ABSTRACT

For this project, we will be looking at producing and marketing hand sanitizer. We intend to show why this product is important and how it is needed. We will explain our decisions on producing and marketing the product. We plan on making our product a little different and will have some unique features that separate it from other products of its kind. We will also be attempting to partner with other companies to create the most desirable product possible. Finally, we will simulate decisions that occur for a marketer and decide how we should expand our product lines and global reach.

THE PRODUCT

Germ B Gone is a hand sanitizer product. Hand Sanitizer is an important product, especially now as we continue in the Coronavirus pandemic. Kristina Duda of Very Well Health explains in her article that studies show that hand sanitizer that contains 60% ethanol and 70% isopropanol are able to inactivate viruses genetically related to COVID-19 (Duda, 2020). We will also be diversifying our product lines and developing new ideas such as the in home touch free dispenser, the scented sanitizer, and the Built in UV light in dispensers to identify germs still on hands.

MARKETING

When we market Germ B Gone, We will select a marketing mix based on our market segmentation. A CDC study showed that older people and women were more inclined to use hand sanitizer, while lower usage demographics included middle age men and young people (Czeisler et al, 2020). We will use a proper marketing strategy to advertise the product and reach our target market as well as use SWOT analysis once the product is established.

Branding Strategy

We will be developing a branding strategy for Germ B Gone which includes establishing customer commitment and proper packaging of the sanitizer. Our goal is to make Germ B Gone a routine purchase product.

Conclusion

In conclusion, Germ B Gone is a necessary product that is applicable in today's world. We will develop a deep product assortment, a proper marketing plan based on our segmentation, and develop a branding strategy to establish Germ B Gone.

Works Cited


Czeisler ME, Garcia-Williams AG, Molinari N. et al. (2020, June 24) Demographic Characteristics, Experiences, and Beliefs Associated with Hand Hygiene Among Adults During the COVID-19 Pandemic — United States, Retrieved March 19, 2021 from http://dx.doi.org/10.15585/mmwr.mm6941a3