

Pure Wellness

Personalized Vitamin Pods



MARKETING LAUNCH PLAN

SAMANTHA WENDT, LUCAS PARTANEN,
BEN STANGEL, & SAM SCHULZE



Market Analysis

The solution we are offering consumers is an easier method to absorb vitamins and supplements by providing a powder pod that can easily dissolve in our recommended liquid option rather than swallowing a pill or capsule. This will help to become more completely dissolved and be absorbed faster. Another solution we are offering is the personalized vitamin and supplement mix based on individual health history and future health goals.

Current Market

With the current status of the market, we noticed data from 2022 that the market size was \$35.9 billion with a 22% share in the dietary supplements market which is currently valued at \$164 billion. Based on further research, we also found that the worldwide demand for powder dietary supplements is expected to increase at a 7.7% growth rate over the next ten years. We also found that the personalized nutrition and supplements market is valued \$49.52 billion with an estimated growth rate of 15% within the next 7 years.

Demand

The dietary supplement consumption demand is very strong, and consumers naturally gravitate to capsule or pill forms because that's what is most readily available and/or what consumers grown up knowing to be the way of taking vitamins. Currently, there are very limited options for people to take dietary supplements in powder form compared to capsules. Currently in the personalized vitamin market, there are options that exist where consumers can take a health quiz and variety of capsules are placed into a personalized pill package. There is also another option available where consumers can take a health quiz and a personalized powder formula is created for that customer, however that customer must then buy a \$150 machine to place the pod to take the vitamins. Currently, there are no options available that can produce a personalized powder vitamin without buying an expensive machine.

Competitive Analysis

VitaRx

Personalized Vitamins

VitaRx is one of our closest competitors in the personalized vitamins market. They offer a personalized assessment to express your lifestyle and what you want to achieve with your vitamin intake. After the assessment, they give you personalized options based on your lifestyle goals, and you can choose the one that is best for you. The personalized options come in a 30-day supply, and they will charge you monthly for your vitamins. The vitamins are only capsule-based, and consumers with difficulty swallowing pills might not choose their solution or personalized vitamins. Our product is meant to be given monthly, fast and easy to swallow, and personalized to fit the consumer's specific nutrition goals.



Tespo Vitamins

Non-Capsule Vitamins

Tespo Vitamins offers multi-vitamin solutions that can be taken as non-capsule based. Their options are provided monthly and allow consumers to take a personalized assessment for their individual goals. Another aspect of Tespo vitamins is that even though they offer non-capsule based vitamins, you need to purchase their vitamin dispenser to take them. This extra purchase for the dispenser will not be very friendly to those consumers who have lower income levels.



Competitive Analysis

Vita Fusion Gummy Vitamins

Vita Fusion is a multivitamin supplement that provides immune system support, stress and sleep support, and multivitamins. Because Vita Fusion allows you to take your vitamins only through gummy vitamin consumption, it is also a different alternative than capsules. Although this option may appeal to certain customers due to its simplicity as a gummy option, it limits personalization and may not contain vitamins that consumers are trying to get more of in their everyday lives. This allows a good competitive edge with our vitamin pods as we offer personalization so consumers can take every vitamin on their checklist, and it's quick and easy to use every day.



Competitors Comparison

When compared to our competitors, our company is distinctively different in a variety of ways. Our business offers vitamins that are personalized for our consumers, capsule-free and dissolve with no waste. In comparison to Tespo Vitamins for example, we provide customized vitamins that you just mix and take with any of our suggested beverages—no dispenser needed. Part of our initial goal for our business was that we wanted something that was attractive to the audience that can't swallow pills very well which is why we decided to go capsule-free. Our business is also different because we are striving to pursue a seamless option that isn't a gummy vitamin, doesn't need a dispenser and still encompasses our customers nutrition goals.

SWOT Analysis

Strengths

- **Convenience:** The product offers an easy and convenient way for consumers to take vitamins and medications.
- **Innovative Delivery System:** The dissolvable pod system is a new and innovative method of vitamin and medication intake, appealing to consumers seeking innovative health products.
- **Customization:** The possibility to customize pods based on individual nutritional needs or prescriptions could be attractive.

Weaknesses

- **Limited Consumer Base:** Some consumers may prefer traditional pill forms or may be skeptical of the new delivery method.
- **Regulatory Hurdles:** Navigating the regulatory requirements for health products could be complex, especially if the product claims health benefits.

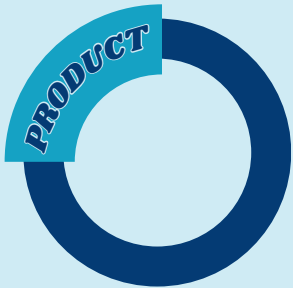
Opportunities

- **Health and Wellness Trend:** Capitalizing on the growing trend toward health and wellness, and the increasing consumer interest in convenient health solutions.
- **Partnerships:** Collaborating with healthcare providers, fitness centers, or wellness brands could enhance credibility and market reach.
- **Expansion of Product Line:** There is potential for expanding the product line to include a wide range of vitamins, supplements, and medications.

Threats

- **Competition:** High competition in the supplement and medication market, including established brands and other innovative delivery methods.
- **Regulatory Changes:** Changes in regulations concerning supplements and medications could impact market entry or continuation.
- **Consumer Skepticism:** Skepticism towards new health products or methods could hinder adoption rates.

Our Solution



Product -

Description/How it Works

Set up a profile and take a short assessment on our website describing your **health goals** and the type of vitamins you want to include in your vitamin pods. Pods are **personalized** based on individual dietary needs, health goals, and lifestyle factors. Four different flavor options you can pick from. Consumer receives a **monthly package** of pods they take once a day. These single-serving pods ensure convenient and accurate dosing for consumers, while creating a solution for consumers and promoting better health and well-being.

- **Vitamins** – these vitamins will help consumer’s well-being; all the vitamins below will have various of jobs to support the consumers
- **Minerals** – these will be elements found from the earth and in foods that will be in our pods. The minerals below will help the consumer’s body function
- **Specialty Supplements** – these specialty supplements, as a company we think that these supplements are popular with consumers

Our Solution



Pricing - Pricing strategy

For Personalized Nutrition Pods, we want our pricing to be value-based pricing. We want our pricing to reflect the value of our product, by emphasizing the benefits of tailoring nutrition and improving health outcomes. After looking at other competitors' pricings for their products, our product will be seen priced higher than standard off-the-shelf supplements, but the personalized formulations and convenience of being a single-serving pods makes our product and company unique and will justify the investment for consumers when seeking for their wellness and needs. hat these supplements are popular with consumers



Place - Distribution strategy

Customers can buy Personalized Nutrition Pods directly from our website, where they can have access to the list of all the vitamins they could put in their personalized pods. There will be a sections that include homepage, vitamin glossary, how it works, and about us. This way there is a section to help users understand the benefits of personalization and making informed decisions about their health, and answers on how our product works. There will also be a section for feedback for users to have the option to provide feedback on their experiences with the product, since this is such a new product we want to hear feedback on what we are doing right and what can be improved for our product.

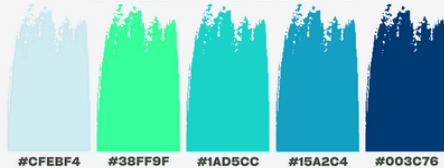
Brand Strategies



LOGO VARIATIONS



COLOR PALETTE

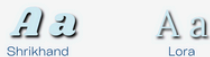


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GRAPHIC ELEMENTS



FONT



Shrikhand Lora
ABCDEFGHIJKLMN OPQRSTUVWXYZa bcd efghijklmnopq rstuvwxy123456 7890!@#\$%^&*() ^&*() yz1234567890!@#\$%

BRAND STYLE



Cornerstone of **brand identity**

Logos are **versatile & impactful** across various applications

Unique & recognizable symbol

Mission Statement

Our Mission is to provide a highly personalized vitamin intake option to match an individual's health needs.

Vision Statement

We believe in a world where individuals can take control of their well-being with highly personalized health products that support their lifestyle.

Core Values

Personalization – Tailoring our products and services to meet everyone's health goals and needs.

Empowerment – Take control of their health and well-being in a convenient manner

Customer-Centered – Our customers are the focus and want to prioritize their needs

Accessibility – Vitamin intake accessible towards individuals

Primary Audience



Sarah Andrews

Age: 55 years old

Occupation: Project Manager

Family: Single, 2 children

Location: Winona, MN

HHI: \$95K

Individuals of all ages who have a challenging time swallowing pills or prefer alternative methods of vitamin intake due to factors such as discomfort, fear of choking, or medical conditions.

Background

Sarah is a hard-working mom of two children who are entering adulthood. She loves spending time with her family and friends. Sarah throughout her life had always been very conscientious about her health and has tried various vitamin supplements to support her health. In her free time, Sarah can be found attending her youngest son's high school sporting events or working in her garden at home.

Goals

Maintaining an active social life while being conscious about her personal health

Keeping her energy levels up throughout the day while supporting her immune system

Frustrations

Not always having clear and concise information on daily health products. Not finding the right products that are tailored to her specific health needs

Motivations

Practical 

Sustainable 

Safety 

Price 

Secondary Audience



Peter Smith

Age: 30 years old

Occupation: Personal Trainer

Family: Married, no children

Location: La Crosse, WI

HHI: \$115K

Individuals who want a quick, convenient solution to their busy on-the-go sport and fitness schedule. Being able to support their own fitness and training journey is a big priority to these individuals and offering a personalized quality solution to fit their convenience.

Background

Peter is a 30-year-old fitness enthusiast who lives an active lifestyle and is passionate about his health and wellness. He and his wife like going on hikes and being active by working out at least 4-5 times a week. He also works as a personal trainer and fitness coach at his local fitness center, helping clients achieve their fitness goals through customized workout and nutrition plans.

Goals

He is seeking products and resources that align with his values, goals, and commitment to his fitness and nutrition expectations.

Helping his clients achieve their fitness goals through customized workout and nutrition plans

Frustrations


Peter struggles to meet his daily nutritional needs with his highly demanding active lifestyle. He had found it challenging to keep up with his vitamin intake and wants to find an option that helps him to take his vitamins in an efficient manner

Motivations

Practical 

Sustainable 

Safety 

Price 

Marketing Goals

1

Customer Loyalty

Maintaining customer loyalty is going to be a key factor in having a successful business after our initial launch. We will maintain this loyalty and create repeat customers by sending out personalized emails to new customers with special offers and exclusive content. We are also going to highlight satisfied customers and their success stories through post on our social media platforms.

2

Collecting Customer Feedback

Collecting customer feedback is a necessary goal after our launch to find out what customers think about our products and so we can learn how to improve our products and business. We are sending post-purchase surveys via email to gather feedback on our current products, flavors, and subscription plans. We are also encouraging customers to leave reviews that provide different suggestions on how we can improve.

3

CREATING A NEW APP

We are going to create a compelling app 2-3 years after our launch. The app will include engaging visuals and positive reviews to entice people to download it. We will offer exclusive discounts for first time app users, and we will look to leverage social media advertising to increase app visibility

11

Launch Strategy

Email Marketing

25% off your next month after taking our survey ENDS TODAY

Pure Wellness [shop@purewellnessvitamins.com](https://www.purewellnessvitamins.com)
to me



Customer Name Here,

25% off your next month after taking our survey ENDS TODAY

Continue focusing on your health with desired personalization for vitamin intake through an easy & convenient way!

SHOP NOW

Connect with us

@PureWellness @PureWellnessVitamins

Unsubscribe | My Account | Help | Contact Us

Email Marketing can be a very effective promotional tool which can direct people to our website through a direct link when the “Shop Now” circle is clicked. This link can be easily accessible on a computer or phone. This email will be sent to our targeted audience, anyone who has signed up for weekly emails, referrals from subscribers, and reach out to those who have searched up keywords that would direct them to our website. The email will contain information that shares our passion towards meeting each person’s personalized vitamin intake needs through a convenient manner as well as any deals, or discounts that our company is offering. If the person takes the personalized assessment from clicking on the link, then an exciting message will follow which will thank the person for taking the survey and a 24-hour temporary code for 25% off your next order which will also help promote customers to go to our website and potentially make impulse purchases or become monthly subscribers. The average cost for this promotional tool is completely free.

A paid search will allow us to be competitive in the market and bid on key words that are searched to position our website link towards the top of the search results. We will pay when someone clicks on our advertisement. We would be reaching our target audience while they are searching for our keywords. This will be a very effective way to direct online traffic straight to our website. On average small-midsized companies spend on average \$15,000-\$20,000 a month (\$2.59 cost per click).

Paid Search

Google Personalized Vitamin...

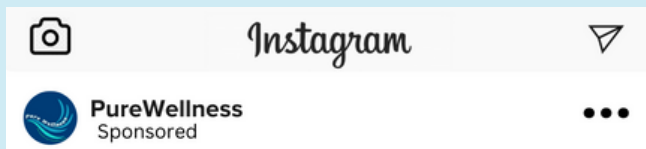
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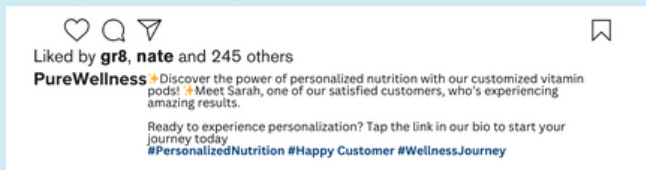
Personalized Vitamin Pods
Vitamin subscription - A convenient way to personalize your vitamin intake in one pod. Focus on your health and well-being, starting with one click away.

Launch Strategy



“Since starting with Pure Wellness, I’ve noticed a significant boost in my energy levels and overall well-being with my busy schedule. I love how convenient & tailored the pods are to my needs?”
-Sarah
Happy Customers

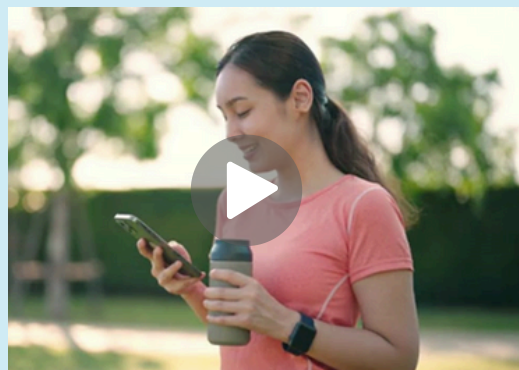
[View Products](#)



Paid Social Media Post

Paid social media posts can increase brand awareness and reach new customers with a more modern approach through social media platforms such as Instagram and Facebook to grow revenue and website traffic through authentic company social media platforms.

Paid Digital Online Video



Highly personalized vitamin intake options to match your health needs. We value:

Empowerment

Customer Centered

Accessibility

Paid Digital in the form of an online video can be an effective promotional tool because it gives people a better understanding of how our company expresses the importance of personalization and convenience through an easily dissolvable pod. Also, an online video can be used to show the process from taking the assessment, to the product arriving at the customer's doorstep, and lastly being consumed by the customer. Within the video, real life customers, a part of our primary and secondary audience, can share their testimonies to build up our brand image. The average cost for this online video would be \$5-\$10 per 1,000 impressions (CPM) for a 30 second ad on local television. There will be traffic towards our website by promoting the easy step-by-step process as shown in this promotional tool.

Website

PureWellness Personalized Vitamin Pods

Home Shop How It Works About Us

Personalized Daily Vitamins in One Pod

Set up your profile to find out what vitamins or supplements work best for you

[Set Up Profile](#)

[Browse Products](#)

info@purewellness.com
@PureWellness
@PureWellnessVitamins

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About Us
How It Works
Pure Wellness App
Vitamin Glossary
Blog

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Clear Brand Identity

Featuring our company's logo and our homepage establishing brand recognition.

Engaging Visuals

High-quality images of happy customers engaging in healthy activities to capture attention of new customers

Set Up Profile

Creating a link to create they profile and start entering their health goals and preferences

Educational Resource

Provides content about the different vitamins and supplements with their functions to help customers make informed decision when personalizing

Supports Personalization

Customers can use the glossary to better understand the role of specific vitamins

PureWellness Personalized Vitamin Pods

Home Shop How It Works About Us

Shop - Vitamin Glossary

Vitamins

Vitamins are essential compounds that the body needs. They play a crucial role in various ways, that includes immune function, help you body grow, and gives you energy.

Personalized supplements are provide targeted doses of vitamins to address specific nutritional needs and support overall health & well-being.

Vitamin A Learn More

Vitamin C Learn More

Vitamin D Learn More

Vitamin E Learn More

[SHOW MORE](#)

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PureWellness
Personalized Vitamin Pods

Home Shop **How It Works** About Us

How It Works

Step 1
Set up your profile! Tell us about yourself, and your personal health goals and concerns.

Step 2
Customize your personal pods with vitamins, minerals, and supplements for your everyday needs.

Step 3
We will send you a package containing 30 personalized pods every month.

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Step-by-Step Process

Breaking it down the process of the personalized pods into three steps to make it clear, easy to follow steps

1. Setting Up Profile
2. Customization
3. Ordering/Delivery

Mission Statement:

Clearly showing the company's mission statement will communicate our purpose

Vision Statement:

Describing the company's vision for the future and painting a compelling picture of what the company hopes to achieve to the company and customers

Values:

Outlining our values to customers, employees, and partners that reflects our culture and beliefs

PureWellness
Personalized Vitamin Pods

Home Shop **How It Works** **About Us**

About Us

Our Mission
To provide a highly personalized vitamin intake option to match an individual's health needs.

Our Vision
We believe in a world where individuals can take control of their well-being with highly personalized health products that support their lifestyle.

Making health comfortable
Here at Pure Wellness, we value prioritizing individual solutions, by tailoring our products and services to meet everyone's health goals and needs. We empower individuals to take control of their health and well-being in a convenient manner.

Our Values

Personalization	Customer-Centered
Empowerment	Accessibility

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Success Measurement

High Subscriber Conversion Rate

This will be measured by the number of subscribers we have divided by the total amount of personalized assessments taken. We want this number to be as close to one as possible. This success measurement will help our company become sustainable by the higher the rate is, the more revenue our company can produce and the more profit our company earns to continue to work on our company's mission to provide a vitamin intake option to match individual's needs.

Website Traffic

This metric can be measured by the number of visits our website has received on any device online. More specifically, we want to know which promotional tool is causing people to look at our website and put more effort into utilizing that tool to gain increase traffic. This can help shift our advertising strategy to fit our expectations regarding how customers react to our tools. Website traffic will help our company become sustainable because it allows more people to visit the website to cause more personalized assessments to be taken and a higher number of subscribers to generate revenue.

Net Profit

The company's revenue minus the company's expenses will give us our net profit or loss in the dollar amount. Net profit/loss can be displayed through an income statement that will be used to determine how much money our company is earning or losing for a certain period of time. This metric is vital because it can also show how much certain expenses cost, how much that impacts on our net sales, and where we can improve to increase our net profit. Net profit helps our company become sustainable by allowing our company to continue to produce the vitamin pods but also allows us to afford a team of expert nutritionists and dietitians to help our company grow and continue to progress toward meeting each individuals goals.