



Student ID #201202799

Marketing Product Launch Activity

Product: Fly Fan

Mission: Is to protect your home cooked meals
And dinner tables as well.



Pricing & Promotion

Pricing: Our prices range from 25 dollars to 30 dollars

Promotion: Buy one for 20 dollars. Next purchase you buy 1 you get one free.



Promotional Flyer

promoted thru these
media channels:

- Commercial social media advertisement
- Shopping print inserts
- Social media



Product key features



Rotation of fan is made up of a soft material that causes no pain when touched.

Product keeps away flying insects, wasps, and the flies by rotating as well as the reflectors.

When contact is created between the propeller and you it will automatically stop.

Location

Our products will be distributed in multiple areas.

First location would be at Agana Shopping center
Second location would be Guam Premier Outlet





Target Market

Fly fan is a safe and convenient for all genders in ages 20 and up as it meets their needs of not needing to worry about swatting flies while having conversations or doing other tasks. Individuals willing to purchase are into having outdoor lifestyle in gatherings, parties, events or just enjoying eating out at the beach.

Competitor: Food Table Cover





Thank you for your attention and I hope to see you soon!