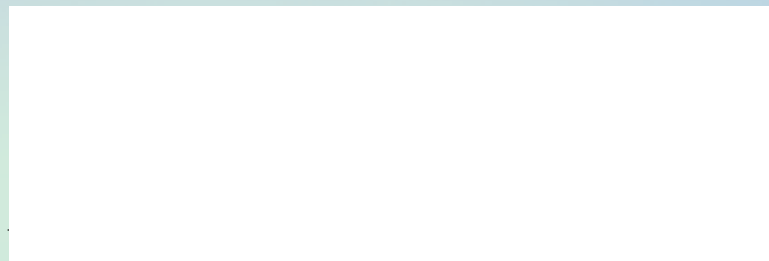
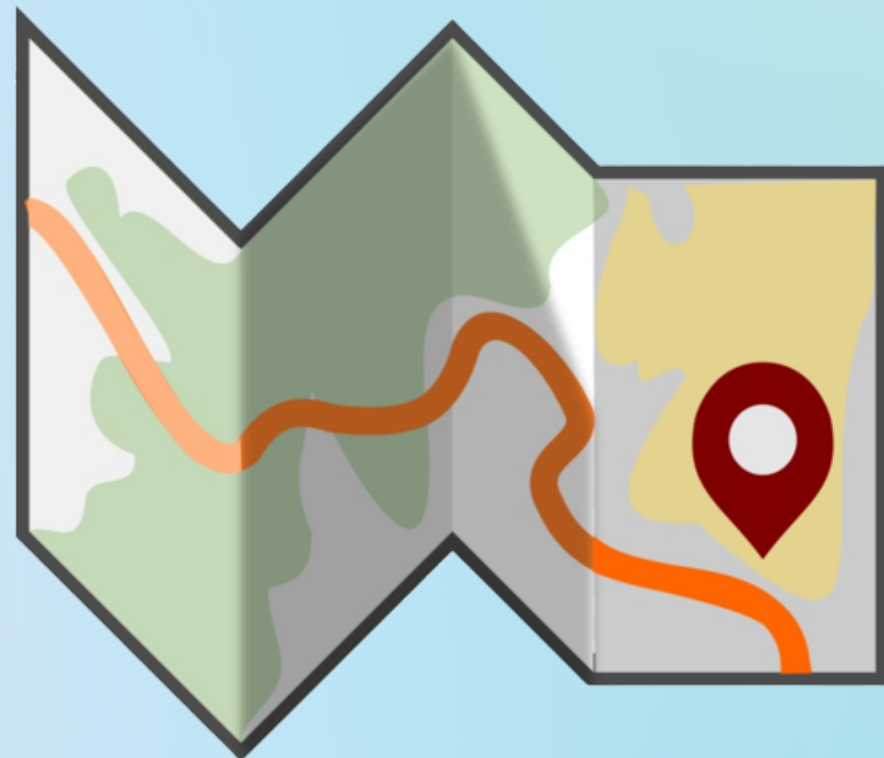


# The **4** P's of Marketing



# The Target Market



## Demographics

This product is meant for people that tend to consume caffeine to get through their busy day. This is for both male and females that are part of the working class (16-64 years old). It's not overpriced, so individuals that earn low income can still afford it. As long as someone can buy it, it will work for them.

## Geographics

The CafPac is a quick grab and go type of product. It can be seen in stores ranging from corner stores to big supermarkets. With this information, the geographical target would be from anywhere from the streets to more centralized places.

# The Target Market



## Psychographics

The CafPac is for those that follow an everyday routine. They live their lives following a plan/schedule. These people tend to get tired throughout the day and may feel burnt out. They could use the extra boost with the CafPac.

## Behavioral Characteristics

Seeing that our usual customers are people that are in the working class, they would need the CafPac in the morning. People tend to stop by stores to grab snacks and drinks for their work day before they go to work. The CafPac would be a great addition to their morning shopping cart.

# Product Information 1

- The CafPac is a caffeine patch that will help you stay energized throughout your busy day.
- Instead of consuming the caffeine through coffee or energy drinks, caffeine will be given to your system through your skin.
- The CafPac is a healthy alternative to coffee and energy drinks which aren't the best for your body.





# Product Information 2

- The patch would have a light beige/pinkish color to it and a clipart of a cup of coffee.
- The patch can be stuck on to any part of the body by peeling off a back strip and just slapping the patch onto yourself.
- The CafPac contains 100 milligrams of coffee that will be given to the body within 5 minutes, and it will last for 8-12 hours.



# Price



## Price Range

For a pack of 30, the price range of the CafPac would be somewhere between \$30-\$45 depending on the cost of production. A pack of 12 would range somewhere between \$15-\$20. I would try to sell it for \$1 per patch, but not over \$2 per patch. A pack of 30 would range from \$35-\$40, plus shipping (if buyer isn't local). A pack of 12 would range from \$15-\$20, plus shipping.

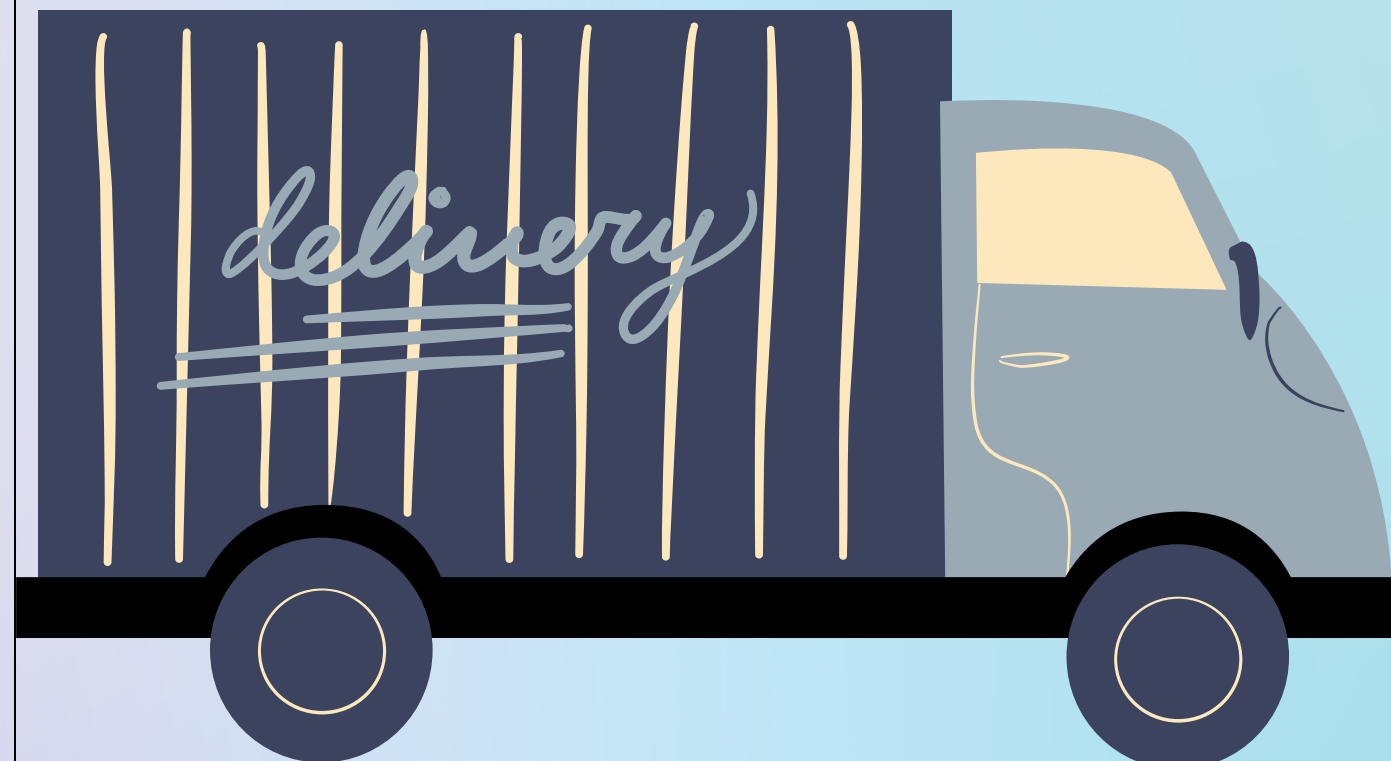
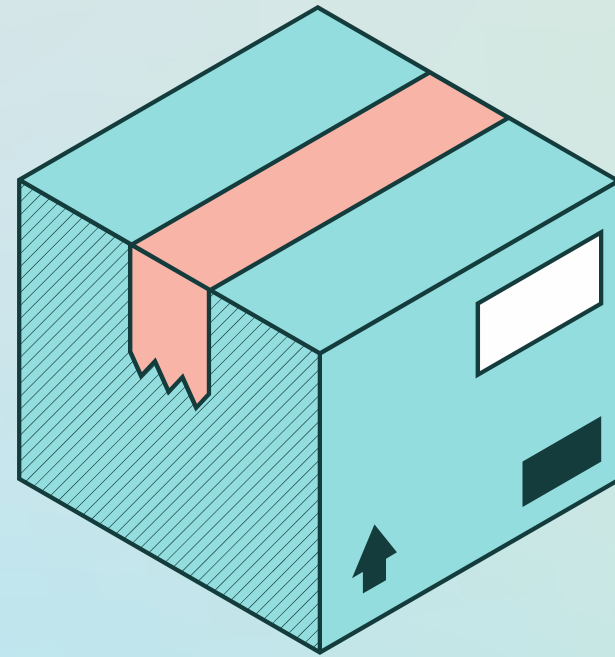
## Competition

Some caffeine patches on the market are Vie Caffeine Patches, B12 Awake Patch, Joule Caffeine Patches, etc.

## Customer/ Consumer Profile

My target market would be the working class as well as highschool/college students. Both males and females will benefit from this. It would mainly be focused towards people that have busy schedules filled with meetings, classes, and work to do in general.

# Place



## Geographic Areas

Places I would sell the CafPac to are mom and pop stores, as well as larger establishments such as Kmart, Payless, and Cost-U-Less. I know that if there's a place where my product would sell, it would be these stores. In terms of online selling, I would sell on websites like Amazon, Shopify, or Shopee or make my own website.

## Channels of Distribution

If I sell it online, I would have to ship the product to the customers. If I sell on Amazon, I would have to send my products to one of Amazon's centers to be stocked. If it is bought, Amazon then ships it to the customer.

## Customer/ Consumer Profile

Wherever the CafPac is made, I would get that shipped to Guam through sea freight. Whichever warehouse company I work with, that is where I would get the product from. From there, I would have to get the patches from the warehouse and load it into a vehicle.

# Promotion



## Channels of Distribution

If I sell it online, I would have to ship the product to the customers. If I sell on Amazon, I would have to send my products to one of Amazon's centers to be stocked. If it is bought, Amazon then ships it to the customer.

## Sales of Promotion Mix Ad

If I sell the product to individual people, I'll give them a deal such as if you buy 2 or more, I'll give you a discounted price. The more they buy, the bigger the discount gets.

## Product Packaging

My product will be in a box. The box will have certain designs promoting the effects of the CafPac. Such descriptions will have information such as how long it lasts, how long it takes to work, how many milligrams of caffeine are in one patch, etc.



Special price for  
face to face buyers

*Buy 1 Get 1 \$2.50  
off!*

**THE BEST CAFFEINE PATCH ON  
THE MARKET!**

**CAFPAC**

100 mg

Works in 5 minutes

30 count

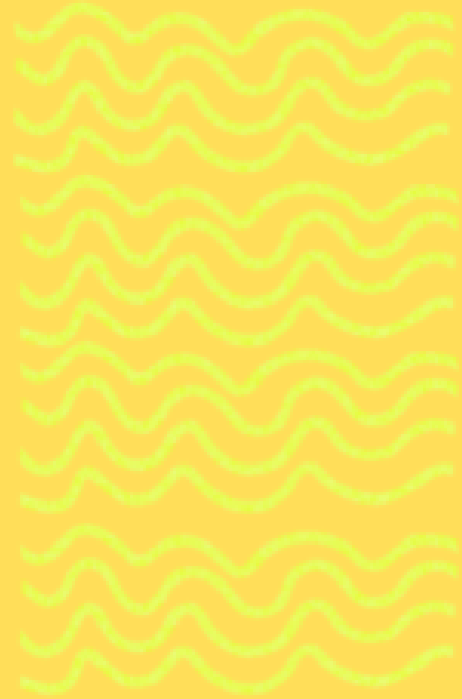


[@VIGUEL.CO ON INSTAGRAM!](#)



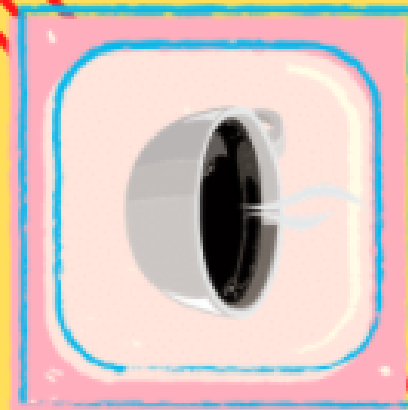
**Drug Facts**

100 mg of caffeine



**CAFPAC.COM**

**BEST  
CAFFEINE  
PATCH**



**LASTS 8-12 HOURS  
30 PATCHES**

**WORKS IN 5  
MINUTES**

**100 MG**

**CAFPAC**

**THANK  
YOU**

# ***CAFPAC***

100 MG

WORKS IN 5

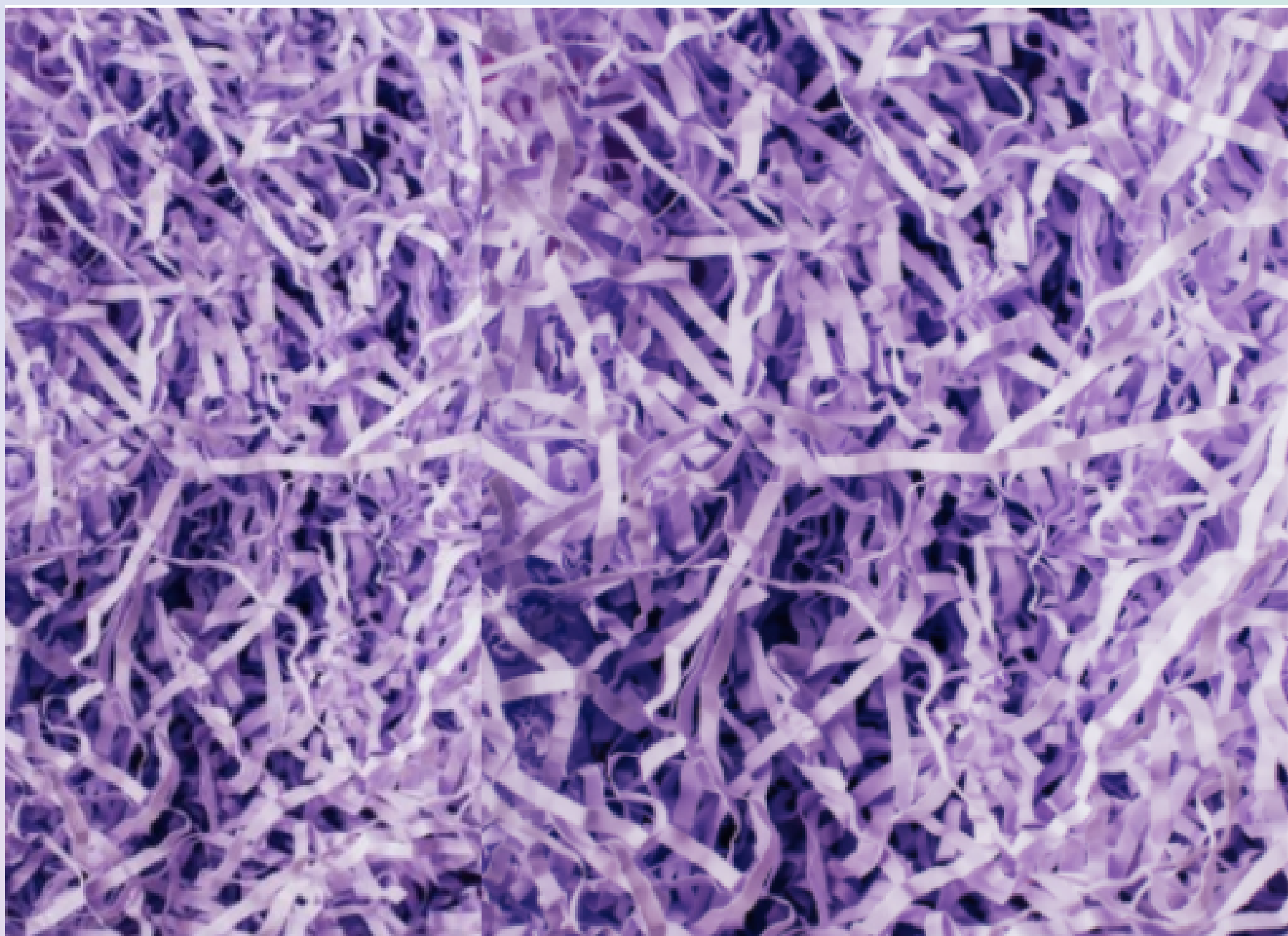
MINUTES

LASTS 8-12 HOURS

30 PATCHES



***THANK  
YOU***



**THANK  
YOU**

***CAFPAC***

100 MG

WORKS IN 5  
MINUTES

LASTS 8-12 HOURS  
30 PATCHES





**THANK  
YOU!!**