

Marketing Plan for QuickNest Changing Station

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Introduction to Marketing

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Executive Summary

QuickNest is a height-adjustable and lightweight changing station designed for the modern parent, combining values of environmentalism, adventure, and convenience without compromising utility or style. Baby products are highly competitive, and the market is extremely mature, containing many well-established brands that control major shares. While growth is greatly determined by innovations facilitated by these companies, such a capital-intensive barrier to entry can be passed through product differentiation.

QuickNest hopes to satisfy parents' needs for convenience and hygiene in changing stations; while other changing stations on the market tend to focus on one of these two needs, often at a cost to the other, our changing station defies this paradigm. QuickNest consists of a lightweight, collapsible frame and a taught mesh platform, sustainably sourced and designed for quick deployment in any situation.

QuickNest is more than a changing station, it is a signal to others of its users' lifestyle, dually servicing the needs of babies and parents. QuickNest parents are outdoor enthusiasts, weekend adventurers, and environmentally conscious consumers.

Reviewing competing solutions from the baby products industry's most prominent players, such as Koala Kare and Dream On Me, suggests that the most successful changing stations in the market share basic characteristics such as affordability and functionality. However, the QuickNest teams' market research shows parents are pivoting towards practical, portable, and durable baby products and that these legacy companies are leaving money on the table by not addressing them.

QuickNest is uniquely positioned to meet the needs of young parents by offering premium eco-friendly solutions at low prices and by emphasizing the qualities of its target market throughout the entire chain of distribution whether it be manufacturing, advertising, or branding. The marketing team recommends a phased distribution strategy to bring QuickNest to market, starting with boutiques and outdoor specialty stores and eventually trickling down pricing segments to larger retailers and online marketplaces.

QuickNest presents an important opportunity to reshape the considerations of young parents and first-time purchasers of baby products by showing the power of differentiation and addressing the needs of the adventurous and environmentally conscious.

Situation Analysis

The need for reliable, comfortable, and sanitary ways for caregivers to change dirty diapers on the go is not new. The need has previously been met through public changing stations, portable changing pads, and foldable changing tables. However, the need is not adequately met as these products struggle to keep pace with rising consumer standards. Public changing stations are not reliable or sanitary, and other collapsible changing methods are not compact or user-friendly. During primary market research, new mom Megan Zuno described challenges with diaper changing. She states, "It is really hard to change him [her newborn son] on the go. It would be nice if there was something to make diaper changes on the go easier." She elaborated that changing diapers in the backs of cars hurt her back and that her baby slides around on other seats. She also noted struggles with finding baby-changing stations in public establishments. A study found that only 16.7% of restaurants had diaper-changing stations (Pandya et al.). The QuickNest is superior to other options as it is more user and travel friendly than what is on the

market. The QuickNest is a compact, collapsable, height-adjustable changing table that allows caretakers to travel without worrying about where and how they will change a baby. This is a convenient and modern solution for families on the go, perfect for air travel, camping, and many other activities. The QuickNest also saves caregivers' backs from bending down or being hunched with other products on the ground or in the backs of cars to change diapers and clothes.

Baby Care Products: Industry Analysis

The baby care industry is continually expanding, driven by the essential need for products supporting early childcare and the strong collaboration occurring between science and commerce. This emergent exchange creates meaningful innovations, bolsters standards of living, and satisfies the ever-changing needs of new parents. Changing stations are an essential baby consumer good and are no exception to the trends affecting the broader global baby products market, most notably in demand drivers such as sustainability, company transparency, and convenience.

The Global Market

The baby care products market, much like other markets segmented primarily by age, spans a vast array of products such as food, clothing, toys, furniture, safety, hygiene, and cosmetics. By the end of 2023, the market was valued at \$320.65 billion with a CAGR of 5.9% from 2024 to 2030 (Grand View Research); prior reports suggest the market has experienced uniform growth fitting estimates as far back as 2014 (PR Newswire). Cosmetics and toiletries still make up a bulk of the market with a share of 33.5% and a 6.1% CAGR, and baby food holds a 25.3% share with a 6.5% CAGR, possibly due to consumer growing parental concerns regarding organic ingredients resulting in higher prices (i.e., "premiumization") (Grand View Research). The Asia Pacific region—containing 4 of the 5 largest countries by population (worldometer.com)—constitutes the largest market for baby products, making up 43.1% of revenue share with an anticipated CAGR of 6.6% from 2024 to 2030.

Though consumer preferences are shifting the purchasing patterns of young families in higher-income countries where fertility rates have remained effectively constant since the 1980s, countries with emerging capitalist economies are seeing uniform declines in fertility rate (IHME); this is possibly due to increasing numbers of women joining the general workforce in the Asia Pacific regions most productive countries (World Bank Group). Despite declining fertility rates, the baby products market is still projected to grow consistently. Fertility rates pose little threat to overall consumption levels but can further differentiate consumption structures in the youngest and oldest population segments, something that, in all likelihood, could expand the baby care products market (Fan, Shiwen et al.). In the instances of more economically productive countries such as Korea and Japan, which are seeing massive declines in fertility rates, household income is also increasing (as families become dual income), leading to higher household consumption.

Baby Changing Stations

As of 2024, the baby changing station market was valued at \$18.32 billion and is projected to be worth \$29.07 billion by 2034 (CAGR 4.7%) (Future Market Insights) The market observed a CAGR of 3.6% between 2019 and 2023, with its subsequent growth to its current estimate of 4.7% spurred by increased R&D spending, growing family incomes, and innovations

in sanitation technologies after the COVID-19 pandemic (statista.com).

Environmental Analysis

The growth of the baby changing station market, driven by R&D investment, rising family incomes, and post-pandemic innovations in sanitation technologies, demonstrates the dynamic nature of this industry. Identifying the forces shaping the behaviors in the market is crucial in developing QuickNest's marketing strategy. To begin, technological factors such as advances in materials and designs are crucial when considering the position of our product. In the future, there will be many improvements in the quality of this particular product. Avinash Singh from Global Market Insights states, "Modern parents seek safe products for their infants that are sustainable for the environment. Brands prioritizing transparent ingredient sourcing and production processes are earning heightened trust and loyalty from their customer base." Investment in durable materials and eco-friendly options, including sustainable plastics, hefty fabrics, and purifiable surfaces, will improve the functionality and cleanliness of QuickNest, better addressing what parents are searching for in baby products.

Furthermore, political and legal factors play a considerable role in the baby product market. Given that our product deals with the comfort and safety of babies, compliance with safety regulations and standards is not only mandatory but integral to building consumer trust, including those from the CPSC. According to the Consumer Product Safety Commission, "The safety of consumer products has contributed to a decline in the rate of injuries associated with consumer products over the past 50 years to avoid recalls, lawsuits, and potential harm to consumers." In addition, environmental regulations, including those of European countries, have strict policies regarding product materials, manufacturing processes, and waste management.

Additionally, there are substantial economic factors to consider regarding our product. Consumer spending power is integral to the success of products. Economic downturns or uncertainty may cause consumers to be more cautious with their spending; Carsten Krause from CDOTime.com comments, "Ongoing inflationary pressures and economic uncertainties are driving a more cautious approach to spending, as people prioritize essential purchases and savings over discretionary spending." Portable baby changing stations are not essential for parents, so pivoting our product to entice parents on a budget will help our product excel. The pricing of QuickNest will determine the success of our product in the market. Luckily, the need for safe and affordable baby products is still in high demand; Singh also explains that "A deepening awareness of infant hygiene and well-being is amplifying the demand for products that promise safety and snugness." This information exemplifies that families value safety and comfort for their infants more than ever. QuickNest meets these needs, making it a trusted choice for modern parents. The need for quality products in modern times will dictate what our pricing strategy is in the market. Capturing most of the market share successfully will rely on our company's ability to develop, price, and distribute QuickNest effectively against our competitors.

Lastly, sociocultural elements can also affect QuickNest's performance. As a society, we constantly adapt and evolve to how we perceive life. For example, the general trend towards convenience in almost all consumer goods has been and will continue to be one of the most significant factors impacting our products' performance. According to Grandviewresearch.com, one of the critical drivers of this expansion is the shift in consumer preferences toward high-quality, functional, and premium baby products (Grandviewresearch). With busy, on-the-go lifestyles, the demand for portable and convenient foldable changing stations will continue to

grow. All of these external factors are crucial in determining the proper positioning of our product and how we will successfully market our product in the complex consumer market. Cultural changes surrounding child rearing can also drive significant change in the baby products market; the old dynamic of mothers being the sole caregivers in the household is shifting, "Dads are much more involved in child care than they were 50 years ago" (Livingston & Parker). This cultural change may lead to more fathers purchasing baby products than the typical mother. As a result, marketing strategies may best be shifted from the traditional consumer segments and become more inclusive to all parents. Modern parents are always searching for ways to make their lives with children easier. The market for baby products is predicted to experience continued growth, driven by increased demand for innovative and high-quality products among consumers. According to Grandviewresearch.com, one of the critical drivers of this expansion is the shift in consumer preferences toward high-quality, functional, and premium baby products (Grandviewresearch). With busy, on-the-go lifestyles, the demand for portable and convenient foldable changing stations will continue to grow. All of these external factors are crucial in determining the proper positioning of our product and how we will successfully market our product in the complex consumer market.

SWOT analyses are integral in assessing a product's viability and competitiveness by helping companies understand the markets they wish to occupy and what they can personally bring to that market. In terms of the adjustable baby changing station, its key strengths are convenience and portability, allowing for seamless use on the go; modular features help meet every unique customer's need; hygienic and safe design, ensuring absolute cleanliness and safety of children; and finally, market differentiation, as its unique features distinguish itself from traditional, bulky alternatives in the market. These unique features give our product a competitive edge and instill confidence in its viability.

QuickNest's primary weakness stems from one of its greatest strengths—its durability and reliability may lead to it being a one-time purchase. Additionally, concerns arise regarding the product's weight limitations and how long it will remain safe before wear and tear becomes an issue. Lastly, a well-made, adjustable changing station will likely come with a higher price tag, potentially deterring buyers who might prefer a more basic, non-adjustable model.

QuickNest presents significant opportunities driven by the ever-growing and consistent demand for baby products. Many parents have similar requirements for homogeneous consumer needs—hygienic, easy-to-use, and portable baby products. This constant demand presents a significant opportunity for our product to thrive in the market. Eco-friendly materials are an opportunity for growth as environmental concerns for the earth continue to be a significant ethical concern for consumers. The ability to create a product with sustainable materials will appeal to a large amount of conscious consumers. One final opportunity could be partnerships with big companies, with these partnerships getting the product out to consumers in a much more seamless and convenient way for both the consumer and seller combined.

Every product faces threats, and QuickNest is no exception, with key challenges, including liability risks, competition from cheaper alternatives, and limited demand due to its short-term usage. The biggest threat would be the liability risk because our changing station has to support the weight of an infant, and failure to do that could lead to the cancellation of the product or hefty fines or lawsuits from angry customers/government. Another threat to this product would be cheaper alternatives from competitors. Although our product may be better, some consumers prefer price over quality, so our profits may diminish if we do not distance

ourselves or outcompete with lower-end competitors. The final threat for this product would be the one-time use nature of the fact that this product is only for a set period, which could ultimately limit demand and overall customer loyalty.

Competitive Analysis

There are many notable competitors within the baby products market, many of which sell collapsible baby changing stations. Direct competitors such as Dream On Me, Delta Children, and Koala Kare, are all notable players with strong knowledge of the baby changing station market. Dream On Me started in New Jersey in 1988 and strives to provide cheap and affordable baby products for budget-conscious parents. According to Dream On Me's mission statement, "We have strived hard to provide our families with a range of products that meet their every requirement as a new parent and pride ourselves on being a complete baby care solution. From bassinets and cradles to full-size cribs and from walkers and rockers to toddler beds, we are there with you every step of the way." They offer lightweight furniture items that have good quality and provide safety for babies. Delta Children, much like Dream On Me, focuses on affordable and reliable baby products and sells compact changing stations. They use certain marketing strategies like having a strong social media presence as well as allowing customization of their products to fit better in certain locations. They have had many marketing successes like having effective retail partnerships, licensing deals with popular franchises, and following eco-friendly initiatives that are promoted in their marketing campaigns. An example of their marketing success is when they partnered with franchises like Disney, Nickelodeon, and Marvel and incorporated certain characters from these franchises into their furniture and accessories. This gained more attraction to their products. They also have had many marketing failures like not being able to differentiate their products from competitors like Graco and not focusing on trends of a minimalist lifestyle. Delta Children has a safety-focused positioning strategy. Dream On Me has a budget-friendly positioning strategy, meaning they focus on cost-sensitive parents and people who have a budget. Companies like Dream On Me and Delta Children have earned their respective market shares by establishing distribution through major retailers and online platforms.

Koala Kare, on the other hand, focuses on changing tables mainly found in public restrooms. Their main goal is to offer easy cleaning when in high traffic environments. Koala Kare is also a commercial brand, marketing their products on TV. Koala Kare is a trusted public brand that works well in the business-to-business market. Their adherence to safety regulations has made them a trusted brand within the market, and due to their products found in a wide range of venues, it shows their versatility and universal appeal. Many of their products use eco-friendly materials and manufacturing processes to align with the growing demand in a business-to-business market. Indirect competitors include brands like IKEA and Graco, which offer products that incorporate changing functions. The collapsible changing table market has experienced exponential growth due to the trends of eco-friendliness and multifunctional furniture. Preference shifts towards minimalist lifestyles have increased demand for portable and lightweight furniture. According to Grand View Research, the minimalist furniture market is expected to drastically increase 7.5% from 2024 - 2030. Most of these direct competitors focus on positioning strategies like being a family-oriented brand by partnering with mainstream retailers. Other strategies include emphasizing durability and the safety of their products to target all customers.

Our product, QuickNest, will succeed over the competition within the market because it is easily transportable and affordable. Our product will meet market needs better than the competition because our product is collapsable, adjustable, and lightweight, lending to a greater user experience than any competing product that exists to address any of these singular concerns. Using sustainable materials would further enhance our product's appeal to its target market. All in all, functionality, affordability, and sustainability are the main drivers of our target consumers' choice.

The Marketing Strategy

The Target Market

QuickNest is a portable changing station hoping to address two major consumer pain points: sustainability and affordability. Our product's primary segment consists of eco-conscious parents from urban areas with household incomes exceeding \$75,000. These consumers are usually college-educated, reside in urban areas, and prioritize the outdoors in their free time. The second segment overlaps with the first, typically earning less and living in the suburbs but having more free time, enabling them to be frequent adventurers.

We should begin with an online survey targeting 200-300 parents through parenting forums and outdoor recreation groups focusing on concept testing, price sensitivity, and usage scenarios. Additionally, conducting 30-40 intercept surveys at locations such as REI stores, local parks, baby gear stores, and farmers' markets would provide valuable insights into current solutions, pain points, and price expectations.

Understanding the buying habits and purchase behaviors of our target market is crucial. QuickNest would likely be a one-time purchase with potential replacement after 1-2 years. Primary purchase channels would include specialty baby stores, outdoor recreation retailers, and online marketplaces. Key factors influencing purchase decisions include durability, eco-friendly materials, portability, ease of cleaning, storage capacity, and safety features.

According to Global Markets Insight, the global baby care products market "was valued at USD 103 billion in 2023 and is anticipated to register a CAGR of 4.8% between 2024 & 2032." Some trends that give an optimistic outlook for the future of QuickNest include rising eco-consciousness among millennial parents, increasing outdoor recreation participation, and growing demand for sustainable baby products.

In terms of competitive positioning, QuickNest should be marketed as a premium eco-friendly option, emphasizing its durability for outdoor use and positioning as a lifestyle brand for active parents. The marketing strategy should be influenced by several key factors: environmental impact (sustainable materials, recyclable packaging), distribution channels (direct-to-consumer e-commerce, specialty outdoor retailers), and price positioning.

Consumer perception of QuickNest relative to competitors will center its key advantages including the use of eco-friendly materials, outdoor-specific design, and lifestyle brand alignment. However, challenges such as price point, new brand awareness, and initially limited distribution must be addressed through deliberate and strategic marketing efforts.

Product

At its core, QuickNest's unique selling proposition combines eco-friendly materials with outdoor utility, targeting active and environmentally conscious parents. The product features durable construction using lightweight and weather-resistant materials, built-in cushioning, and

secure attachments. This distinctive combination of features addresses the evolving needs of modern parents who refuse to compromise their active lifestyle or environmental values after having children.

The portable diaper station market currently exists in a growth phase, driven by several key trends. According to Kantar, “The percentage of ‘Eco-active’ households has grown from 16% in 2019 to 22% in 2021.” Rising eco-consciousness among millennial parents, increasing outdoor recreation participation, and growing demand for sustainable baby products all contribute to favorable market conditions. Within this landscape, current competitors generally fall into two distinct categories: basic portable changing mats and premium indoor changing stations. Basic mats target budget-conscious consumers with limited features and durability, while premium indoor stations focus on style and luxury materials but lack outdoor functionality.

QuickNest's differentiation strategy is both meaningful and sustainable in the long term, filling a significant market gap by effectively combining quality, outdoor functionality, and eco-friendly materials at a superior level and price point. This positioning is particularly powerful as it appeals to specific lifestyles, creating an emotional connection through its adventure-oriented branding while maintaining above average profit margins to support sustained profitability.

The competitive landscape reveals distinct market segmentations. Mass-market products target price-sensitive consumers through discount retailers, emphasizing basic functionality and limited attention to materials or sustainability. Premium indoor products, conversely, focus on traditional luxury consumers through high-end baby stores, prioritizing aesthetics but lacking outdoor utility. QuickNest differentiates itself by targeting the underserved intersection between environmental consciousness, outdoor lifestyles, and premium quality expectations.

Consumer perception plays a crucial role in QuickNest's positioning strategy. While existing competitors are perceived as either disposable or stylish and impractical, QuickNest aims to be recognized as an environmentally responsible, adventure-ready, and thoughtfully designed product. This positioning reflects a lifestyle choice rather than merely a functional solution, resonating deeply with the target market's values and aspirations.

The packaging strategy serves as a crucial element in reinforcing QuickNest's market positioning. The brand's dedication to environmental responsibility is evident in the packaging, which uses only recyclable materials and very little plastic. Functional components include reusable design elements and information regarding the product's eco-friendly materials, while the visual design uses a clean, contemporary look with outdoor lifestyle pictures and clear sustainability messaging.

This comprehensive approach to product positioning and branding sets QuickNest apart in the marketplace while creating barriers to competition through its unique combination of features and benefits. The strategy aligns perfectly with target market values and behaviors, suggesting strong potential for brand loyalty and sustained market success. As the baby care market continues to evolve, QuickNest's clear positioning and strong value proposition provide a solid foundation for growth and market leadership in the premium, eco-friendly segment.

Place

QuickNest's distribution strategy must properly match its target demographic of well-off, environmentally conscious urban parents. A more selective national distribution strategy would better serve the brand's goals and market positioning despite the initial temptation to seek broad

distribution through mass-market stores. With carefully thought-out distribution channels supporting its sustainability and outdoorsy positioning, the company should establish itself as a national enterprise. Since the target population currently shops at specialty outdoor stores like REI and Campmor for their outdoor goods, they should be the main focus of the distribution strategy. These merchants can successfully highlight QuickNest's special features and advantages since they have built trust with outdoor enthusiasts. High-end department stores like Nordstrom and Bloomingdale's would act as extra main distribution routes, guaranteeing that the product reaches stylish urban parents who value sustainability and quality.

Building direct interactions with customers and managing the brand story will require a strong direct-to-consumer presence via a branded e-commerce website. Through this medium, QuickNest can successfully communicate its narrative, inform customers about its environmentally friendly features, and cultivate a devoted user base. Selected high-end baby businesses such as BuyBuyBaby and carefully chosen areas of Amazon's marketplace, especially those devoted to environmentally friendly products, should be considered secondary distribution channels.

Compared to mass-market distribution, this specialized distribution strategy has a number of benefits. First, it preserves uniqueness and brand value, which is essential for a high-end product. Second, because specialist stores usually have knowledgeable employees who can accurately explain the features of the product, it guarantees greater customer education and service. Third, it reinforces QuickNest's stance as an upscale option for active parents by pairing it with related high-end outdoor and baby goods.

In the future, QuickNest should adopt a distribution growth strategy. The brand will expand into upscale department stores and a few online marketplaces after it has become well-known and popular. In markets with strong outdoor recreation traditions, including Canada, Europe, and Australia, the final phase might investigate worldwide development through comparable premium channels.

In addition to generating long-term competitive benefits, this well-thought-out distribution strategy complements QuickNest's positioning as a high-end, environmentally responsible product. The brand can preserve its premium image and create enduring relationships with its target group of active, environmentally conscious parents by avoiding mass-market distribution through convenience stores and discount merchants. In addition, the plan allows for future expansion while maintaining the brand's positioning and essential values.

Pricing

Our target demographic and value proposition will drive our product pricing strategy for QuickNest. Pricing for this product is demonstrated by the high-quality caliber of the product, convenience, and sustainability, and this price will remain competitive in the marketplace. Given the market, a typical adjustable, foldable, and convenient baby changing station, according to Amazon, ranges from \$40-\$250 depending on the specific accessories and qualities of the product. With the market's price sensitivity, a competitive price point of around \$100 will appeal to a broad range of customers, especially for our product, which offers superior convenience and portability. However, if we expand our product to a higher-end version with added features, the target price will be between \$150-\$200.

Regarding competitors in the market like The First Years, Summer Infant, or Fisher-Price, whose changing products range between \$40-\$80 for baby changing stations,

QuickNest will be foldable, adjustable, and high quality, providing a competitive edge. When considering our pricing strategy, our main points of emphasis will be our brand positioning and the perceived value of our product. Our brand will position itself so parents see our product as high-quality and valuable because of its convenience. The perceived value of our product, including ease of use, safety features, and hygienic properties, all contribute to the product's value, which ultimately justifies our higher price than standard non-adjustable or non-portable alternatives.

The pricing strategy of QuickNest is dependent on the unique features of the baby changing station, which balances quality and affordability and hopes to attract a broad customer base. Price will be adapted based on market response and external factors like consumer sentiment or current economic conditions.

Promotion

To incentivize consumers to buy the QuickNest during the introduction phase of the product life cycle, we will hold sweepstakes as a part of our pull strategy. Since QuickNest is focused on convenience on the go, consumers will be entered into a sweepstakes to win a three-day trip to a destination of their choosing in US territories, with hotel and flight included. The first 5,000 customers who buy a QuickNest and claim an included redemption code online will gain three entries into the contest. Consumers can also gain one entry by submitting proof of signing up for our mailing list and following us on all socials. We will attend product conventions like the Prego Expo and ABC Kids Expo as a part of our push and pull strategy to get in front of consumers and retailers and showcase the excellence of our product. The Prego Expo would align with consumer promotions as it is designed for new and expectant parents to connect with and shop baby brands and services. Those who attend the trade show and interact with our booth can try out our product and can spin a wheel to win a 25% off coupon for a QuickNest or free QuickNest merchandise like a bag, water bottle, and more. The ABC Kids Expo would align with trade promotions as it is designed for retailers and industry professionals to discover the latest trends and innovations in the world of children's products. Here, we will demo our product and offer store demonstrations to potential retailers. We will also hold a contest where new caregivers can post or submit videos highlighting their funniest, messiest, or most creative on-the-go diaper-changing moments, and the lucky winner will get a free QuickNest and a baby care package valued at \$400.

Advertising and PR

The advertising plan for QuickNest would span traditional and digital marketing channels like TV commercials, YouTube ads, print ads, and digital ads, leveraging omnichannel marketing. Digital marketing would utilize banner and popup ads on mommy blogs and online magazines. For print displays, we include full-page ads in parenting and family lifestyle magazines like Daily Mom, Mother Mag, and Absolutely Mama. Caregivers engage with these materials for recommendations and parenting insight, so our product would be valued in this space. We would also target social media through our own pages that brand us as a family-friendly, convenient product and supplement outreach with other parenting and caregiver content. We would employ paid ads in the algorithm and utilize user-generated content specifically from “momfluencers” like Emily Fauver to infuse our brand into the daily scrolling of consumers. Influencers could do unboxings or day-in-the-life videos that incorporate our

product naturally to catch the eye and gain the trust of customers. QuickNest would use retail advertising by having displays in baby stores like Buy Buy Baby and in nature stores like REI to target parents and adventurers or travelers. For public relations, QuickNest would collaborate with recent celebrity parents like Margot Robbie and Alexandria Daddario to leverage opinion leaders and reference groups to help build a positive and enticing image with consumers. Having these celebrities talk about or even be pictured with our product would greatly improve our sales and the image of our brand.

Internet

The Internet is an essential way to reach customers daily. To connect with today's customers, it is very important to use e-commerce platforms and social media. E-commerce is one strategy that we will use because it has a broad reach, and there is global market access. It allows our product to reach a global audience and it is available at all times. Running an online store also eliminates many needs like rent, utilities, and other things many businesses need. E-commerce allows us to collect customer data, which then allows us to create personalized marketing strategies. Some of these strategies can be discounts, recommendations, and individual preferences. E-commerce also allows us to gather customer feedback, to further understand how our product is and how our customer service is. This will help gain our product trust in the market. There are many e-commerce websites, but the one that we plan on selling our product on is Amazon. This is because Amazon is the world's largest online retailer and marketplace. It has many great features like Amazon Prime memberships and personalized recommendations. Due to Amazon's customer-centric approach and innovative technology, this will allow our product to thrive, and if a customer feels the need to return our product, the return policy is straightforward and hassle-free. Amazon's quick and easy prime delivery system allows our product to get to the customer as soon as possible, making it very convenient. Social media as well is another way we can connect with customers through the internet. We can use social media to allow our consumers to purchase our product through certain social media platforms. Some social media platforms we will use are Instagram, Facebook and TikTok. Allowing consumers to purchase our products through social media will lead to higher conversion rates and will be very convenient. Through these platforms, we can foster a community for our product. Social media enables precise targeting based on demographic factors and is inherently visual, making it an effective tool for audience engagement. It allows our audience to see our product in action and can gain a customer's trust through videos.

Our direct competitors like Koala Kare, Dream On Me, and Delta Children all use the internet to promote their products. Koala Kare uses a dedicated website to reach certain distributors and businesses. They also use certain social media platforms like Facebook, Twitter, and LinkedIn to gain a larger audience. Dream On Me markets its products through an e-commerce platform. It sells through Walmart as well as Amazon and is promoted heavily on social media like Instagram. Delta Children is very similar to Dream On Me; they operate a strong e-commerce site and use social media to promote their products. We also plan on focusing on similar e-commerce strategies as Dream On Me and Delta Children because it would help us reach a larger consumer base quickly. Being active on social media as well can boost our sales and create a community with our consumers.

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Exhibits

Exhibit 1:

 **Marisa Frustaci** <mf34@scarletmail.rutgers.edu>
to marc.kalan, Caleb, Adam, Jack, John ▾ Sun, Oct 27, 4:52 PM ☆ ↶ ⋮

Hi Professor **Kalan**,

Team 21 struggled to work through our project outline and decided that our initial product and unmet need did not fit the assignment well. We are proposing a new unmet need and product that we believe will better suit the project. Despite being halfway through the semester, we are confident in our ability to complete the project on time. We believe that this new focus for the project would benefit us. Please find the new proposal below and let us know your thoughts.


Unmet Need: Reliable, comfortable, and sanitary ways for families to change dirty diapers on the go

Product: A compact, collapsible, height-adjustable changing table that is more user and travel-friendly than other products on the market

See you tomorrow!

Best,

Marisa Frustaci
Team 21
Intro to Marketing
33:630:301:01
Section 04 NB

 **Marc Kalan**
to me, Caleb, Adam, Jack, John ▾ Sun, Oct 27, 5:11PM ☆ ↶ ⋮

Excellent- time tight so move forward but I like this for the term project
Sent from my iPhone

> On Oct 27, 2024, at 4:52 PM, Marisa Frustaci <mf34@scarletmail.rutgers.edu> wrote:

Exhibit 2: Primary Research

In a text survey, five new moms were asked, “Are there any unmet needs or issues/inconveniences that you face as a mom that you think could be solved with a product?”

Responses:

Parent 1: I feel like there are so many things. What about an extra set of hands? I mean, I can grow a whole child inside of me. Why can't I grow an extra set of hands during postpartum? Haha! [Baby] will sleep in his bassinet at night, but during the day he likes to be held so I can't really get anything done. I have a few of the baby carriers, but it's not the same.

Parent 2: In the beginning, I was really struggling with diapers. Because they are either too big or too small. I told [husband] we should invent diapers with half sizes. Our solution was to buy different brands because different brands' sizing run differently.

Parent 3: Recently, he has been getting a bad diaper rash. My mom told me just to keep the area really really dry. She said when we were younger, she would use our blow dryer without the heat before she put the diaper on. So right now I am using the stroller fan to dry him after I wipe him before I put the diaper cream and the diaper on. Maybe something that would help dry the area or some sort of fan that's not so cold blowing on him. Also, with the boy you have to cover his parts while you change him or he'll pee everywhere. It happens more than you think.

Parent 4: When we're out and about, I try to change [baby]'s diaper as soon as we get somewhere and right before we leave to go home. But it is really hard to change him in the car. It would be nice if there was something to make diaper changes on the go easier. If you change him in the back of my SUV it's fine because it's a flat surface, but it's so low that it hurts my back. And then if you change him laying on the seat, the seat caves in

so he slides while you're changing him. And honestly not many places have a baby changing station so it would be easier if there was some sort of product to make diaper changes on the go easier.

Parent 5: While I am breast-feeding I have no idea how much milk he is actually getting. There is no way to measure the amount, the only thing you can do is estimate and see how long he is eating for.