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MARKETING PLAN

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PRINCIPLES OF MARKETING

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Executive Summary

DenimCo Mask by DenimCo Corporation

In this time of the pandemic, many of the Filipino people are struggling. Each of us is obliged to wear face masks and face shields to protect ourselves from the virus. Surgical-grade face masks are the recommendable ones, yet it's expensive, and their availability is for a couple of hours only. These face masks also contribute to a lot of medical waste, which is terrible for the environment. Thus, our company makes a sustainable and protective face mask that's affordable and eco-friendly.

DenimCo mask is our product. This product is made of denim fabric and Coconut leaves. According to some studies, denim fabric is one of the cloths that are effective in blocking water particles, and coconut leaves also have water repellent properties which is very effective in blocking the COVID-19. The mask is breathable and water repellent, and affordable. Even though DenimCo masks are not medical-grade protective equipment, they still protect against the spread of the COVID-19. It's considered highly safe for use and 100% eco-friendly.

Our target market is indigent people, Needy People, Eco-friendly People, Employees in the mode of the skeletal workforce, Fashion-inclined people, and Business Minded people. We plan to produce and sell masks through direct sales and social media marketing.

In addition, social media will be utilized as a marketing platform. Since the pandemic started, people have been very active on social media and online shopping, so the business decided that the products would be readily available online and on face-to-face transactions.

Products and Services

DenimCo Masks are made out of denim and coconut leaves, and they may provide you with a comfortable and long-lasting barrier against the COVID-19. The coconut leaves give repelling protection and design, allowing you to have better protection in a good style. There's a denim fabric inside to provide you with a smooth and soft feel while avoiding irritation from the stiff coconut leaves. DenimCo Masks can also assist in mitigating the pandemics' inequitable impact, especially for those who live in densely populated areas where physical separation is difficult; this is also good for the environment because it's long-lasting compared to the surgical face masks. It's also helpful for impoverished people because of its affordability. Denim is one of the best materials to use when making a face mask. According to the study of Nashia Baker, new records suggest that this is one of the most effective materials when it comes to blocking COVID-19. We keep an extensive range of our products on hand for all of our customers.

We'll use social media platforms for marketing our products so that anyone can see them and attract more buyers. It is a pleasure to ship out our product to customers who have placed an online order. Offering our services online allows us to reach out to a broader audience, which can help us develop and prosper as a company. Wearing these masks is a significant aid to them, so it's not like a conventional cloth mask, which is usually quick to put on and doesn't give you the guaranteed protection. DenimCo mask can be improved by ensuring that the masks are well fitted to the contours of your face to prevent leakage of air around the masks' edges.

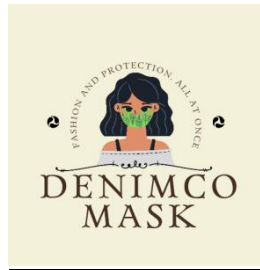
Mission

To advertise our products that have high quality, safe, and unique. To include a competitive price while also developing positive customer relationships to consider customer satisfaction. Our primary mission is to provide affordable masks to Filipinos to help them during the pandemic. Our mission is to introduce our business and give priorities to our staff and consumers. We promote the importance of DenimCo Mask to people and organizations, and cities across the country for the sake of healthy. Furthermore, we provide a well-crafted mask made of coconut leaves that can last for more than a day at a low cost. Make an influence in the world of advertising by ensuring the safety of our consumers' health.

Vision

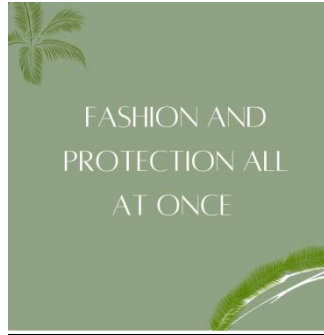
Our vision is to be the leading DenimCo Corporation firm that provides high-quality denim fabric to our clients. We aspire to give our consumers what they need and want by delivering a high-quality product and excellent service. We want to ensure the safety of our consumers and, more importantly, give them the happiness they deserve. Its goal is to provide future protection and advantages to our company. We aim to spread the word about our unique denim fabric face masks all around the Philippines.

Logo



The company came up with a competitive yet straightforward logo. The created logo is uniquely designed for easy recognition, provides a high impact, and gives a lasting impression. The company's logo is composed of five colors, brown cream is for the background, the morena brown is the skin color of the person in the logo, which represents the Filipino skin color; and dark brown for the text to make it look good. The green color for the facemask represents the coconut leaves, and the person t-shirt is navy blue that symbolizes the color of denim. All the colors we used were from the materials that will be needed in our product

Tagline

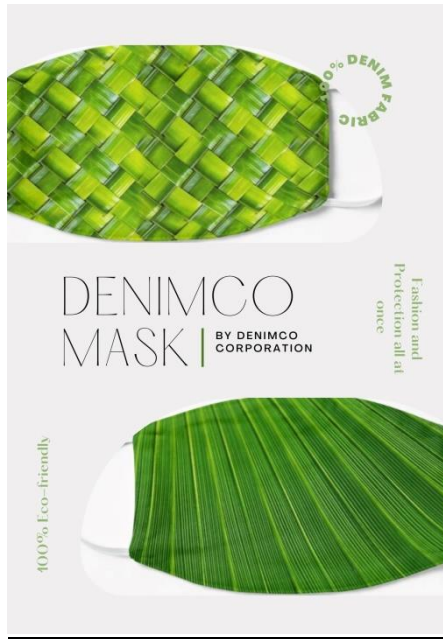


The company created this tagline to make customers aware of the brand and the services it provides. The company chooses green and white as its theme. Green represents the color of the coconut leaves. White signifies the company's desire to bring joy and happiness to its customers.

The company's tagline, "Fashion and Protection all at once," serves as an inspirational message. They want the customer to acknowledge the product different from others because of its fashionable and protection.

Marketing Materials

Tarpaulin



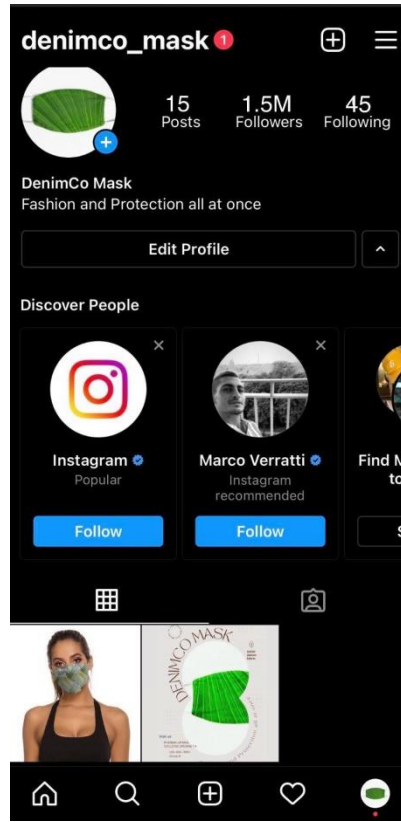
Tarps are prevalent marketing material. We could cater to the customers working outside through tarps because they can see it in different places. The customers will have preliminary information on what they would expect from the product. Contact details are also included for better communication.

Facebook Ads



Facebook advertising is one of the effective marketing materials. Facebook advertising is fast. It drives immediate results. It can reach thousands of people day by day. It is a great way to make people aware of what you have to offer.

Instagram Business Account



Instagram is a free, online photo-sharing application and social network platform. Each post by a user appears on their followers' Instagram feeds and can also be viewed by the public when tagged using hashtags or geotags. The company came up with the idea to use Instagram because it is a widely popular platform. Its growth trajectory is showing no signs of plateauing. We are currently dealing with a pandemic. It is preferable to conduct online sales through social media.

Business Commercial



Business Commercial is one of the essential marketing materials. It represents the brand through a video, and it shows the product, the tagline, the features of the product, and how to use it. Business Commercial captivates the heart of the costumers, and it can give awareness that your brand is existing,

Customers

DenimCo Mask has a broad scope of clients and customers. These are the people who purchase and use the organization's product. Our customers vary in ages, financial stability, and sense of style. Some of these are:

1. Indigent People
2. Eco-friendly People
3. Employees that are in the mode of skeletal workforce
4. Fashion-inclined people
5. Business Minded people who want to resell our product, the DenimCo Mask, like online sellers.

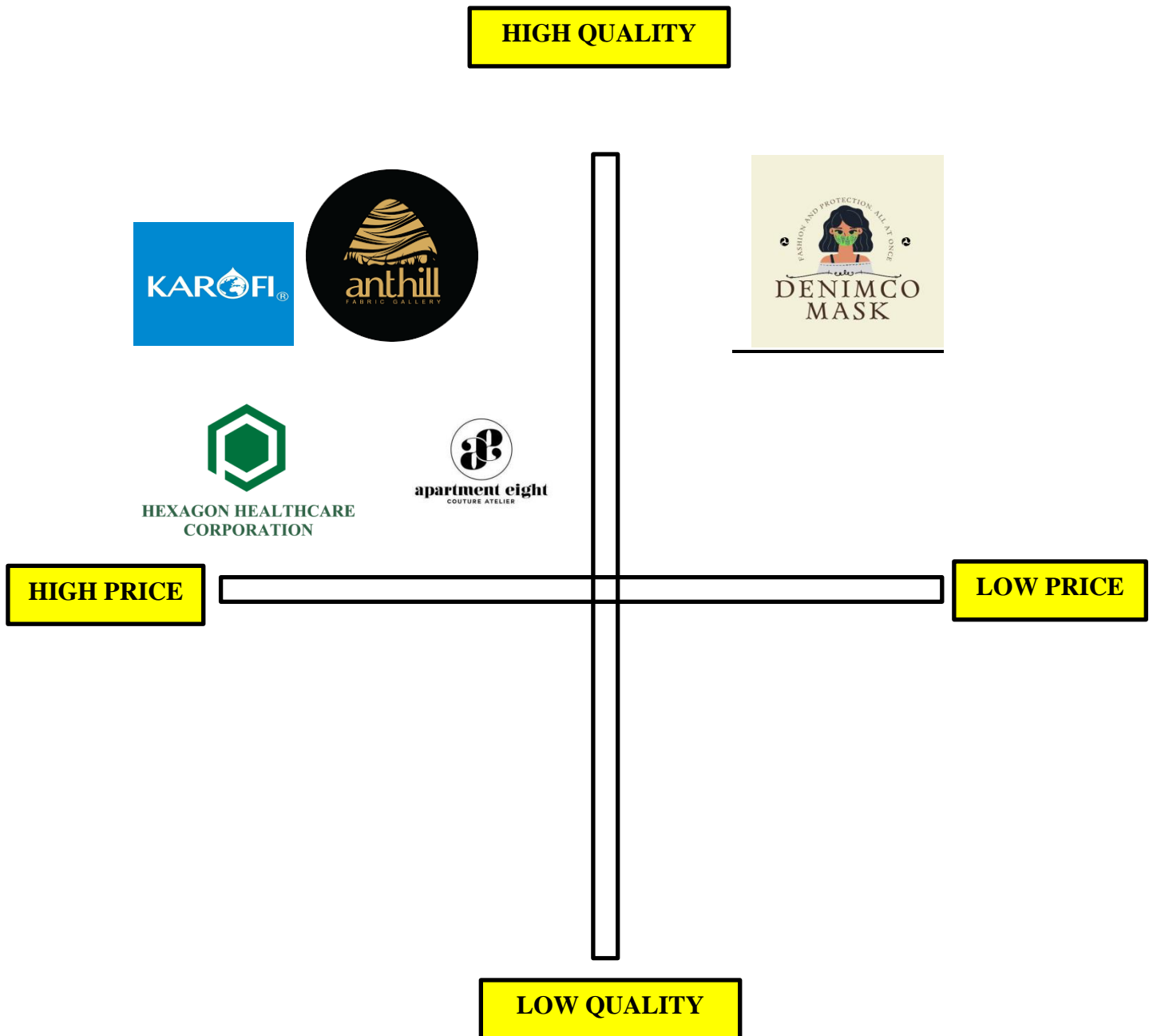
Kind of Customer	Why they purchase Apple Products
1. Indigent People	At this time of the pandemic, wearing face masks is essential; surgical masks are relatively expensive and have a short validity in usage. DenimCo Mask is an excellent alternative because of its affordability and longer usage time, perfect for people on a budget.
2. Eco-Friendly People	Eco-friendly people will surely enjoy our product because it doesn't contribute too much to medical waste, unlike surgical masks. The design of the DenimCo is very eco-friendly looking, which can enjoy by eco-friendly people.
3. Employees that are in the mode of the skeletal workforce.	These people can use our product whenever they're entering work, especially in this situation. The DenimCo Mask is very comfortable and protects at the same time, perfect for everyday use.

<p>4. Fashion-Inclined People</p>	<p>DenimCo Mask will surely love fashionistas because of their unique design, perfect for their outfits and Instagram photos.</p>
<p>5. Business Minded People who want to resell our product, like online sellers.</p>	<p>These people who have an aptitude for business are one of the customers. They resell the DenimCo Mask because it's convenient for them where they can surely get back their capital and can have a high-profit base on their pricing</p>

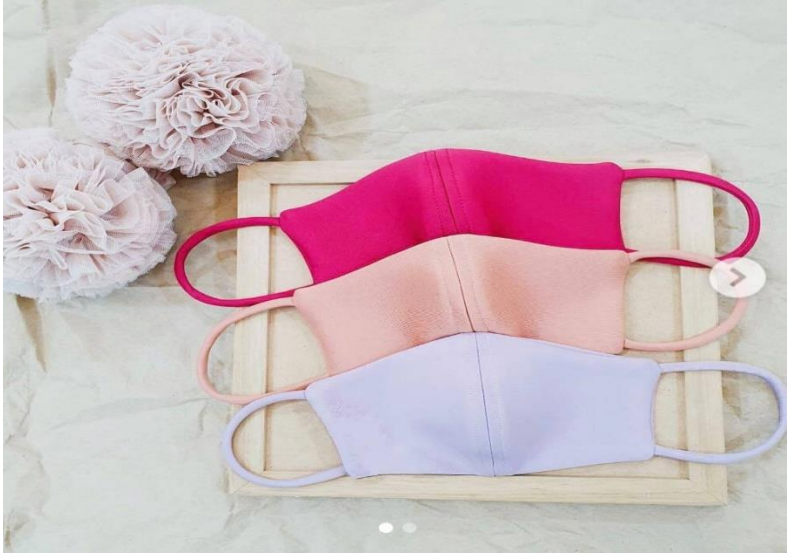
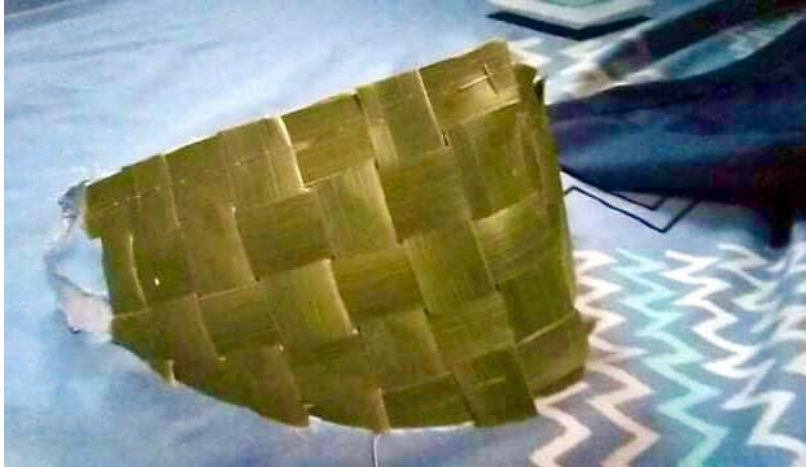
Competitors

Market Positioning

Marketing positioning is the process of developing a marketing mix that puts the product in a unique position to the targeted segments for attracting potential buyers. It involves arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers, which is accomplished through formulating competitive positioning for a product and a detailed marketing mix. DenimCo Mask, Hexagon Healthcare Corporation, Apartment Eight, Anthill, and Karofi 4-ply mask are the supplier of facemasks, did an excellent job of positioning the market.



The figure above tells that the four largest companies has a high quality and high price on their respective products that they offering and DenimCo Mask has high quality and affordable price.

DENIMCO MASK COMPETITOR ANALYSIS	
Competitor	Product they offer versus DenimCo Mask
1. Apartment Eight	<p>Apartment Eight versus DenimCo Mask</p>  

<u>DENIMCO MASK SWOT ANALYSIS</u>	
<u>STRENGTHS</u>	
1. BLOCKING AGAINST THE COVID-19	<p>Based on studies, denim was an effective cloth in blocking particles and viruses.</p> <p>Coconut Leaves are also effective in water-repelling, which can block the microdroplets of the virus.</p>
2. GOOD FITTING AND BREATHABILITY	<p>DenimCo Mask provides a good fit when wearing it. Comfortableness and breathability is also a strength of this product. This mask provides a snug fit from under the nose to the chin and back towards the ear.</p>
3. ECO-FRIENDLY FACEMASK	<p>DenimCo mask can reduce the risk of pollution and the amount of medical waste.</p>
<u>WEAKNESSES</u>	
1. IT CAN CAUSE SKIN IRRITATION	<p>Suppose you have dry skin; it's best to moisturize before wearing a DenimCo mask. This can help prevent skin irritation from where the mask rubs your face.</p>
2. IT CAN MESS WITH YOUR SIGHT	<p>Wearing a mask makes exhaled air go into the eyes. This generates an uncomfortable feeling and an impulse to touch your eyes; you can infect yourself if your hands are contaminated.</p>

<u>OPPORTUNITIES</u>
<p>1. USAGE OF SOCIAL MEDIA PLATFORM</p> <p>Social media allow us to impart on an individual premise with our singular clients and groups to promote our product. It's a good platform and timely since everyone is very active on social media nowadays.</p> <p>2. SUPPORT OF THE PEOPLE ON SMALL BUSINESSES</p> <p>The individuals nowadays are really into supporting local small businesses since we are now facing a pandemic. Buying from local small businesses can have a positive impact on the environment and for the promotion of local products.</p>
<u>THREATS</u>
<p>1. PRESENCE OF PROMINENT BRANDS</p> <p>The business can fail because the product isn't better and not widespread.</p> <p>2. LOCAL COMPETITION OF AFFORDABILITY</p> <p>Competitors will generally decrease the expense of their thing to attract customers, which can incite a decrease in the business.</p>

Apartment 8 Clothing

Apartment 8 clothing Mask VERSUS DenimCo Mask

Apartment 8 Clothing was established in 2005; the brand was created to cater to the modern woman, creating classic staples and fashionable trends that complement and keep up with the modern woman's dynamic and ever-changing lifestyle. The brand has since developed a strong presence in the trendy market of the Philippines, opening several stores nationwide and soon internationally with branches opening in Singapore, Sydney, and Paris, establishing a premium Philippine brand worldwide.

The Apartment 8 face mask is fantastic since it includes a small pocket inside each mask where you can store tissues or mask filters for added protection. Each is washable and eco-friendly, so you won't have to throw away a resource that we all need now more than ever.

Apartment 8 face masks are more popular than DenimCo face masks because of the successful management of Apartment 8 Clothing. However, the DenimCo face mask is more effective than the Apartment 8 face mask.

The DenimCo Mask is way more unique and affordable than Apartment 8 clothing. Our product is more effective because it uses more effective materials to block the virus. DenimCo Mask has a layer of denim and coconut leaves, which effectively repels the microdroplets that cause the virus. It has elastic ear straps and a distinctive design to fit comfortably. We can make sure it has better quality than the apartment 8 clothing.

- The disadvantage of apartment 8 clothing is that their product is expensive, which indigent people can't afford because a good mask doesn't need to be costly. The Apartment 8 clothing Mask is not for especially the marginalized sector.
- Customers should buy our items because the mask offers a variety of high-quality features. It is a high-quality product that may help needy people at this time of the pandemic. Because of the combination of coconut leaf and denim, the mask will assure affordability, effectivity, and comfortability.
- Individuals are unable or may be able to go outside to work in a skeletal workforce set-up or purchase their own needs and desires. DenimCo Masks was inspired to make a product that was affordable to the general public. Because it is budget-friendly, and we consider the current scenario, our product is far too inexpensive.

PESTEL ANALYSIS

Political Factors

These Factors over and over apply pressure on the selling of DenimCo masks, especially in the domestic market.

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

- Impact on Economy
 - As a result of the current COVID-19 outbreak, there was an increased number of people who used personal protective equipment (PPE), such as face masks. Based on this scenario, the worldwide face masks market will likely see potential growth opportunities in the coming years. However, solutions are present so as with proposed vaccines. Therefore, will the usage of face masks when the COVID-19 outbreak is put to its end will remain the business's standing serves as a hanging question.
- Change in Regulation of Exportation and Importation of the Government
 - It is not calculated that every time the business will have complete materials to be used. By then, it will be a problem. Free trade and trade facilitation are insufficient to address the current shortage; in the medium term, a significant increase in supply is necessary, necessitating government planning and incentives for businesses to convert existing assembly lines and add capacity. Specific regulations that should be addressing hinders the process of exporting the materials.

- Freedom of the press

- The viewpoint of journalists is still the most critical factor in the selection or rejection of news for a newspaper; both positive reviews or negative reviews show how powerful they may be. They are content to take the path of least resistance, emphasizing trivialities while avoiding or ignoring important subjects and points of view that are unpopular or likely to elicit strong opposition. The press's control will be determined by the barriers erected against free debate with fatal consequences. One of those is the business of having a face mask as the main product.

- Government Policy.

- Government policy will always depend on the political culture of a country. The government can execute an arrangement that changes the social behavior within the trade environment. The government can endorse the improvement of innovation that will bring the fundamental alter. Forcing on a specific segment more charges or obligations than are vital will make the financial specialists lose intrigued in that division. It affects the business if this policy is undertaken.

Economic Factors

Every business has one goal, to maximize its profit. This can be done by analyzing consumers' demand, providing appropriate supply, and maintaining the quality of goods and services. However, many factors affect this simple operation.

- Supply and Demand
 - Demand and supply control the market price of different goods and services of an economy. If there is more demand than supply, the market price rises. And if there's more supply than demand, the market price falls.
- General price level
 - Increasing the price will reduce the total revenue generated as there might be a dip in demand. When the general price level rises, the purchasing power of each currency falls. When the general price level tends to fall, people will require less money (or natural balance) to purchase the same quantity of goods and services.

- Inflation

- Inflation is an economic term describing the sustained increase in prices of goods and services within a period. When inflation increases, the purchasing power of a currency depreciates, resulting in rising prices for all goods and services.

Social Factors

The social factors shape who we are as people. It affects how we behave and what we buy. The supply and demand of goods and services in an economy can change with the structure of the population.

Social factors represent another critical set of influences on consumer behavior.

- Social Classes/Stratification

- Social class can have a profound effect on consumer spending habits by influencing them. It significantly affects consumer preferences and buying behaviors which can affect our business.

- Health Consciousness

- There is a clear relationship between the pandemic we face and our health, and consumers are conscious of this. As a result, many individuals are looking for masks that may protect them from the virus.

- Lifestyles

- Our lifestyle helps us define ourselves to others, and it conveys our morals and values, and you are an approach to securing financial resources for the future.

Technological Factors

Technology includes both the business's and its competitors' innovation and obsolescence. It entails how competitors make use of technology. Technological change is welcomed and accepted by the market. There are numerous ways in which technology can impact our businesses. Nowadays, especially during a pandemic, the personal aspects of business relationships tend to diminish. Physical proximity has decreased, and brainstorming has reduced. However, using internet technology such as Google Meet or Zoom has enabled us to hold meetings.

Furthermore, DenimCo Mask employs technology to improve its marketing campaign. Digital marketing can launch campaigns that target specific audiences, allowing us to increase our conversion rate and our customer base. Technology boosts our productivity, speeds up our processes, and reduces human error. It assists us in reducing and eliminating labor hours, which reduces production costs and is a significant benefit to us.

Environmental Factors

Varied markets have different environmental regulations, which might affect a company's profitability. Macro-environmental factors have a significant impact on the DenimCo Mask. Natural disasters and calamities are not avoidable but inevitable, just like climate change and even pollution. We noticed that it becomes a threat and a detriment to businesses, which is why DenimCo Mask uses materials that are not harmful to the environment. DenimCo Mask uses environmentally friendly packaging and avoids using toxic materials, and our product is not hazardous to the environment.

Furthermore, DenimCo Mask will invest in technologies designed to prevent and reduce pollution for the polluted environment. We will ensure that our business is surrounded by trees, creating a green background. We will ensure that waste management and disposal are our primary concerns.

Legal Factors

In any form of business, there must always be legal factors that owners and consumers must consider. These legal factors influence business and affect how a company operates. Any business should clearly understand the legal environment in which it has to function because these factors may determine its success or failure.

Thus, our company, Denim Co., upholds our legal factors that include the following:

- a. Organizational Law. Perhaps one of the most fundamental legal factors affecting businesses is this. And in this section, since our company is a corporation, we follow the Corporation Law (RA 1459) Section 2. which states that a corporation is an artificial being created by operation of law, having the right of succession and the powers, attributes, and properties expressly authorized by law or incident to its existence.
- b. Employment Law. When it comes to the working hours of our employees, we follow one of the policies of the Labor Code of the Philippines, which states, No employee in the Philippines must work for over 8 hours a day. He is worthy of a 1-hour lunch break daily, without fail. However, a worker is only required to work for a maximum of 8 hours per day from the office. Aside from this, we also follow the Rules for Under-time Work.

According to Article 88 of the Labor Code, under-time work on a business day will not influence overtime work on any given day. This means that if an employee leaves work early, he cannot be made to work overtime the next day to make up for those hours. This is because the rate of overtime per hour is higher than the missed hours. The Labor Code also states that if an employee receives permission to take leave on a specific day, his employer is still required to pay for any additional compensation or overtime work done previously or in the future.

Overall, the backbone of our employment laws is all under the Labor Code of the Philippines.

- c. Taxation. Our company always makes sure that we pay all the needed taxes that the Philippine Government requires for all types of business. Hence, we follow the Reform Act of 1997 (Republic Act No. 8424) –which amended the National Internal Revenue Code (NIRC) is the law that governs the national taxation in the Philippines and gives the Bureau of Internal Revenue (BIR) the power and duty to assess and collect federal internal revenue taxes in the country.
- d. Consumer Laws. Customers are the top priority of our company. We always make sure to deliver quality service among them. Hence, we always make sure to follow The principle law for consumer protection in the Philippines is the Consumer Act of the Philippines (Republic Act No. 7394).

STDP Marketing Strategy

DenimCo Corporation is a new firm that aims to provide high-quality items in small quantities. The company wants to become well-known for its high-quality services and goods in the marketplace. The company must employ the best practical marketing approach to achieve its goals and become competitive as well.

Segmentation

DenimCo Mask Inc. offers DenimCo Mask to cater to various customers. We are well aware that we would not satisfy all consumers in the entire market due to the sheer number of different types of consumers and their needs. As a result, we break it down into smaller areas rather than focusing on the entire market. See the table below for further information.

Types of Segmentation	DenimCo Corporation Product	Customers	Remarks
Demographic - This is the most common segmentation method. It refers to information about a group of people that is statistically significant.	DenimCo Mask	<p>Customers rely on the following demographic:</p> <ul style="list-style-type: none"> • Age • Gender • Income • Location • Family Situation • Annual Income • Education 	<p>Examples of Demographics are the following;</p> <ol style="list-style-type: none"> 1. A man purchased 10pcs of DenimCo Mask. 2. A Group of teachers bought DenimCo Mask.
Geographic – Diversification is the process of selecting potential markets according to where they are located.	DenimCo Mask	<p>Customers depend on the following:</p> <ul style="list-style-type: none"> • ZIP Code • City • Country • Radius around a certain location • Climate • Urban or Rural 	<p>Examples of Geographic are the following;</p> <ol style="list-style-type: none"> 1. Ilocanos bought DenimCo Mask in the store located at Urdaneta City, Pangasinan.

			<p>2. An Australian Citizen purchased 3pcs of DenimCo Masks in Sydney, Australia.</p>
<p>Psychographic –</p> <p>This is more difficult to identify and requires research to uncover and understand.</p>	<p>DenimCo Mask</p>	<p>Customers depend on the following:</p> <ul style="list-style-type: none"> • Personality Traits • Values • Attitudes • Interests • Lifestyles • Motivations • Priorities • Psychological influences • Subconscious and Conscious beliefs 	<p>Examples of Psychographics are the following;</p> <ol style="list-style-type: none"> 1. Teenagers who value the environment bought DenimCo Mask. 2. People who are a fan of Eco-friendly designs purchased DenimCo Mask.

Behavioral – It is the segmentation of the market according to individual purchase behaviors. It focuses on how the customer acts, rather than what products and services are sold or how much they cost.	DenimCo Mask	<p>Customers depend on the following:</p> <ul style="list-style-type: none"> • Purchasing habits • Spending habits • User Status • Brand • Interactions 	<p>Examples of Behavioral is the following;</p> <ol style="list-style-type: none"> 1. DenimCo Corporation offers DenimCo Mask to those people who can't afford expensive Face mask. 2. DenimCo Corporation is perpetually supplying DenimCo Mask to the people who are satisfied with the product.
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Targeting

DenimCo Corporation should focus on Psychographic Segmentation to cater majority of the market. Below are the instances when DenimCo Corporation used Psychographic segmentation.

❖ Priorities

A lot of people make purchases based on their priorities. Individual goals and objectives relate to what they believe to be true about developing protective and health measures. Choosing what to use The DenimCo mask is suitable for individuals who need to purchase items based on their priorities that will save their lives, especially if one of their priorities is to defend against the spreading virus.

❖ Lifestyle

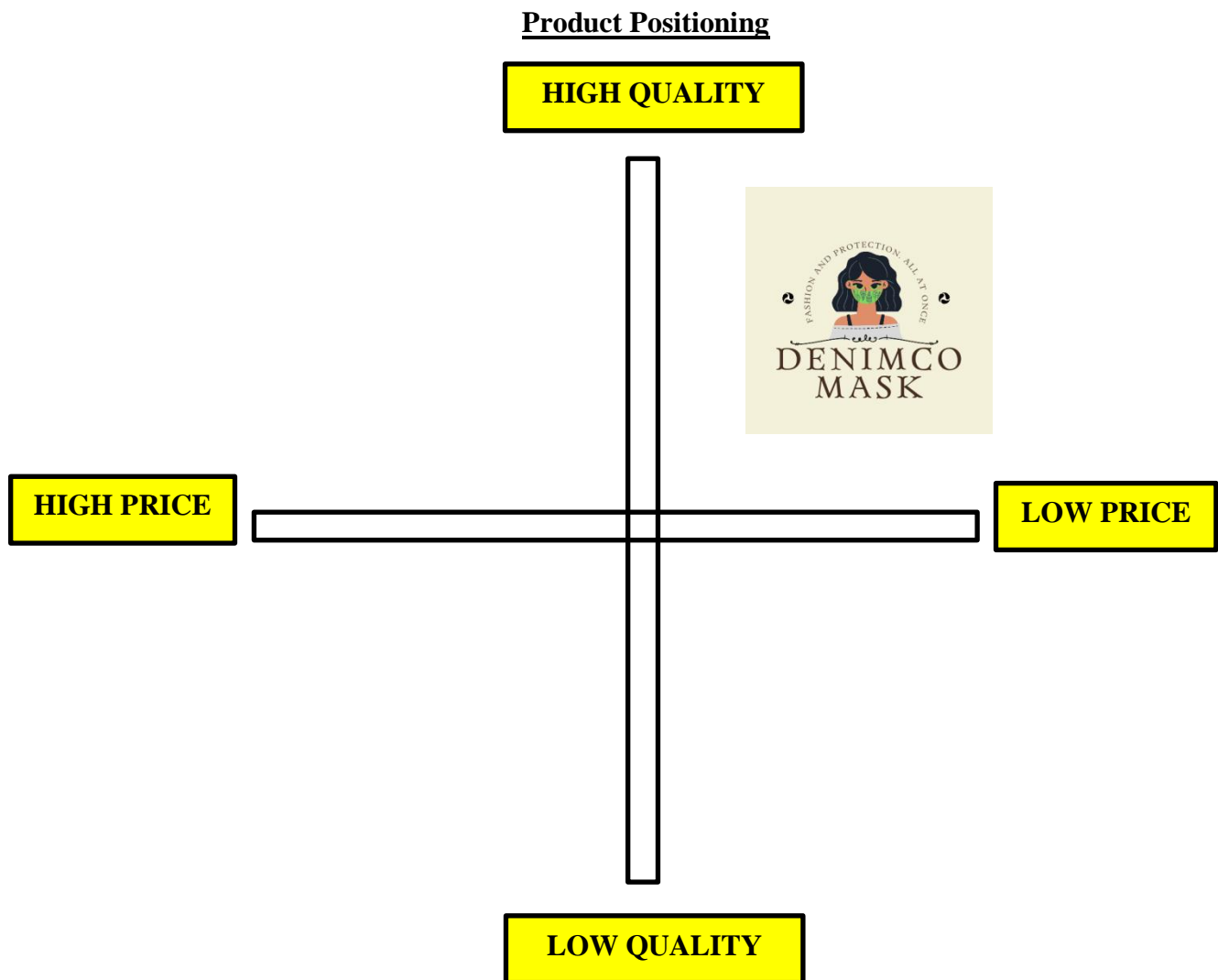
We are defined by our way of life and daily activities. Our tasks, passions, and beliefs determine what we buy. The DenimCo mask offers good protection, especially in today's health-conscious people. This way, we can sell our product to them because it will protect their lifestyle because it has excellent benefits in our lives and will make our lives safer.

❖ Personality Traits

Specific personalities can be compared to products and brands that refer to the needs of individuals. Consumers, Invest in goods that show their uniqueness. People with characters are one of our target clients. Thus we made the DenimCo Mask for them. Being frugal or strategic with one's money is a virtue. Consumers will find our products to be both affordable and better-quality. They can obtain the product for a low price, from which they will undoubtedly benefit.

Differentiation

The DenimCo Corporation has its uniqueness among its competitors. Their product is eco-friendly equipped because it was made of denim and coconut leaves with excellent quality at an affordable price; this makes the product distinct from others. The company will offer the best product to the customer. Because the company is new to this form of business, they will gradually improve the products and develop new ones for customers to try.



Positioning is the process of arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target customers and depends on the differentiation. DenimCo Corporation's DenimCo Mask positions itself in the market as low price but the high-quality value of the product. It is strong enough to create and deliver superior customer value to achieve the desired position in customers' minds. DenimCo Corporation values every peso/dollar; that is why people believe it is worth it to purchase DenimCo Mask.

Marketing Objectives

1. Keep the Marketing and Product brief yet competitive.

DenimCo Corporation knows that a product like facemasks could be competitive yet straightforward. All of the marketing is done straightforwardly and concisely. Words such as fashionable, eco-friendly, protective, and affordable are enough to tell your customers what kind of product you are selling. We retain customers by making marketing simple. We offer more straightforward options to help consumers better navigate their buying decisions. We believe that simple marketing is the best marketing.

2. Know all your Customers

Knowing your customer is vital for any business endeavor. DenimCo Corporation understands what their customers want and the most effective way of making their product or service available. The depth of knowledge is also crucial; it requires knowing more than their names, ages, and incomes. We keep understanding our customers, for it is the key to giving them good service, which results in strong customer relationships and new sales through positive word-of-mouth recommendations.

3. Continuously Make Sure that Value Pricing is being Used

Value-based pricing ensures that our customers feel happy paying our price for the value they're getting. Pricing according to the value our customer sees in our product prevents DenimCo Corporation from short-changing ourselves while creating an experience for customers that's most aligned with their expectations. The value we charge for our item is one of the leading choices we make; as is commonly said, estimating is the central part of the business. One of the more excellent selling points of the DenimCo Corporation is that the item is a fashionable yet protective mask. Offering minimal expense items makes it simpler for our customers to allude individuals to our business. Making our thing cheap at the same time protective can help us get more customers. DenimCo Corporation endeavors to ensure that the item is cheap yet fashionable and protective and still inside the value scope of the average working Filipino.

4. Satisfaction and Loyalty

Customer satisfaction is one of the most important indicators of consumer purchase intentions and loyalty. One of the main objectives of our company is to ensure customer satisfaction and build a repeat customer base. It includes enticing regular customers to come back more often and to introduce our product to new customers. With our high-standard customer service and high-quality product, we can win our customers' hearts to make us more recognizable within our target group. We are taking care of each of our customers, which results in getting a good reputation and positive reviews from our loyal customers due to their satisfaction, experiences, and overall impression of our product. Moreover, satisfied and loyal customers are more likely to share our product across social media. Customer satisfaction and loyalty keep our brand ahead of the competitors.

5. Building the Company Brand

Branding is essential because it makes a memorable impression on customers, and it represents the people's perception about our company's customer service, reputation, advertising, logo, especially our product. It allows us to distinguish our company and development from the competitors. We want to build and strengthen our company brand to improve our position in the local market. This marketing objective may be as simple as creating an innovative name and logo that becomes popular with our customers to increase brand awareness. Having a strong brand makes a personality and an identity for the company, and it can also get a positive impression from the customers. We want to establish our brand well because, in that way, we can get social media promotion through the people, one of the company's best and most effective advertising techniques, which leads to acquiring new customers.

DenimCo Corporation's Marketing Mix

DenimCo Mask is known for its protective yet fashionable mask and high quality at an affordable price. Below are some of the reasons why.

Product

DenimCo Mask is a product developed by our company to cope with the need to wear mask during this pandemic. Due to the high volume of cases and fatalities and the high risk brought by COVID -19, we are urged to wear masks to protect ourselves and everyone around us. DenimCo Mask is An Eco-friendly protective face mask at a reasonably lower price compared to other cloth facemasks. DenimCo Mask is made out of denim and coconut leaves, providing comfortable and long-lasting protection against COVID -19. It is made to give the same level of security that we need despite its non-surgical grade components with the assurance that it will not damage our environment. Furthermore, our product is created to provide customers with the need, protection, and guarantee we need for protective effects. Customers will undoubtedly appreciate DenimCo Mask in the sense of wearing a mask while being fashionable at the same time without neglecting the need for protection at a cheap cost.

Price

DenimCo Mask is affordable that can protect not just ourselves but for everyone around us. DenimCo mask is an eco-friendly protective facemask at a reasonably lower price. Even if it is affordable, it is still made to give the same level of protection that we need with the assurance that it will not damage our environment.

Since our business has just started, we will use two pricing strategies: Penetration pricing and Value pricing. In penetration pricing, we will lower the price during our initial offering to gain and attract a vast number of customers. After generating enough interest and gaining market share, we will raise and increase the price again back to market levels. While in value pricing, our product will be customer-focused which means that we will offer the customers a high-quality product and more value for their money. We will price our product based on the perceived value rather than its historical cost.

Place

In every business, the physical store is essential. This will mainly serve as an outlet, wherein clients can be guided to where our product is located. Hence, DenimCo Corporation provided this outlet that will help the consumers sell, store products, service, and most importantly, see the actual quality of our products.

Denim Co Corporation's outlet is located at #2428 Alonzo St. Brgy. Poblacion, Urdaneta City, Pangasinan. In this physical store, we aim to provide quality products and quality service for all our dearest purchasers. Here, they can see the actual look of our product, see the prices, and the overall quality of the product. We also have a customer service provider wherein an assigned employee will acknowledge and handle all the customer's complaints, issues, and agendas regarding the product.

Consequently, we ensure to provide a quality and safe place for our dearest customers.

Promotion

According to some business owners, one of the essential purposes that a promotion serves is to set a business apart from its competitors. In this way, we will set a standard that will make us unique from a competitor. Thus, we have created various promotion strategies to increase sales of our products and make our brand known in the community, especially in our target market. Hence, these are some of the promotion strategies that we planned and manifested previously:

- a. Social Media Advertising/Promotion. In this, we make sure that we use advertising excitingly and remarkably. Notably, we mainly used several social media platforms such as Facebook, Instagram, and Tiktok to advertise and promote our brand.
- b. Discounts. When it comes to getting massive sales, we realized that it is better to keep our prices low, but we're not losing. Hence, if there are an endless high number of sales, we give discounts from 10-50% off, for promotion purposes. In this, we will attract customers to get and buy our products.
- c. We are giving back. One of the ways to promote a brand is to give back. This is mainly if the business has managed to ace in the industry, achieve certain milestones like anniversaries, or break the highest number of sales. This is why we give discounts, freebies, and other exciting promos if there is a special occasion to celebrate.