Term Paper On : Alpha Antimicrobial Spray

Course Title: Principles of Marketing

Section: 07

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EXECUTIVE SUMMARY

Alpha Antimicrobial Spray is a water-based spray. It creates an invisible antimicrobial barrier on virtually any surface for 12 months or more. With just one coat, you can seal out mold, mildew, algae, and bacteria and keep your surfaces clean and healthy. Alpha Antimicrobial Spray can be used on a variety of hard or porous treated surfaces. Plus, it's colorless, odorless, and environmentally friendly.

OUR PRODUCT AND LOGO



Breathe Germ Free

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WHY THIS PRODUCT

Alpha Antimicrobial Spray is a product that can be used for multiple purpose. This has the qualities of an air freshener and an antibacterial spray. It also keep the flies away. If is bio degradable and also doesn't harm human or animal. It can also be used like an avian product to keep lies and bugs away from birds and other pets. So it is not only an Antimicrobial Spray but actually it is a multipurpose spray.

COMPOSITION WE USED:

Benzalkonium + Aroma

1. Alpha Antimicrobial Spray is an air freshener + bactericide.
2. Kills 99.9% virus, bacteria and fungus.
3. Biodegradable and leaves no residue.
4. Every spray gives beautiful aroma.
5. Dries in less than 5 minutes.
6. Not harmful on pets and humans.

COMPETITIVE ADVANTAGE:

There are many other products in the market. But most of them are able to fulfill only one purpose. Either it is an antibacterial spray or it is an air freshener. Some products are there which can serve both but most of them can cause harm to if animal or human have any sort of direct contact or inhale. They also might cost a fortune. But Alpha Antimicrobial Spray is affordable, human and nature friendly, can be used for many purpose. It doesn't leave any residue, dries up fast, not poisonous. That's why our product has a distinctive advantage over other products competing with us in the market.

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SWOT

STRENGTHS :

Alpha Antimicrobial Spray is easy to use, safe and eco-friendly. It is odorless and affordable. It has air purifying filter. The spray helps your space stay fresher between filter changes and ensures that bacteria and mold collected by the filter are not redistributed throughout your air. It can be used anywhere. Indoors and outdoors.

WEAKNESS:

As we are launching a new product, customers can doubt the quality, and customers can take much time to think and then buy it. Customers may have lack of knowledge about our product.

OPPOURTUNITY:

We have launching an eco-friendly antimicrobial spray which can be used anywhere indoors and outdoors. And our product is also very affordable. An affordable spray with so many facilities will help us to attract more customers.

THREATS:

They are more antibacterial and antimicrobial products which may compete with our product. We may face some funding issues in the long run as we have to invest a lot in our product.

MARKETING STRATEGY

MARKET SEGMENTATION:

We are focusing on Demographic and Psychographic Segmentation.

- **DEMOGRAPHIC :**

It is a product for everyone to use in their home and office to keep their surroundings safe from bacteria.

- **PSYCHOGRAPHIC:**

It is segmented for modern day's lifestyle which is more outdoors, unhygienic, and bacterial.

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TARGET MARKET :

As we are segmenting into two groups psychographic and demographic, Our target customer will be everyone who wants to keep their home safe from bacteria and germs. Our product can be used in everywhere so anyone wanting to keep their surroundings clean are out target customer.

DIFFERENTIATING:

It is an unique product in Bangladesh. Day by day germs, bacterias are increasing so everyone wants a quick solution with lots of features to keep their home and office clean. Our product can be used anywhere. Indoors: tubs, showers, shower curtains, sinks, toilets, damp basements, crawl spaces, and other high moisture areas for superior protection. Can also be used to stop odor-causing bacteria from growing in locker rooms, Outdoors: use the spray to prevent mold and mildew from growing on patio cushions, outdoor furniture, rugs, umbrellas, tents, awnings, shutters, blinds, pools, spas, fences, and house siding.

POSITIONING:

We are focusing on Hygiene. Even with the extra and unique features in our spray we are keeping the price same as usual sprays, this will attract more customers. Customers will get many features by only paying same amount of money. Customers will be attracted for the reasonable price and unique
Features, and this will create loyal customers for our company.

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MARKETING TACTICS(4PS)

TYPE OF PRODUCT:

Our product is a convenient Product, because customers frequently buy Antibacterial spray and as it is a new product, customers will not buy it often. Customers will spend much time and effort to buy it and gather information about it to compare with other brands. Customers will compare the price, quality and characteristic. We will do selective distribution of our product because we will only distribute it inside Dhaka city.

PRICE:

We will fix the price according to customer value-based pricing. We will first assess customer needs and value perceptions. We will then set the product's target price based on customer perception of value. We will set a price which will provide value to the customer and profit in the company. Our target price is **220 BDT.**

PRICING STRATEGY

Cost				**Profit**				
	Per Unit	20000 Bottle	Cost		Per Unit	20000 Bottle	30000 Bottle	TOTAL DISPOSABLE INCOME/ PROFIT = 1000000 TK (+/-)
500 ml Solution	50 TK	1000000 TK	1500000 TK	Price	220 TK	220 TK	220 TK	
Bottles	5 TK	100000 TK	150000 TK	Total Revenue	220 TK	4400000 TK	6600000 TK	
Spray Guns	5 TK	100000 TK	150000 TK	Total Costing	120 TK	2400000 TK	3600000 TK	
Manufacturing over heads	40 TK	800000 TK	1200000 TK	Total Profit	100 TK	2000000 TK	3000000 TK	
Promotion Cost	20 TK	400000 TK	600000 TK	1000000 TK for Expansion				
Total Cost	120 TK	2400000 TK	3600000 TK					

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PLACE:

We will distribute our product to the nearest shops so that our customer can buy our product easily.

- Resellers
- Super shops
- Local grocery shops

PROMOTION:

- **Television Adverstisement :**
  We will make Adverstisement and promote our product

- **Social Media Advertisement :**
  We will advertise through facebook ads, youtube ads, google ads.

- **Flyer Marketing and Campaigns :**
  We will provide flyer in front of many popular shopping malls which will make our product more familiar among the customer and organize campaigns.

- **Share Customer Review :**
  We will share customer review to the new customer so that we will able to take a place in our new customer's mind.

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