Participation Questions #2

1. **Write a product description for your team project product or service (if for any reason you have not yet received the instructor’s approval already please write a description for a car wash) utilizing the advice from the articles you read.  What are the 1-3 benefits (in order of priority) that you want to emphasize in your product description and why?  (Note:  This is just a starting point.  Your product description is likely to evolve and change as you conduct marketing research throughout the semester).**

**Benefits:**1. Deep and effective pain relief

2. High quality product

**One sentence description:**

Relieve deep pain in minutes with Traumica Maxx natural, easy-to-spread CBD Oil lotion.

**Longer description:**

You’ve found the pain-relief you’ve been seeking: try Traumica Maxx CBD Oil lotion. Rejuvenate your aching body in minutes with this anti-inflammatory lotion, made with natural ingredients.

Gail has rheumatoid arthritis, and after months of experimenting with mainstream-prescribed solutions, she found relief in this hemp-based CBD oil lotion. This product is designed to provide deeper penetrating relief and to be easier to spread over large areas than other brands.

Your body deserves the finest ingredients, straight from nature: Arnica flowers, ginger root, shea butter, hemp oil CBD, and more. Pick up in-store today!

**Helps with:** rheumatoid arthritis, osteoarthritis, fibromyalgia, sciatica, restless leg syndrome, neuropathy, carpal tunnel, stiff joints, sore muscles, sports injuries, inflammation, bruise prevention, and general achiness.

**How to Use:** Massage a pea size amount of lotion topically over the pain. Allow fifteen minutes for the lotion to absorb in. For best results, use daily for a week.

**Ingredients:** Olive oil, organic arnica flowers, organic ginger, cannabis sativa hemp oil CBD, shea butter, purified water, beeswax, sodium borate, and a proprietary blend of essential oils.

**$68.00** for one 8oz bottle with easy-dispenser cap. Free shipping on orders over $150.00.  
Pick up in store and receive a FREE CBD Lip Balm with your purchase!

1. **Fill out the Competitive Analysis Worksheet for your team project or service (or a car wash if the instructor has not approved your topic).**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Competitor 1** | **Competitor 2** | **Competitor 3** |
| **Overview** | Main St Marijuana | High End Market Place (H.E.M.P.) | Vancouver Wellness Studio |
| **Website** | <http://www.mainstmj.com> | <http://highendmarketplace.com> | https://vancouverwellnessstudio.com |
| **Target Customers** | Those seeking high-quality cannabis products at great prices. | Those seeking healing and a relaxed, community oriented, and educational experience through high-quality cannabis products. | Those seeking holistic health care, wellness classes, and products. |
| **Pricing** | Minimal CBD body care products, priced similarly | Those seeking healing and a relaxed, community oriented experience through high-quality cannabis products. | Many self-care and body care products. None containing CBO oils. Priced similarly. |
| **Marketing Strategy** | Offering a broad selection of high-quality and reasonably priced products to meet every cannabis lovers' need. | Focusing on health, community, and artisanal atmosphere. This company offers a selection of high-quality cannabis products to those seeking an informative shopping experience. | A diverse range of offerings for anyone hoping to improve their health and wellness through natural and holistic approaches. Many of social media postings and events are geared toward mothers or expectant mothers. |
| **Competitive Advantage** | Established business with established reputation offering a diverse range of cannabis products. | Community oriented small business with specialty products and informative staff. | Specialized health and wellness center featuring a team of health care professionals as well as many events and resources. |
| **Strengths** | Voted #1 Marijuana Dispensary in Washington State 4 years in a row. Dispensary can legally sell the potent THC Oil products. Certified "OK" product tester (cannabis quality testing). | Clever name/acronym. Dispensary can legally sell the potent THC Oil products. Hand-selects quality merchandise and flaunts this. Community building and events get customers in the door. Highly trained sales staff create a unique shopping experience. Active on Twitter and Instagram. | Voted best naturopathic provider in Clark County. Classes, workshops, and healthcare appointments get customers in the door. Products are simply an add-on to their business model, not the focus. Offering many health care lotions and products. Comfortable and approachable resource for those seeking health care and pain relief. Highly active on Facebook. Strong Instagram presence. |
| **Weaknesses** | Limited CBD oil body care products. Those seeking drug free pain relief may feel reluctant to approach this popular dispensary. I cannot find them on social media at all; there are no links on website and there are apparently many companies named "Main St. Marijuana". | Limited CBD oil body care products. Social media links on website footer do not link to active pages, with the exception of Twitter. Low Twitter engagement. Low Instagram engagement. Facebook page does not have a profile image and Facebook group is private. | No CBD products. Incomplete website (memberships pending). Moderate to poor social media engagement, perhaps due to over-posting. |

1. **Who are your top 1 or 2 competitors and why?**

High End Market Place, because of its comfortable, community feel, those seeking pain relief may feel inclined to visit this dispensary “for the good stuff.” It has an established clientele and could easily begin carrying more products similar to Herboriste’s. This small business may feel threatened by another company offering high quality cannabis products, even if both companies do not carry the same thing.  
Vancouver Wellness Studio, because much of the local high end, health-oriented clientele will be routinely visiting this company for health care appointments and workshops. This clientele may feel inclined to buy many products from them since they are already at the facility. However, the Vancouver Wellness Studio does not carry the exact products and the business model will not feel threatened by Herboriste’s presence downtown, so there is also an opportunity for partnership.

1. **Based upon conducting your competitive analysis, what are your top 1 or 2 points of differentiation that you may want to emphasize in comparison to your primary competition?  As a result of your competitive analysis, how might you change/revise your product descriptor, if at all? Explain.**

-When establishing the store front, it would fit a niche in downtown Vancouver if pain relief and a high-quality, customer service oriented feel were the most marketed strengths.

-One area of the product description that could benefit from strengthening is the small business feel. All three of these competitors share that they are a small, local company. I will include words such as “artisanal, handcrafted, small batch” in the description.

-Another is testing and product quality. Two of the competitors flaunt their selectivity over ingredients. I will include a little more of a focus on quality. I will add the quality guarantee. Herboriste may be more competitive in the future from some formal type of product or ingredient certification.

-Vancouver Wellness Studio and High End Market Place host events to attract local customers. Spa days for product testing, informative sessions with free samples, and other events could increase sales.

-Something I learned from researching customer persona’s (below) is that many people say that they have tried other CBD products without experiencing results, until this product. Reflecting this experience in the description may increase sales.

**NEW benefits:**1. Deep and effective pain relief that is better than competitors

2. High quality product made from finest ingredients

3. Handcrafted by small, local company

**NEW one sentence description:**

Relieve deep pain in minutes with Traumica Maxx; a natural, easy-to-spread CBD Oil lotion that actually works!

**NEW longer description:**

You’ve found the pain-relief you’ve been seeking: try Traumica Maxx CBD Oil lotion. Rejuvenate your aching body in minutes with this anti-inflammatory lotion, made with natural ingredients that provides relief over competitor’s brands.

Gail has rheumatoid arthritis. After months of experimenting with mainstream-prescribed solutions and other CBD oil brands, she found relief. This product is designed to provide deeper penetrating relief and to be easier to spread over large areas than other brands. This product is expertly crafted in small batches, right here in Vancouver, Washington.

Your body deserves the finest ingredients, and made straight from nature: Arnica flowers, ginger root, shea butter, hemp oil CBD, and more. Pick up in-store today! 100% money back quality guarantee.

Come try it at one of our spa events! View our event schedule.  
… etc.

1. **Provide a preliminary persona of who you think is the primary buyer for your product or service.  Make sure you include an appropriate photo/image of your potential customer along with some possible demographic and psychographic information. Also, what problem or need does your persona have that your product can address?  What are your customers’ primary motivations to make a purchase (e.g. save money, more convenient, faster or easier to do, look good, more reliable, etc.)?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Customer 1 | Customer 2 | Customer 3 |
| Name | Retired Rudy | Emily Eczema | Bob the Builder |
| Image | A close up of a mask  Description automatically generated | A picture containing clothing  Description automatically generated | A close up of a womans face  Description automatically generated |
| Background | Rudy has an autoimmune disease and deals with chronic pain, arthritis, and inflammation. She is retired with money and time to spend than other demographics. | Emily is a busy millennial seeking a natural solution for her eczema. She is experiencing negative side effects from the solutions her doctor prescribed. | Bob has spent many years of his life working hard and thinking he will be young forever. Now he is feeling pain at the end of the day and is looking for a no frills solution. |
| Challenges/Problems | Pain. Seeking a quality shopping experience. Has a lot of questions. | Pain. Minimal time and money. | Pain, turned off by frilly atmosphere of most body care retailers. |
| Motivation/ Goals/Psychographic | A science-based and simple way to treat ongoing symptoms and manage pain. Has some extra money to spend on desirable self-care products. | Lowest possible cost. Desires a product that is effective. Evening and weekend hours. Natural solutions. Quality sourced ingredients. Supporting local businesses. | No frills, high quality product that reliably gets the job done. Interested in objective reasons to purchase products, data, and technical wow-factors. |
| Key Identifiers | Retired, female, seeking symptom treatment and an exciting retail experience. | Working, busy, seeking not just treatment of symptoms but solution for problem. | Male, hard worker, looking for unobtrusive and uncomplicated pain treatment and definitive results. |
| Demographics | Female, 55+, generally white/Caucasian.  “Boomers prefer do their shopping in brick-and-mortar formats, so retailers have a loyal base of customers who are willing to exert their purchasing power when the conditions are right” (Forbes). | Female, young, working or in school.  “Millennials consider social responsibility and environmental friendliness when considering their purchases, so brands face Millennials’ significant expectations in terms of shopping and investment dollars. They typically choose to either follow their own instincts or go along with their peers” (Forbes). | 40+, male.  “Last year alone, men’s skincare product sales jumped an even faster 11%, outpacing growth in all other men’s grooming categories including bath and shower, deodorant and hair care. In total, men spent a total of $6.9 billion in the U.S. on grooming products last year, Euromonitor data shows” (Forbes). |
| How We Help | Leisurely sales experience with plenty of time to answer questions and consider options. Multiple scents and forms. High-quality and effective product that provides relief. | Hours that meet a working schedule. Products that provide solutions to problems. Information of quality of product. | Simple sales technique and no frills products that provide efficient solutions. |
| Real Quotes | *“This cream is simply amazing!! I purchased at a farmers mkt. while visiting Astoria Oregon on a cruise. Really never thought it would be as incredibly effective as it is. Pain and discomfort disappears within minutes after rubbing in to skin. Very moisturizing too. Love the oil for a massage.”* -Stacy  “*I just purchased some Maxx cream, my first try of CBD product. I am pleasantly surprised in how it took away my rheumatoid Arthritis pain in my hands and feet and also my arthritic knee pain I definitely will be a return customer The cream looks a little clumpy though. Should I put it in the fridge?*”- Donna | *“I've been suffering for several months with hideous eczema on my face. It came out of nowhere, and I've been beside myself. A dermatologist gave me prescription strength steroids which kind of work but I worry about long term use. I have trusted your products for years, so when I saw this new product, I ordered it immediately. Blessed relief! Thank you! I've only used it for 3 days; the itching has stopped, and I'm hopeful the redness will abate soon. I am forever grateful for the quality and effectiveness of another wonderful product!”* -Rosanne | *“I have been using this product for about one year with good results. The pain in my arthritic knee is bearable at night when using Traumica Maxx. It is more preferable than over-the-counter remedies, given the side-effects of their long-term use.”* -Earl  *“I received a sample from some friends in Battleground with similar complaints of pain in the joints. I have used a variety of topical products with only short term relief. So I was skeptical. After the first application I had 4 hours of relief. Amazing!”* -Stan |
| Common Objections | Does this come in lavender instead of eucalyptus? | Where did you source the ingredients? How much use will I get out of this bottle? | Does this really work? |

**Sources:**  
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http://www.mainstmj.com

http://highendmarketplace.com

https://vancouverwellnessstudio.com

<https://avatarmaker.com>

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