

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



Our Values

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

<u>ZeroFly</u>



CarePack



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



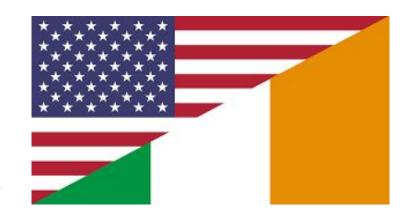
Promotion

- 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
 - o 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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