



Bringing the Lifestraw to the Emerald Isle



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Vestergaard: Impacting people

- Started as a family business- Kaj Vestergaard in Denmark 1957
 - Kaj ———→ Torben ———→ Mikkel Vestergaard
 - **"Doing good is good business"**
- Original business was to make uniforms for the working man
 - Extra cloth made into blankets for Red Cross and Save the Children foundation
 - 1994 expand humanitarian efforts-start selling mosquito bed nets



Vestergaard: Impacting people Cont.

- **Torben/Mikkel's Goal: to better the health & well-being of vulnerable people**
 - United Nations Sustainable Development Goals (SDG)
 - Healthier planet
 - Corporate Social responsibility: Improve human welfare 1st, then gain a profit
- **Tackle global challenges to everyday usage**
 - Malaria/Vector-borne disease
 - Waterborne disease
 - Neglected Tropical disease
 - HIV/AIDS
 - Food Security
 - Zika



Vestergaard products

PermaNet



Lifestraw



ZeroFly



CarePack



Our Values

- ✓ Passioneering
- ✓ Innovative Challenger
- ✓ Speed of Response
- ✓ Deliver with Precision
- ✓ Responsibility

Vestergaard Products Cont.

- 1996 the lifestraw was created initially for filtration of Guinea Worm Larva in Africa & Asia
- Produced multiple different strands of the straw
 - LifeStraw Community - LifeStraw Family
 - LifeStraw Steel - LifeStraw Mission
 - LifeStraw Play
- How can Ireland Benefit?
 - Streams everywhere
 - Buy one, give one
 - Hiking/exploring
 - Make it a norm



Macro Environment Analysis

Political

- Parliamentary system of government.

Economical

- Steady Economic Growth

Social

- Irish Society Migration

Technological

- Human Creativity



SWOT Analysis

Strengths

- Innovative technology
- Proven effectiveness
- Easily transportable

Weaknesses

- Limited filtration
- Outside product pairing

SWOT Analysis

Opportunities

- Product development
- High-quality water decline
- Clean water accessibility

Threats

- Water-purification systems
- Similar products

Marketing Strategy



Product

- Removes 99.9% of bacteria
- Ideal for hiking, backpacking, camping, travel, emergency situations
- Used the same as any straw, filter will not pass liquid once full
- Give back program to benefit children in need



Place

- Ireland
- Tourism on the rise by 10.9% , or about 9.584 million visits since 2016
(According to Department of Transport, Tourism, and Sport)
- Northerly and mountainous regions popular for hiking with freshwater

Marketing Strategy



Price

- \$19.95 or 17.56 Euros
- Price justified by product lifetime
- B2B and Direct to Consumer distribution via online channels



Promotion

- Social: Ads on all major platforms, pre-roll ads on Youtube, partnership with influencers
- In person demos: demos at events and in retail stores
- Special Offers: discounts provided at conventions or fitness, nature, lifestyle events

Cultural Differences

- Irish People Don't Speak American

Both Irish and American speak English. Irish people speak English with an unvarnished accent which is more precisely.

- Driving is Different in Ireland

The Irish inherit from the British, unlike most European countries, the Irish drive on the left side.

- Tipping is Not Always Mandatory

Tipping is not always mandatory in Ireland.

- Default Drinking Water is Different

In Ireland, people have to ask for "tap water" in a restaurant, otherwise will be served bottled water.

- Timing Differently

Times in Ireland are often given using "military time".



Marketing Segments

By Accessories

- *Pitcher Filter*
- *Under Sink Filter*
- *Shower Filter*
- *Faucet Mount*
- *Water Dispenser*
- *Replacement Filters*
- *Counter Top*
- *Whole House*
- *Others*

By End-User

- *Industrial*
- *Commercial*
- *Household*



- ❖ Approximately 2% of Ireland's water resources are abstracted for human use.
- ❖ With 82% of drinking water supplies in Ireland sourced from surface water (i.e. rivers and lakes) and 18% coming from groundwater – 10.5% from groundwater and 7.6% from springs.

Competition



Action Plan

- Marketing Director- Jillian Duffy
 - Create a strategy to implement our product in the region specified
- Sales Director- Abbey Mikrut
 - Collaborates with Marketing Director to carry out a plan to instill this product
- Emerald Isle Regional Director- Danielle Palomino
 - Brings all current aspects of the lifestraw into the specified region
- Promotion Coordinator- Mahrukh Moffat
 - Help make sales quota based off promotions at spike sales times
- Events Coordinator- Weijia Zhang
 - Organize events to raise awareness of this product
- Social Media Specialist- Victoria Perez
 - Promote product through apps such as instagram and facebook

Marketing Budget

Our budget for the next year is...

Marketing Activity	Q1	Q2	Q3	Q4	Total
Advertising	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$4,000,000
Website	\$250,000	\$250,000	\$250,000	\$250,000	\$1,000,000
Promotion & Events	\$500,000	\$500,000	\$500,000	\$500,000	\$2,000,000
Public Relations	\$250,000	\$250,000	\$250,000	\$250,000	\$1,000,000
Total	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$8,000,000

Kahoot?!

<https://play.kahoot.it/#/?quizId=7eca03f5-9485-4683-b1c6-b03daf85863a>

Sources

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