



Cougar Consulting Group

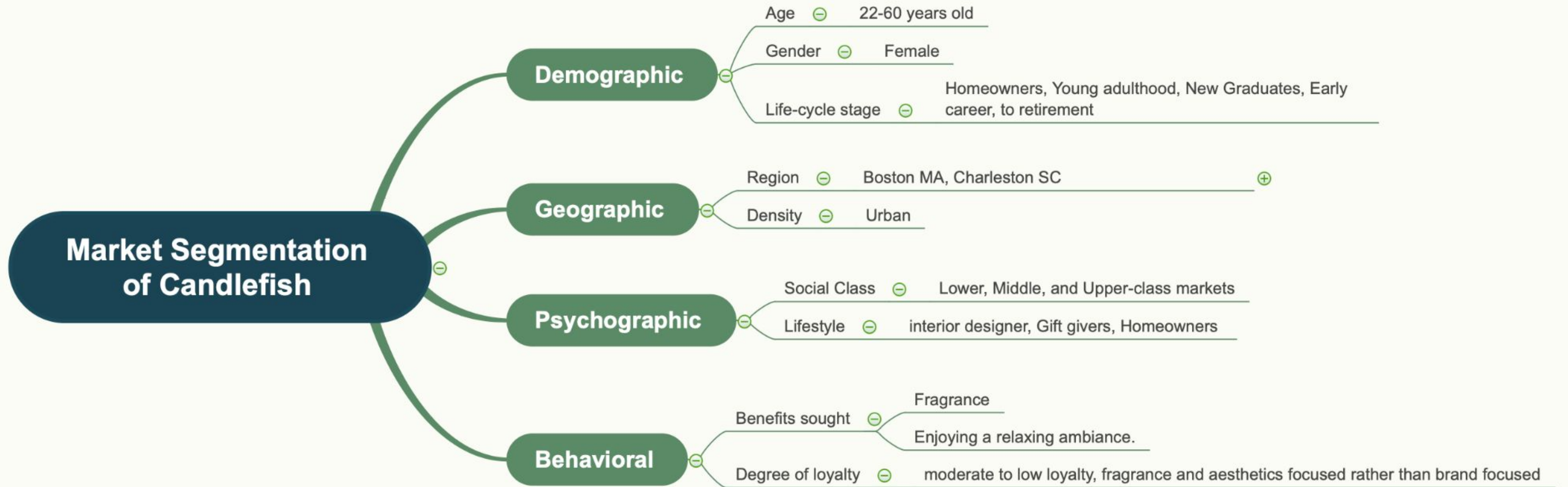
Final Presentation

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Goals of Candlefish

- **Grow loyal customer base in the next three months, focusing on those who value artisan-crafted, eco-friendly candles by using social media promotion.**
- **Increase online sales in the next six months by launching a targeted email campaign that highlights the benefits of our eco-friendly candles, along with a 10% discount for new subscribers, for example.**
- **Increase followers on Tik Tok by 50% in the next two months by collaborating with influencers who will represent the brand of candlefish effectively and creating content for viewers to enjoy**

Segmentation Analysis



Segmentation Analysis

Market Segments		Age groups					
Gender	Importance	18-24	25-34	35-44	45-54	55-64	65+
Male	Scent	4	4	3	3	2	1
	Eco-friendly	4	4	3	3	3	2
	Seasonal / Holiday	3	3	2	2	1	1
	Personalized / Customizable	3	4	3	2	1	1
Female	Scent	5	5	5	4	3	3
	Eco-friendly	4	5	4	4	3	2
	Seasonal / Holiday	4	5	4	3	2	1
	Personalized / Customizable	4	5	4	3	2	1



0 - unimportant 5 - essential

Target Persona

Amber

Age: 25-35

Location: lives in urban or downtown area in a thriving city

Occupation: Interior designer who has a passionate for art and creation

Values: values sustainability, craftsmanship and self-care.

She cares about reducing her carbon footprint and support small local businesses.

She actively practices meditation and wellness.

Consumption Habits: purchases high-quality, good for the environment products.

Desires brands that align with her commitment to mindful practices and art

Positioning Statement

To consumers who seek out an extraordinary sensory experience, Candlefish is an eco-friendly environment that, offers well-minded, friendly faces helping you to find and create your perfect scent. Unlike other mass production candle shops, Candlefish offers a unique experience that gives individualized attention to creativity and connection. Our dedicated craftsmanship makes us the right choice for those who appreciate sustainability, luxury and the art of candle-making.



Marketing Mix

Product

Branding : creating a candle that has uniqueness and inspiring message on each candle

- brand personality is creative, relaxed and authentic

Labeling: Incorporate more colors to correlate with each scent

Packaging : They have unique tissue paper, bags and wrapping.

- One suggestion is they spray some sort of scent spray for every candle bought to enhance the experience.

Variety/options: Candlefish offers a variety of options, similar to how they do now, except with an improvement of quality in sizing giving consumers more use out of their purchase



Price

**Candlefish Premium Price Point:
\$22-\$38**

Two nearby competitors:

- **Charleston Candle Co. :**
 - \$20–\$36, focuses on Charleston-inspired scents.
- **Rewined Candles:**
 - \$28–\$40, uses upcycled wine bottles for sustainable luxury appeal.

Positioning

Middle (\$25–\$35):

- Balances quality perception and affordability; competitive.

Pricing Strategies

Penetration Pricing:

- **Price Point: \$20–\$28**
- **Impact: High sales, lower margins**
- **Pro-** Quick market entry; attracts price-sensitive customers.
- **Con-** Risks a "cheap" brand image; lower margin

Value-Based Pricing:

- **Price Point: \$30–\$38**
- **Impact: attracts quality-conscious consumers**
- **Pro-** maintains a balance between pricing and perceived quality; competitive.
- **Con-** Lower initial revenue and offending budget-conscious customers.

Placement



Candlefish main shops in Boston, Massachusetts, and Charleston, South Carolina, are situated in lively, tourist-friendly cities and provide a shopping experience that is rich in sensations.



- **Collaborate with coffee shops, spas, yoga studios, and boutiques or small businesses around them**
- **Host pop-up shops in high-traffic areas or at seasonal markets**

Expanding their online presence:

- **Ensure the website is mobile-friendly, fast-loading, and easy to navigate**
- **Expand the online presence by offering nationwide or international shipping to cater to a broader market.**
- **Sell through popular online marketplaces (Etsy or Amazon Handmade)**

Promotion

- A Tik Tok video that captures the journey of a Candlefish candle, highlighting the craftsmanship and charm of Charleston
- Add a clickable link to the Candlefish website in the bio and encourage users to explore the seasonal collection.



- Take their Tik tok more serious to help promote their company through social platforms
- Make an instagram for both separate locations.

- Candlefish boosts word-of-mouth marketing through social media by using (Instagram Reels and TikTok)
- Host in-store workshops, pop-up events, and collaborations with local businesses
- Partner with influencers or home decor bloggers to promote the brand to their engaged audiences
- Email marketing

Conclusion

- **Continue to utilize social media as a marketing tool, on both Instagram and Tiktok**
- **Utilize in-store workshops, pop-up events, and collaborations with local businesses**
- **Increase awareness of Candlefish values; individuality, sustainability, and craftsmanship**