

PHINMA UPANG COLLEGE URDANETA

Nancayasan, Urdaneta City

Accountancy Business and Management

12 ABM 1

MARKETING PLAN

Presented as Partial Fulfillment of the Requirement for

ABM 006: PRINCIPLES OF MARKETING

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First Semester

Academic Year 2020-2021

ACKNOWLEDGEMENTS

The Researchers would like to acknowledge with deep and sincere gratitude for those individuals who serves as a helping hand on finishing this research, unhesitantly shared their knowledge and vigorous assistance that made this Marketing plan valuable.

*To **Almighty God**, the researchers would like to express profound gratitude for giving knowledge, wisdom, countless love, and power to overcome this marketing plan.*

***Mr. Arnel Buazon** , our subject teacher in this marketing plan who gave us a chance to undertake this meaningful research that full of patience and guidance. The researchers would like to express a deep and sincere gratitude for being part of this succession.*

***Co-researchers**, for cooperation and gives full of efforts to accomplish this marketing plan.*

***ABM Classmates**, for sharing ideas to researchers on how to achieve a successful marketing plan.*

To all, thank you so much.

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Executive Summary

Antiseptic Insectifuge by SaniPro Corp.

As the pandemic unfolded around the world, proper and consistent disinfection is a good option. With the rapid increase in alcohol-based hand sanitizer production and supply, new and increasing quality and safety issues have been identified. In view to this, "Antiseptic Insectifuge", a product which is a 2in1 sanitizer and mosquito repellent is a must have.

Antiseptic Insectifuge is a great help for us especially to our situation right now on the pandemic. It can assure you that they can be extremely guarded by the germs that can possibly give them ill. This product can be used by everyone for it is more safe and not that mild. Hand sanitizers were developed for use after washing hands or for those times when soap and water are not available. With this new developed product, protection is what you get through natural disinfection.

Product and Services

Our product "Antiseptic Insectifuge" is a liquid gel type sanitizer that contains leaves extract of neem tree. As we all know, neem tree is good for repelling mosquitoes. In all aspects, this product is very essential because it can help to protect us from mosquitoes, germs and also from virus in this time of pandemic. In fact, it is safe to use by all ages because the scent is not that strong but it is super effective.

This product is one of a kind, it has a lot of benefits yet very affordable and convenient to use. We make sure that every bottle that we produce contains all the effectiveness that you expect in this product and will give you the protection that you need especially when you're outside the house.

Mission

The mission of our company is to manufacture and supply personal hygiene products which meet the highest quality and efficiency standards to provide the good quality and safety of the product. We are committed to produce a reliable and affordable product that you can use in a daily basis. “ANTISEPTIC INSECTIFUGE”, one of the best tools available to keep people safe and to avoid spreading germs during this coronavirus outbreak. It can help prevent viruses and to keep away insects which many people clearly now view as a necessity.

Vision

Our vision is to be the leading provider of protection and sanitizing solutions in the Philippines, also to develop a range of personal hygiene products which cater to the needs of all groups of people that will provide and manufacture a quality sanitizer creating a safe and clean environment that will help a lot of people in terms of sanitizing and having the protection that we need even if we face more diseases.

A sanitizer that is affordable and very convenient in all aspects. We also intend to partner with other international production facilities to ensure that our high-quality personal hygiene products can be made available to all international travelers and public toilet and washroom facility users.

Logo, Tagline and Marketing Materials

Logo



We came up with a logo that is distinctive and simple in form since we surely know that it is easy for our customers to recognize and remember what our product is. It is a rounded shape indicated our product name and its tagline. We use a calming effect that symbolizes the concept of cleanliness and disinfection which is connected to our product "Antiseptic Insectifuge" that is a sanitizer and at the same time mosquito repellent/killer.

Tagline

"Get protection through natural disinfection"

Our product gives protection to our skin that contains neem leaf extract that is good at repelling insects like mosquitoes and black flies. Also, it can help to protect you from germs and virus especially at this time of pandemic. Get protection through natural disinfection because alcohol is an example of natural disinfectants. It became more natural because our sanitizer has neem leaf extract. It makes the hand sanitizer prevents infections and ensures instant hygiene as well as potent anti-microbial, anti-fungal and anti-viral properties.

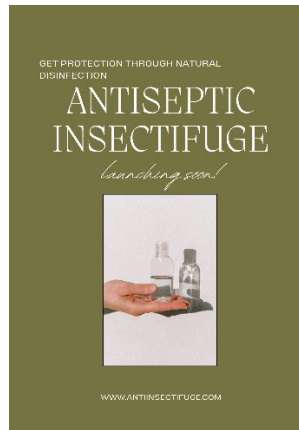
Marketing Materials

Brochures



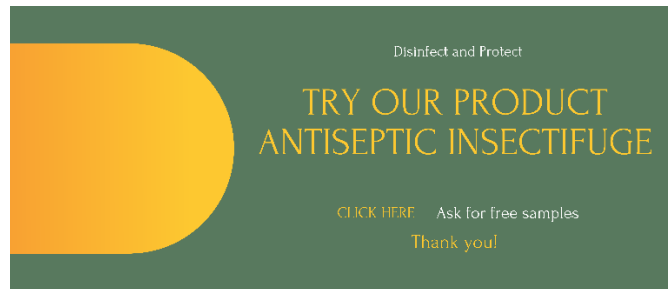
It is a well-designed brochure that serves as a perfect introduction to our business.

Poster



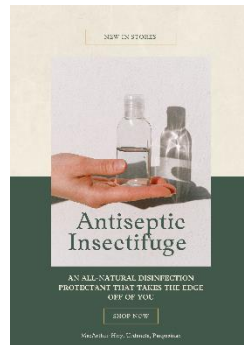
It can be an effective way of informing the buyers of the importance and versatility of our product.

Banners



Used to draw attention to our product. It will help to notify our customers about our product that people will surely recognize.

Flyers



It will help to distribute the information about our product to a large group of people in a short period of time.

Feedback cards



A customer feedback card on which customers write their opinion about our product. It will give awareness on how we are going to improve it.

Customer

Antiseptic Insectifuge has a wide range of costumers. They varies in different ages, races and gender.

Some of them are the following:

1. People with sensitive skin
2. Personalities who are usually prone to virus
3. Anyone who uses hygiene products
4. Someone who are at a high-risk areas of dengue infection

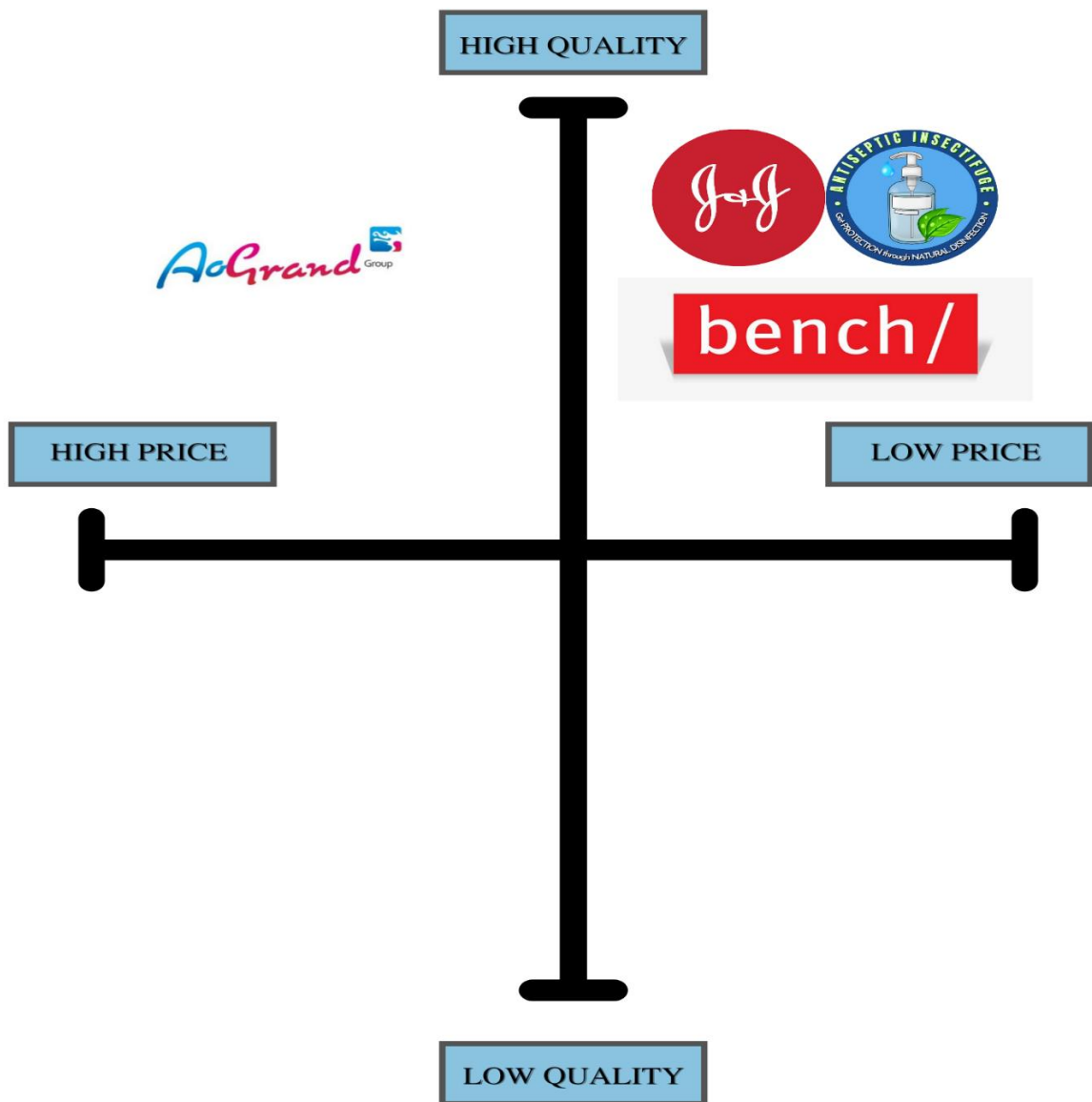
Kind of Customer	Why they purchased Antiseptic Insectifuge product
1. People with sensitive skin	If you have a sensitive skin, this will lead you to purchase our product because of its useful compound, which is the aloe vera that is very skin-friendly to people with skin disorders that can help in soothing redness, infection, rash, and itchiness.



<p>2. Personalities who are usually exposed</p>	<p>If you are one of the frontliners or always exposed especially this days of pandemic, then it will lead you to buy our product for it creates a safe and cleaner environment that will help a lot of people when it comes to sanitizing and having the protection that we needed even if we face more diseases. Using Antiseptic Insectifuge is very important to prevent germs and insects, also to keep people safe.</p>
<p>3. Anyone who uses hygiene products</p>	<p>If you are a hygienic person, this will lead you to purchase hand care products. Good personal hygiene involves keeping all parts of the external body clean and healthy. It can at least help reduce the chance of microbe-related issues from striking.</p>
<p>4. Someone who are at a high risk areas of dengue infection</p>	<p>If your place is in a high-risk areas of dengue infection, then you should purchase our product especially this rainy season, the dengue virus is spreading around us. Our product has neem tree leaves extract that can provide many useful compounds and it can be used as mosquito repellent/killer.</p>

Competitors

Market Positioning

Market positioning is how you will shape the mind-set of the customers towards our product. Antiseptic Insectifuge , Bench, Johnson and Johnsons, and AoGrand the four largest companies in terms of sanitizer did a great job in terms of doing market positioning.



SaniPro Corporation Competitor Analysis	
Competitor	Product they offer versus Antiseptic Insectifuge
1. Bench	<p>Bench instant sanitizer gel versus Antiseptic Insectifuge</p>  

<u>ANTISEPTIC INSECTIFUGE SWOT ANALYSIS</u>
<u>STRENGTHS</u>
<ol style="list-style-type: none"> Promotes the rapid development of the product. Antiseptic Insectifuge has its own combination of sanitizer and mosquito repellent that is distinct to other disinfection products. Offers quality and affordable price. The price will give our product a competitive advantage as it offers a low price but has a very quality product.
<u>WEAKNESSES</u>
<ol style="list-style-type: none"> Lack of product competitiveness. SaniPro Corporation lack of multi-purpose and professional products which directly lead to insufficient competitiveness in the market. Limited global presence. Antiseptic Insectifuge is a new product in the market with limited global presence which reduces it's capability to compete well against other major brands in the market. In addition, growing market share is severely limited as the product targets a highly competitive market segment.
<u>OPPORTUNITIES</u>
<ol style="list-style-type: none"> Expand the scope of product application. Customers are continuously purchasing products so SaniPro Corporation should take advantage of this situation by designing an automatic hand sanitizer system that is compatible with various containers.

2. Increase trade between domestic and foreign enterprises.

The company has broadened its sales channels, increased its market share, and strengthened its cooperation with international customers. As the new coronavirus epidemic continues to spread globally, there is a shortage of medical supplies. From the perspective of performance, the export of disinfection products will bring the company's performance growth and effectively boost the company's annual performance.

THREATS

1. Disorderly competition in the market.

There is a disorderly competition in the disinfection product market in other countries affecting the market's healthy growth.

2. Competitor brands offering similar levels of protection.

Many different hand sanitizer brands on the market have a similar level of protection, such as Lysol hand sanitizer it kills 99.9% of germs, kills 100 illness-causing germs, contains 71% alcohol, and its Dermatologically tested and clinically proven mild on the skin.

3. Market Penetration.

Other company affords to market their product even it costs them a lot.

BENCH
PRODUCT versus TOP COMPETITOR
Bench Instant sanitizer gel versus Antiseptic Insectifuge

Bench instant hand sanitizer gel with moisturizing aloe

- Bench was established on August 3, 1987 as a small store selling men's t-shirts. Now, it grew at an unparalleled rate becoming the pioneer in the use of celebrity endorsers, television, and giant billboards to propel a fashion brand that offers premium quality products at affordable prices.

- The aloe vera content of this Alcogel Hand Sanitizer acts as a moisturizer. Aloe leaves contain a plethora of antioxidants including, beta carotene, vitamin C, and E that can help improve the skin's natural firmness and keep the skin hydrated.

- The sanitizer includes aloe that replenishes the moisture back on hands and it doesn't end up getting dry hands unlike rubbing alcohol.

Antiseptic Insectifuge have more potential in the market than Bench instant hand sanitizer gel with moisturizing aloe because it has many benefits, not just a sanitizer. These are additional information why Antiseptic Insectifuge is more competitive than Bench hand sanitizer.

- This product is a mosquito and insect repellent that is very effective protection to your skin. Antiseptic is an agent applied to the hands for the purpose of removing microorganisms such as germs or bacteria to cause no harm for the people.

-Our product contains aloe vera that is an excellent natural remedy against itching, burning, swelling, and redness. If applied locally, it helps fight the symptoms of bites. The gel of the Aloe plant helps to disinfect the injured part and to immediately soothe the itching. It's an excellent mosquito repellent made with aloe vera and pure neem leaf extract.

- It's is very pleasant to men but terribly irritating to insects. Aloe vera repellent is good to choose organic ingredients, possibly pure and concentrated. The product is very effective for soothing, moisturizing, and boosting the elasticity of your skin.

- Antiseptic Insectifuge also fights infection caused by germs and bacterias that we encountered everyday. The product gives a big benefit to your skin because it's not just a simple sanitizer. It protects you from insects bites, germs, bacterias, and infections. It also gives moisture to your skin compared to bench hand sanitizer which give us a huge advantage to use not only, effectively, but it is also very affordable.

- Other things about Antiseptic Insectifuge is that, it is safe to use by all ages and gives full protection to protect us from any virus and sickness. This sanitizer is also handy that we can carry all the time everywhere we go.

- In addition, our product can keep your skin clear and hydrated. It cleanses the skin and at the same time can repel insect bites. Moreover, it has a moisturizing effect on skin.

PESTEL Analysis

Political Factor

These factors over and over apply pressure on the selling of Antiseptic Insectifuge in the domesticated market.

These entire things have a lot to do with the market of a particular brand.

- Tax Policy
- Tariffs
- Trade Restrictions
- Environmental Registration

Antiseptic Insectifuge is always surrounded with political pressure even when we converse with ASEAN Union.

Economic Factor

Every market grow depends on the following macro economic factors:

- Interest Rate
- Gross domestic product
- Inflation

The higher growth of the developed market creates opportunity for sanitizer brand like SaniPro. The higher the demand of our product the higher the potential market. When we reach our maximum limit a lot of investors will come all trough out Asia.

But competitor such as Bench continue putting up new product but still SaniPro always produce a product that is always the best.

Social Factors

Nowadays we have a great demand in disinfectants/sanitizers, it becomes a necessity for everyone. It has various market affect both the purchasing and selling of Antiseptic Insectifuge product. In the market, the popularity of our product is not as good as other products or brands. A lot of people still didn't notice how good our product is. SaniPro Corporation is discovering more strategies and techniques to create more product and to satisfy our customers.

Technological Factor

The competitor has always demonstrated the solid drawing ability of an Antiseptic Insectifuge. Duplicate features provided in Antiseptic Insectifuges have ruined the price of other products.

By offering Sanitizer, Antiseptic Insectifuge takes advantage of the opportunities.

Many servers require Sanitizer / Antiseptic Insectifuge computing integration of the growing market. Even after losing its position from the fortune list, Antiseptic Insectifuge always tries to maintain its popularity. In most Asian countries, a customer is satisfied as Google and Samsung provide the same features provided by Antiseptic Insectifuge / Sanitizer.

The effect of adding new Sanitizer is increasing the cost of Sanitizers that can be reached. However, competitors guarantee that the price of their product will be lower compared to Antiseptic Insectifuge / Sanitizer.

Legal Factor

The legal factor must be taken into consideration if we want to analysis SaniPro growth. If ever there's a threat SaniPro Corporation can do their best to manage it legally. Just like when a competitor launches a product that is very similar to ours we can make a move through legal process.

Environmental

Antiseptic Insectifuge not only helps to remain in the market even this product trust among the population. The Antiseptic Insectifuge product is eco-friendly reflect the company's concern for the environment. That's why Antiseptic Insectifuge promotes sustainability. Antiseptic Insectifuge helps us disinfect our house, and workplace completely.

STDP Marketing Strategy

SaniPro Corp. the growing popularity of hand sanitizers as a preventive measure is anticipated to boost the growth of the market, and to develop information on upcoming trends and challenges that will influence market growth. The company is known for its high brand loyalty and large customer base. SaniPro Corp. needs to have best marketing strategy to stay in the competition.

Segmentation

Sanipro Corporation provide products in order to accommodate different customers. See table below.

Types of Segmentation	Product/s	Customers	Remarks
Demographic - It is a type of market segmentation that helps businesses to understand their consumers better and meet their needs, effectively.	Intiseptic Insectifuge	Customers depends on the following: - Age - Gender - Income - Education - Family Life Cycle - Religion - Socio-economic Status	Example of Geographic are the following: 1. The lady who's the doctor of Pangasinan Provincial Hospital bought 1 box of Antiseptic Insectifuge. 2. The 60 years old rich man purchase 1 bottle of Antiseptic Insectifuge.
Geographic - is a marketing strategy to target products to people who live or shop in a specific location.	Antiseptic Insectifuge	Customers - Zip code - Urban or Rural - Population - Cities - Country	Example of Geographic are the following: 1. People bought Antiseptic Insectifuge in Magic mall Urdaneta

		<ul style="list-style-type: none"> - Climate - Time zone 	<p>City, Pangasinan Philippines.</p> <p>2. The family acquired Antiseptic Insectifuge in the market at Binalonan, Pangasinan Philippines.</p>
Psychographic - it breaks down your customer groups into segments that influence buying behaviors.	Intiseptic Insectifuge	<p>Customers depends on the following:</p> <ul style="list-style-type: none"> - Beliefs - Values - Behavior - Interest - Lifestyle - Social Status - Opinions - Activities 	<p>Example of Psychographic are the following:</p> <p>1. A businessman who owns one of the popular company choose to purchased Antiseptic Insectifuge.</p> <p>2. A hardworking delivery boy who's known as the friendliest one buy Antiseptic insectifuge.</p>

Behavioral - refers to the costumers behavior and how they act.	Antiseptic Insectifuge	Customers depends on the following: - User Status - Purchase habits - Loyalty attitude - Occasion - Benefits needed	Example of Behavioral are the following: 1. Dr. Santos trust and purchase the Antiseptic Insectifuge for a long run. 2. Sanipro Corporation gained a customer loyalty from the frontliners of Nazareth General Hospital because of their high satisfaction of the product.
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Targeting

Sanipro Corp. will focus on Demographic Segmentation in order to cater majority of the market. Below are the instances when SaniPro Corp. used Demographic segmentation:

❖ Age

SaniPro Corp. offers products that can be used by toddlers up to adults (ages 5-60 years old above). Our company offers a product sanitizer that will also cater to the kids like sanitizer with repellent that is kids-friendly.

❖ Gender

We have no basis of gender since it can be used by anyone.

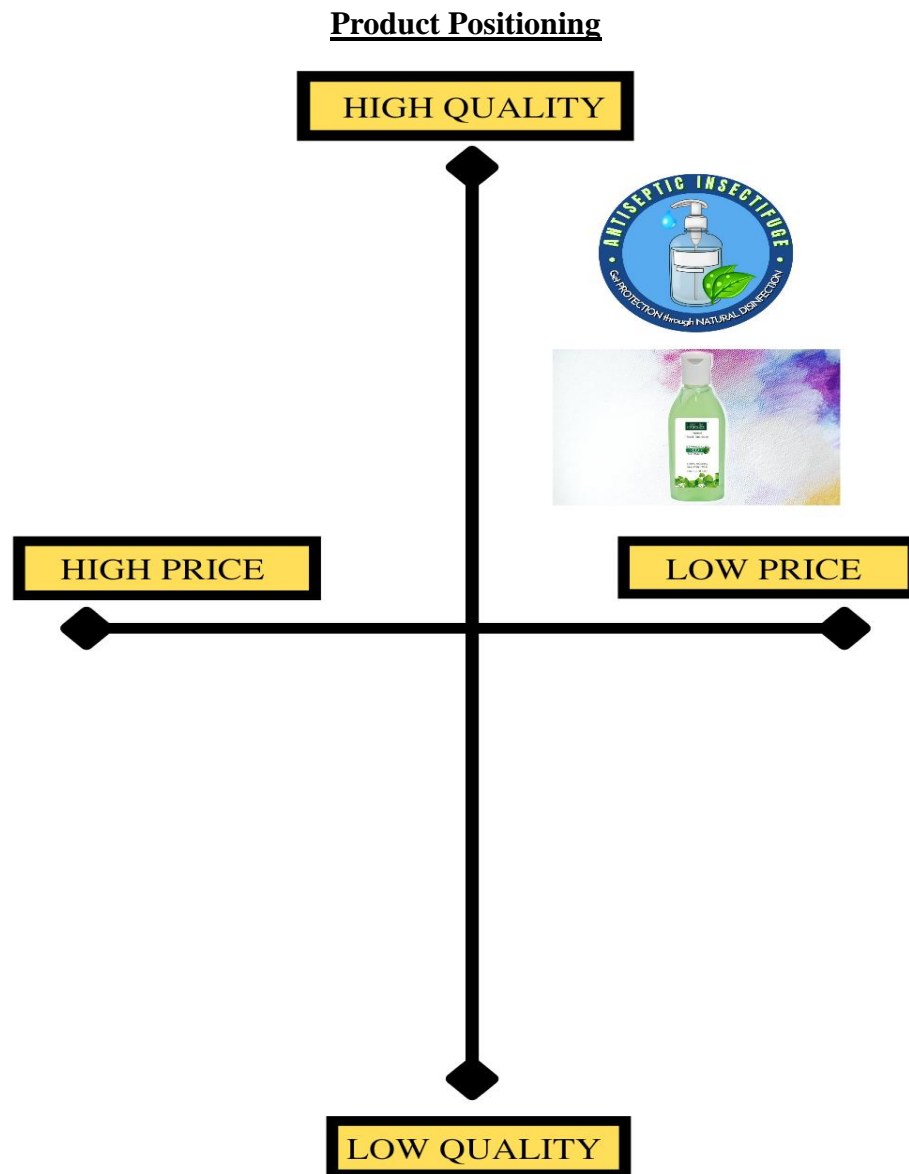
❖ Income

Our product pricing covers the middle class that is very affordable to people and to the market where we will distribute our product because they are increasingly health-aware and eco-friendly while also choosing convenience in almost all aspects of life. These values and attitudes influences most purchasing decisions they made.

Differentiation

Sanipro Corp. is reliable and has distinctive elements that makes it unique to other companies in the market. SaniPro Corp. product is unique to its numerous benefits.

Antiseptic Insectifuge has distinctive component that can sanitize but also repels mosquitoes and insects like flea and sorghum shoot fly.



SaniPro Corp. position itself in the market as low price but great quality value or their product. SaniPro Corp. values every money that they are paying. We value the health of our consumer and we want them the best. So that the people will believe that it is worth purchasing SaniPro products.

Marketing Objectives

1. Keep a simple yet quality product.

Having simple product is always better, extravagant product is not always for everyone. SaniPro know the struggle of people in the middle of this pandemic. People needs protection that can prevent not just one disease but a lot (mainly this Covid-19 and Dengue). Instead of doing an extravagant product SaniPro Corporation decided to create a simple sanitizer with the best quality, it is not just a sanitizer that disinfect but also a sanitizer that repels.

2. Know what is in need by talking to them.

SaniPro Corporation always consider the needs of the people in the present day. Aside from the basic needs of the people we also need a product that protect us from viruses and diseases.

"disinfectant"

"good for every skin-type"

"mild but effective"

With these components in our product we can assure everyone that people will be safe and protected by our product Antiseptic Insectifuge.

3. Have a customer friendly product Have you seen a product that is very affordable but has the best quality product?

Well our product is the one I'm referring to. We all know that because this pandemic cause a lot of people lost their jobs, a lot of people doesn't have an income to buy such things like a disinfectants but with our product, you can buy it for a very low price and it has a lot of benefits. Aside from disinfecting it is also a mosquito repellent so it is very useful in our everyday life.

Antiseptic Insectifuge Marketing Mix

SaniPro Corp. is known for its quality products and distinct brand in the world. Below are some of reasons why we say so.

Product

Our product Antiseptic Insectifuge is a hand sanitizer with mosquito repellent. It is all made with organic and we make sure that it is affordable for anyone. In this time of pandemic, we always need to be sanitized because of the virus that we are facing right now. Also, one of the problem in our country is the dengue outbreak especially this rainy season. Our product is suitable for those places that has a high risk of dengue infection, so it is rest assured that our product is a big help when it comes to our health assurance.

Price

Our company decided to use this type of pricing strategy which is the Market Penetration Pricing. This method is most useful for companies that have sufficient resources to lower prices substantially and fight off attempts by competitors to undercut them. It is a set of relatively low price for the product, since our product is very affordable by means of using cheap ingredients that can be found in the backyard. By using this pricing strategy, we can gain more loyal customers that will surely help the sales to grow in no time. In the long term, the use of market penetration pricing allows us to generate a high volume of sales that compensate for the lower price.

Place

In choosing the right place to build a business, we planned to locate our business inside the malls, maybe we can rent a place for a while. We will make our place an aesthetic one, having a good design in our place can catch attention for sure. It can be a good place for our product to be promoted because nowadays almost everyone is a mall person. At least people will easily notice and recognize our product when we stay on a place where people always go which plays a big role in attracting and retaining the best employees that can have a big impact on costs and revenue.

SaniPro product distribution includes:

SaniPro Stores, Supermarket, Beauty Store (such as Watsons) and Online Store (such as Shopee or Lazada)

Promotion

We want to promote our product Antiseptic Insectifuge nationwide because we want our product to be recognize and use by everybody. Because our aim is not just only to sell but also to help people. So the best way to promote our product is to have the best quality product our consumer will ever try, in that way the consumer themselves will promote our product to others because of its quality. We also plan to promote it by posting it on social media. We all know that almost everyone has their own gadgets nowadays and most of the people believe on what they saw in the social media, so we came up with the idea of using this platform for our product to be well known. Lastly, we will have other more promos so that the costumers will be more interested. We are truly aware that Filipinos love promos such as buy1 take1 or even 50% off sales, in this way we will benefit from it because more people can try our product and at the same time they will get it lesser than the usual price.