY

SPREADING AWARENESS WITH GO TAGS

TO INCREASE AWARENESS IN SOCIETY AND RESPOND TO OUR SOCIAL RESPONSIBILITY ASIDE FROM THE ENVIRONMENT, BABOON TO THE MOON CAN CAMPAIGN BASED ON HEALTH AND SOCIAL AWARENESS CALENDARS.¹ INDIVIDUALS IN ADOLESCENT AND STUDENT AGE GROUPS SPEND MORE TIME ONLINE AND ON SOCIAL MEDIA PLATFORMS. TRAVELERS OF OTHER AGE GROUPS CHECK TRADITIONAL MAIL REGULARLY. A CORE COMPONENT FOR THIS STRATEGY WILL INVOLVE SOCIAL MEDIA CAMPAIGNS AND DIRECT MAILS THAT INFORM AND REMIND OUR TARGET MARKET OF THE STORY BEHIND GO TAGS. THE TAGS PROMOTED DURING A SPECIFIC TIME PERIOD ARE COLORED ACCORDINGLY TO THEIR SOCIETY COLOR. FOR INSTANCE, BLUE FOR ARTHRITIS, RED FOR AIDS/HIV OR LYMPHOMA, AND ORANGE FOR CULTURAL DIVERSITY. WE SEE THE OPPORTUNITY OF DONATING A PARTICULAR AMOUNT OF SALES TO CORRESPONDING NATIONAL ORGANIZATIONS AND SOCIETIES.



¹ Workman, Stephanie. "Color Ribbons Guide for Cause Awareness Campaigns." HALO Branded Solutions, 9 May 2019, [Web](#).

BREAK-EVEN ANALYSIS

BREAKEVEN VOLUME = FIXED COST / (SALES PRICE - VARIABLE COST)

$$= \$150,000 / (\$189 - \$150)$$

$$= 3846.15 \text{ UNITS}$$

WORKS CITED

"Bags for Adventure." *BABOON TO THE MOON*, Baboon Mega Corp, Inc., 02 Mar. 2021, babootothemoon.com.

Gugala, John. "Season Three and Baboon to the Moon Drop A 'Flower Bombing' Earth Day Collection." *The Manual*, Designtechnica Corporation, 21 Apr. 2021, www.themanual.com/fashion/season-three-baboon-earth-day-collaboration/.

"Market Positioning." *Corporate Finance Institute*, CFI Education Inc., corporatefinanceinstitute.com/resources/knowledge/strategy/market-positioning/.

Maszczynski, Mateusz. "Singapore Airlines Says It Will Keep the 'Iconic Singapore Girl' in Adverts and Marketing." *Paddle Your Own Kanoo*, 2 Feb. 2019, www.paddleyourownkanoo.com/2019/02/02/singapore-airlines-says-it-will-keep-the-iconic-singapore-girl-in-adverts-and-marketing/.

Mayhead, Jasmine. "7 Of Your Favorite Fabrics, Ranked On Eco-Friendliness." *Mindbodygreen*, Mindbodygreen, 11 Mar. 2021, www.mindbodygreen.com/articles/eco-friendly-fabric-ranking.

Neira, Juliana. "Kenyan woman's startup recycles plastic into bricks that are stronger than concrete." *Designboom*, 8 Feb. 21, www.designboom.com/technology/gjenge-makers-recycled-plastic-bricks-kenya-02-08-2021/#:~:text=nzambi%20matee%20—%20a%20nairobi%2Dbased,discarded%20plastic%20into%20paving%20stones.

"What Makes a Go-To Ecommerce Partner? Ask Baboon To The Moon." *Inbound Logistics*, Thomas Publishing Company, 2 Dec. 2020, www.inboundlogistics.com/cms/article/what-makes-a-go-to-ecommerce-partner-ask-baboon-to-the-moon/.