

SelfAdora Cream



Major Marketing Students

Product Brief

SELFADORA

A cream this is made the substance of the bat's blood, influenced by the Algerian ritual (Watwata). The cream is 100% safe with no toxic chemicals that can affect the body.



The Algerian ritual

SELFADORA

The Algerian ritual was called “Watwata”.

This ritual was Adopted from the Roman Era, bat's blood was used in preventing body hair to grow. It may seem weird but some villages in Algeria still use it

till now!



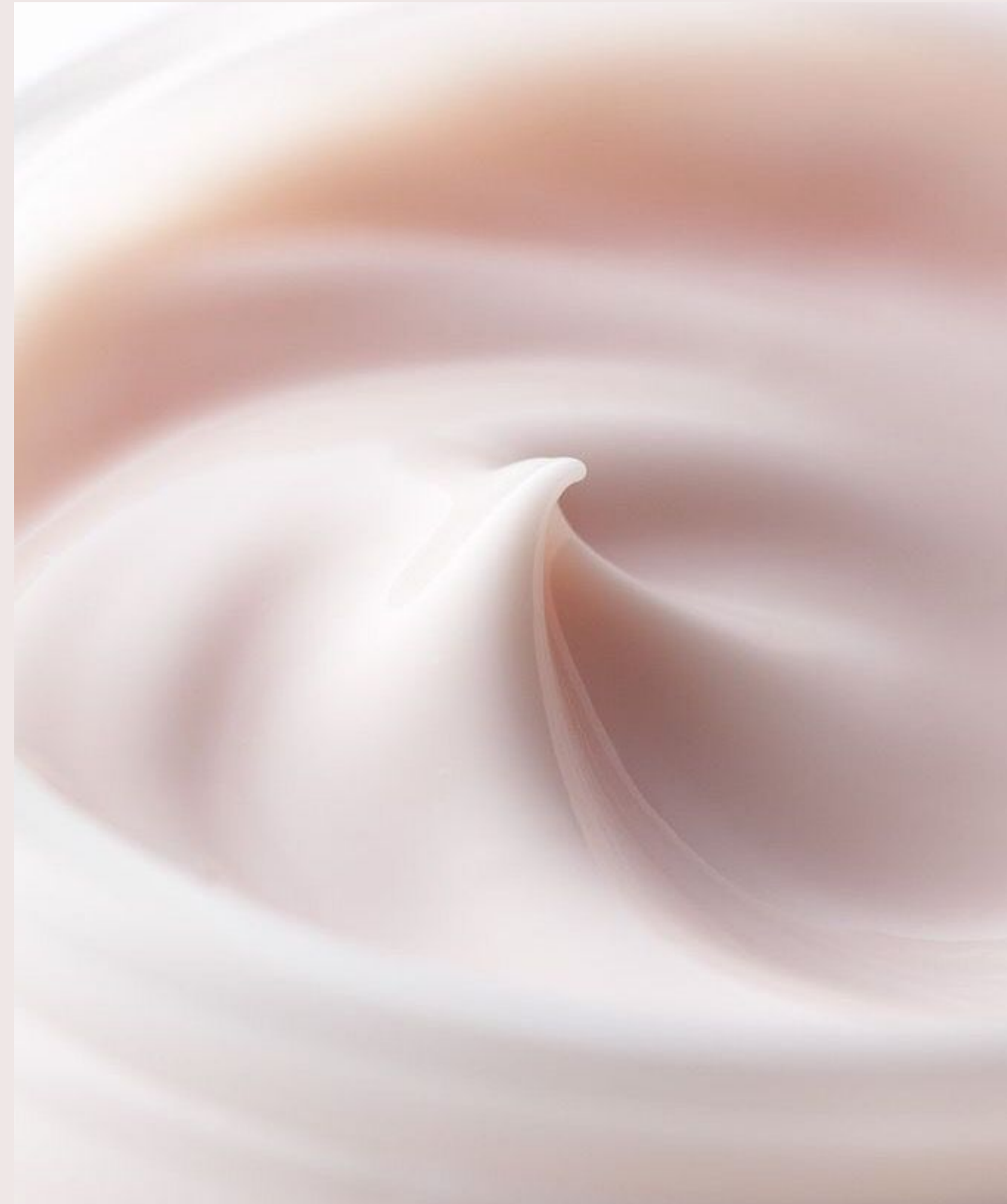
The Algerian ritual

SELFADORA

Note that the procedure is very risky: it involves applying fresh bat's blood to the newborn body and removing it two hours later by adding warm water and salt. Obviously, this is extremely dangerous because the bat's blood will be transmitting viruses & bacteria to the newborn whose immune system is still extremely weak.



Product details



The product will come in a cream form.

Product details



The 250ml design

The product will come in two sizes; 250ml & 150ml

Product details



The 150ml design

The product will come in two sizes; 250ml & 150ml

Product details



Applicable for Girls above the age of 17 & Women under the age of 55.

Product Innovation Charter

The PIC

Background

A cream that is made of the substance of the bat's blood, influence by the Algerian ritual (Watwata). The cream is 100% safe with no toxic chemicals that can affect the body.



Focus

A chemical cream for the body that its applied constantly for 3 weeks, that makes your body hair limit its growth, and it stop growing by time completely (from 3 to 5 months of daily use).



Goal /Objectives

- Limit hair growth within 3 weeks
- Stop hair growth within 3 to 5 months
- Provide safe ingredients
- Affordable price range



Guidelines

- Is not applicable for newborn babies or children
- Only applicable for Girls above the age of 17 & Women under the age of 55.
- Should be used daily, until the user reaches their level of satisfaction.
- Shouldn't be used more than one time per day

Marketing Strategy

Segmentation

SELFADORA

- Age: Girls above the age of 17 & Women under the age of 55.
- Gender: Females
- Social Class: Middle, Upper Middle & Upper Upper class.



Targeting

SELFADORA

Selfadora is targeting Women & Girls, Above the age of 17 and under the age of 55.

Moreover, Selfadora is targeting Females across Cairo and Alexandria.

Last but not least, Middle, Upper Middle & Upper Upper-class Females.



Positioning

SELFADORA

Selfadora has positioned itself as the safest body hair removal tool and the most effective yet affordable tool focusing safety, body care & Universalisation i.e respecting the differences in cultures, desires, and aspirations.



Biggest Competitors



Laser hair removal doctors



Veet depilatory creams.

Tactics & Marketing plan

Marketing objectives

- To make customers change their perspectives about hair removal products.
- Build brand loyalty.
- Build brand awareness.
- Create an online community for females (Self Care).
- To reach 3000 purchases in the first 6 months.
- Creating other beauty products in the first Two years.



How will we market Selfadora?

Marketing Efforts

Digital Marketing: other than creating accounts all over social media and having our own Selfadora website, we will create a whole other community for females talking about skin care, body care & health. And defiantly all of this will be under the name of Selfadora.

Outdoor advertisements: Billboards & Flyers.

**CONFIDENCE LEVEL:
SELFIE WITH NO FILTER**

Outdoor ADS

Flyers & BillBoards

Selfadora

FOR EVERYONE

GET RID OF UNWANTED HAIR

PERMENTANTLY



Thank You

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