



# Cup Boost

**Challenge3**  
**Sales and Promotion**  
**EST -2023**

@cupboost23

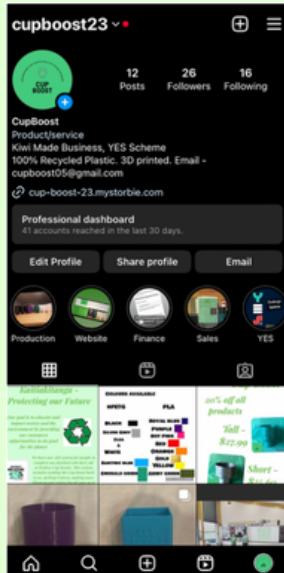
cupboost05@gmail.com





# Promotion

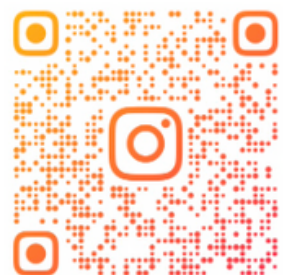
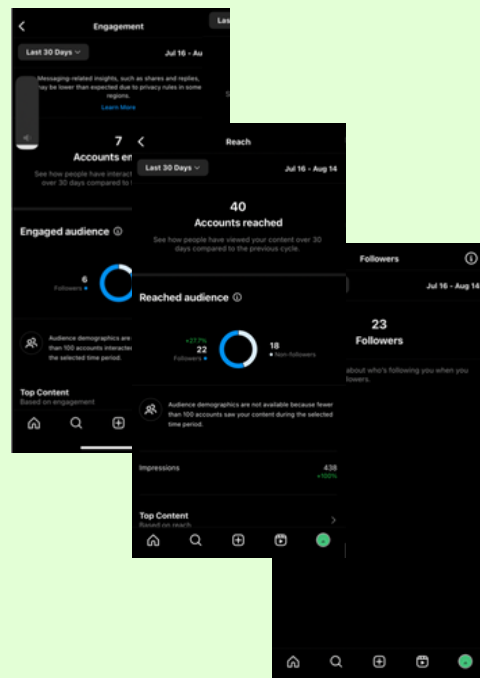
@cupboost23



We are using Instagram to promote Cup Boost as our target market engage with this platform and it is an effective way to connect with them.

Instagram isn't our best marketing platform as it doesn't reach our target well. We post regularly and keep our followers upto date. We have linked our website to our bio.

From this analysis we can tell that most people reached by our page are people following us but it is still reaching a large percentage of new people. We know that 1 out of 7 people who don't follow us interact with our page.



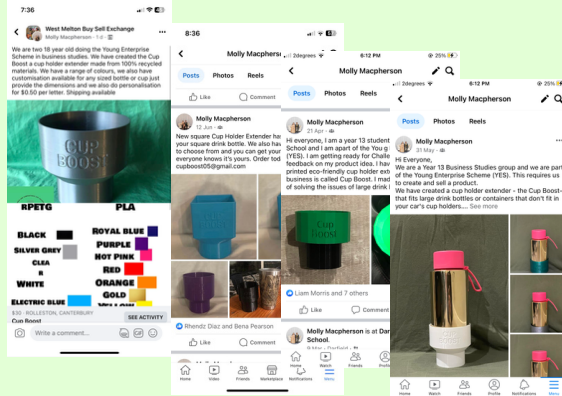
@CUPBOOST23



# Promotion

Molly used her FaceBook to market our product and went so well we created a business FaceBook page. We have only just been able to use Marketplace and are hoping we make sales through this platform.

@MollyMacpherson  
@CupBoost



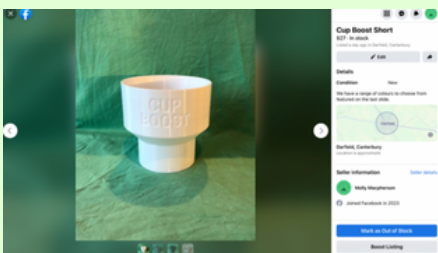
We are using Facebook to promote Cup Boost through our CEO's Facebook page, We have chosen to promote through Facebook as we more a large percentage of our target market is on this platform and we have a greater chance of making sales through Facebook.

We chose to market our product through a business Facebook page after marketing it through Molly's (CEO) Facebook page. We have had the most interaction with our product through this platform and we have sold a total of 12 Cup Boost through Facebook Messenger. We also had our first wholesale to Hello Dolly Boutique of 10 short greys. This reaches our target market better than Instagram and other social media platforms.

From the posts we have had multiple comments asking about our product but we have also had multiple purchasing requests. This is a great way for us to interact with our target market and potential customers.

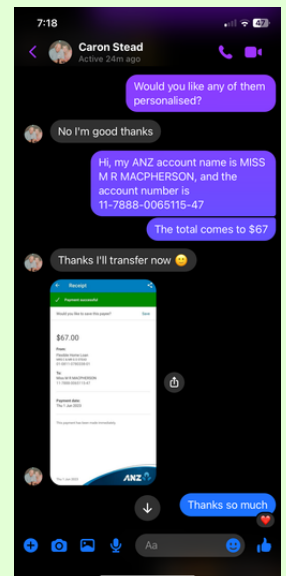
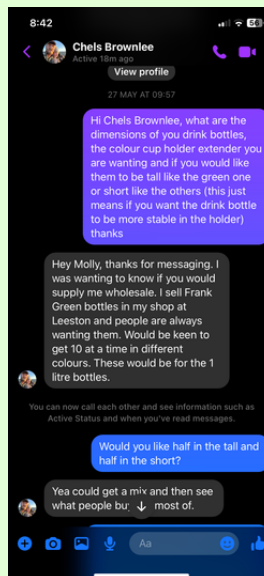
Our strategies for marketing through Facebook are:

- Posting at least twice a week
- Selling through Facebook MarketPlace
- Putting posts on multiple groups around New Zealand



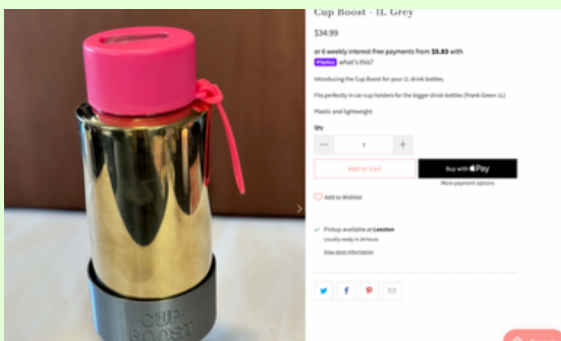
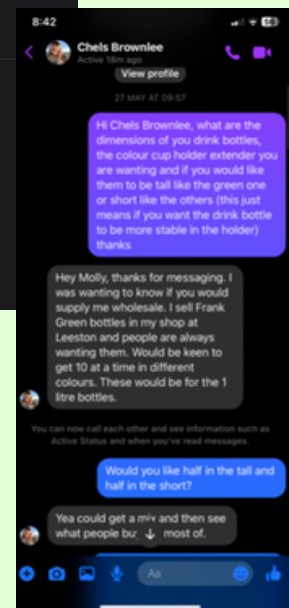
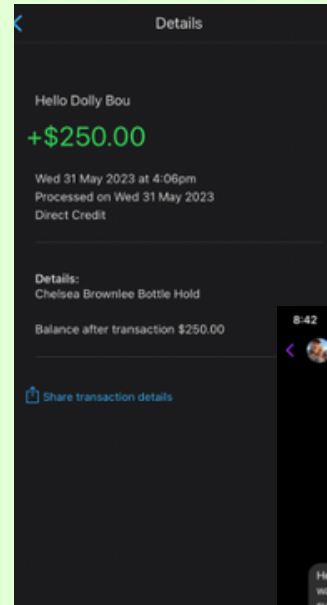
# Sales

We have sold a total of 12 Cup Boost through Facebook

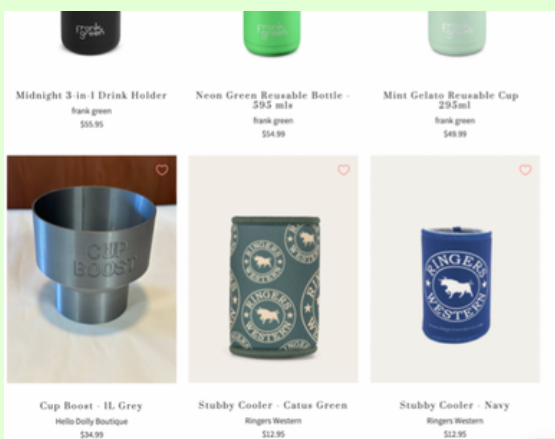


# Direct Sales - B2B

We have contacted multiple companies about creating a Cup Boost to suit their business and them purchasing them in bulk. We have only heard back from one company and they are forwarding the email to their retail category manager. Hopefully, we will hear back from these companies.



Hello Dolly Boutique was one of the first buyers of our product, she purchased 10 short greys to sell in her shop. She lent us a Frank Green to use for photos. We have stayed in touch with her so she can order more Cup Boost when needed.





## Indirect sales:

**West Melton BP**

**16th June - Present**

**Sold a total of 10 and made \$309.80**



Product Name	Revenue	Stock on Hand	Price	Qty	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue
CUP BOOST	19219	25	300	3.00	19.00	19.00	0.00	0.00	0.00	19.00
CUP BOOST - HIGH	19219	25	300	2.00	19.00	47.00	0.00	0.00	0.00	19.00
Total:					3.00	\$19.00	19.00	0.00	0.00	\$19.00



## CUT Clothing

**13th July - Present**

**Sold a total of 1 and made \$35**

We know from selling at the CUT Clothing store in West Melton that this is not the best store to sell in as it is a clothing store. We can eliminate these types of store.



## Fat Beagle

**25th August - Present**

**Haven't sold any yet as very new to this business**

We went into the Fat Beagle and asked if you could sell in the store. They loved the idea and said yes. They have displayed our product on the side wall next to the counter.





# School Promotion

## Dispatch



## Facebook

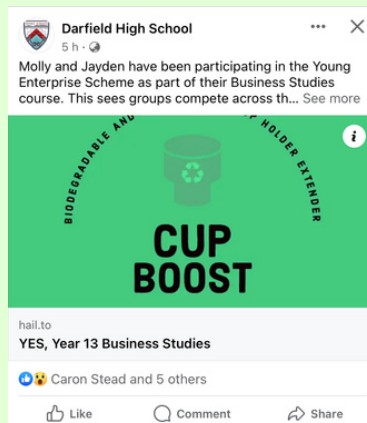
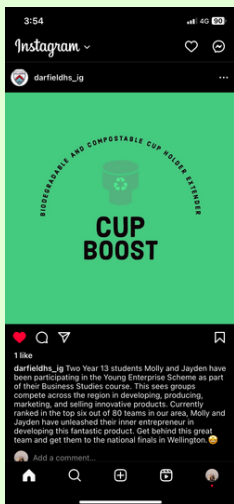
## Instagram

## Market

We choose to use this method to get our product out to our local community when we first started.

This was a great way for the Darfield community to see what our business is doing and to purchase one. This method hasn't been the most effective as it ended up being more of letting the community what the business studies students are getting up to more than selling our product.

We got lots of recognition around school and the community after the post, they would ask questions about our product and how it works



Matariki Gala - 23rd June  
We didn't make any sales from this gala but we got to interact with interested customers and tell our story.

The school have put posts up on their facebook and Instagram about our businesses and how well we are doing. This is great for our business to be shown to the Darfield Community.





# Posters

# CUP BOOST



@CUPBOOST23

Contact  
cupboosto5@gmail.com

West Melton 4  
Square

Dairy



Bridgestone



Kirwee Notice Board



West Melton BP

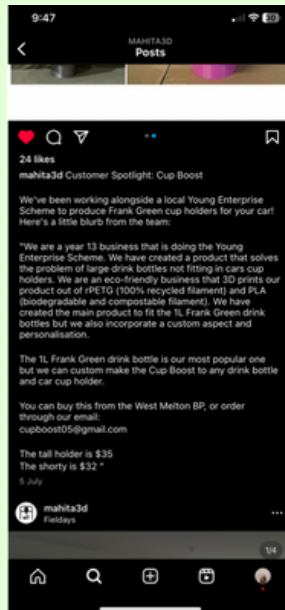
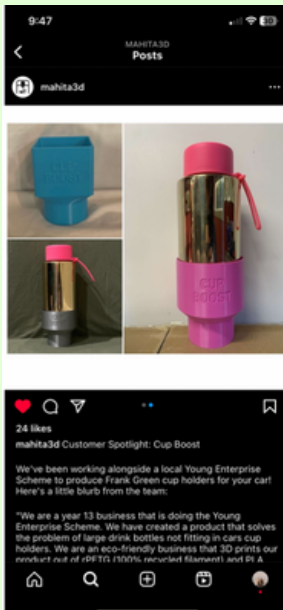


After putting our posters up we have gained more followers of our instagram.

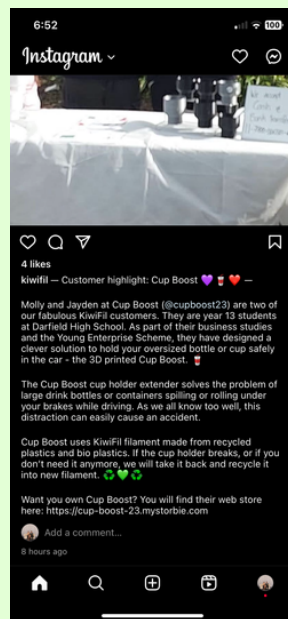
We hope to get more interest in our product with more posters we put out.

This is an effective way to market our product, but is a challenge people don't read notice boards or look at posters.

# Cross Promotion



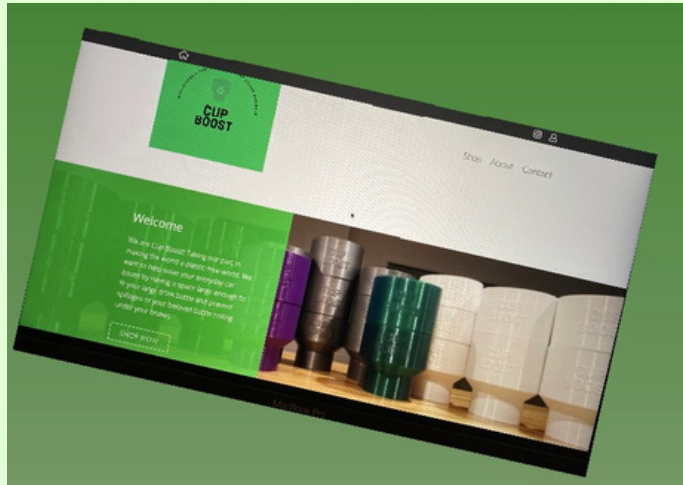
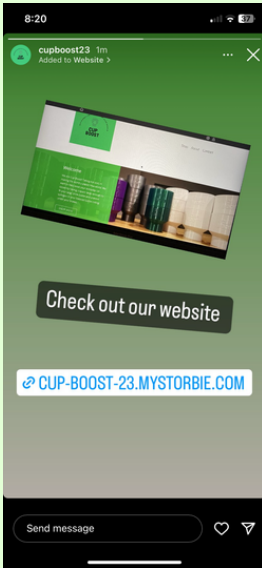
Mahi Ta 3D Limited has a post on their Instagram about our business and what we are doing. This has been an effective way for marketing because we gained 4 more followers and 2 sales from this promotion.



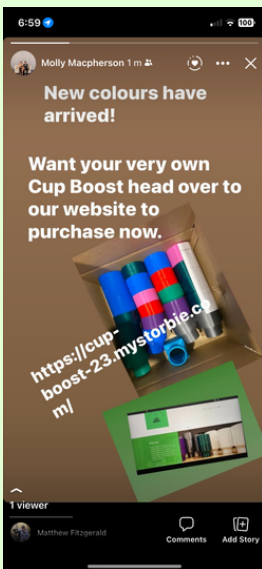
KiwiFil has posted on their Instagram about our business, what we are doing and who we are. This has been effective for us as a business as it makes more and more people aware of our business spreading our business across more of the nation. As they are located in Wakato this spreads our business to the upper nation.

We had a couple customer contact us regarding the post on Mahi Ta 3D Limited Instagram. This was really cool for us as it showed us that the cross promotions work.

# Storbie Website



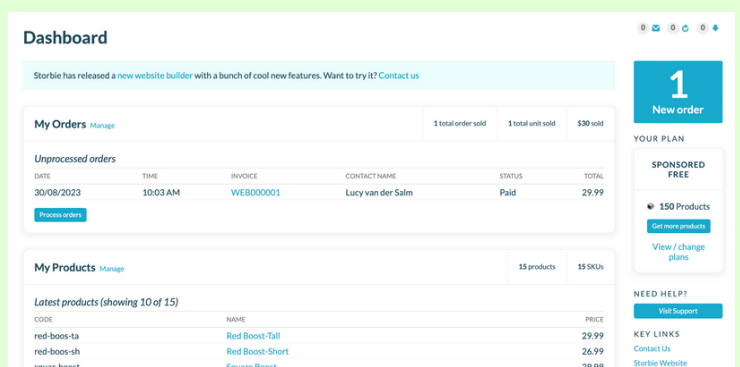
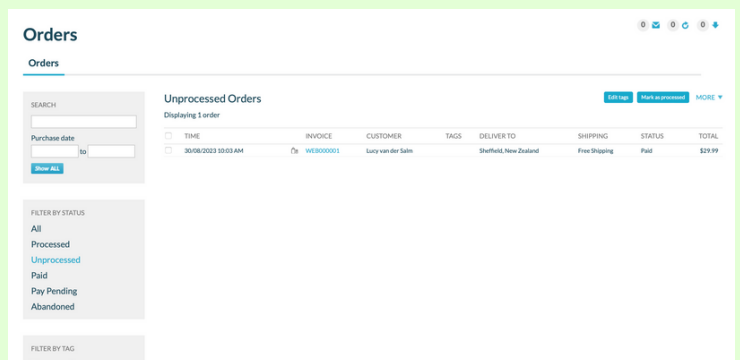
We choose to use this method of marketing because it has been proven to be the most effective way of making sales. We have only just got our website up as this wasn't something we looked into when first making our business. We will keep our website up to date and track our orders. We hope this is an effective way to sell our products.



## Sales

As we have only just launched our website we have received an order.

We have been advertising our website and hope to sell successfully through our website. This adds to our company as this is a nation wide website





## Promotional discounts



We choose to use this method of marketing because who doesn't like a discount. Everyone gets interest when they see something on special. This was a really effective way of marketing for us because people would purchase one of the Frank Green drink bottles and then purchase one of our products because it was on special. We sold a total of 7 through the BP West Melton during 2 weeks.

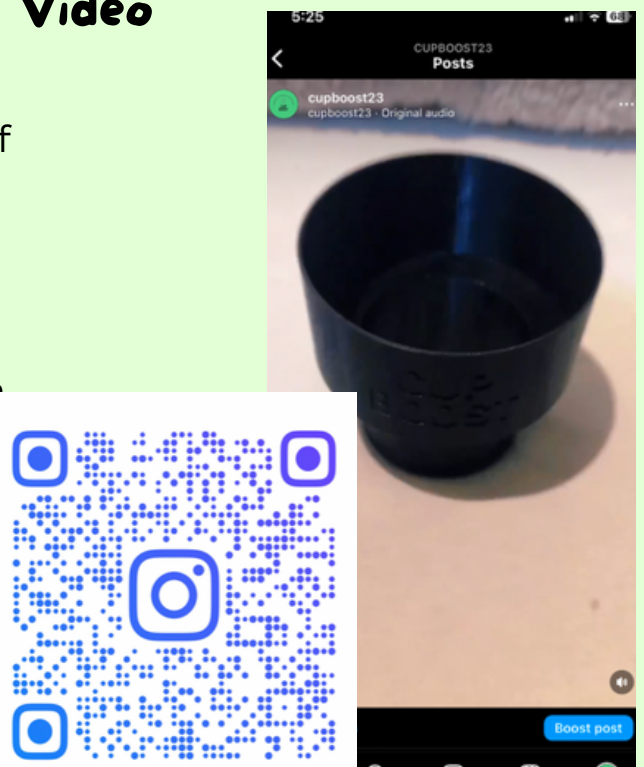
## Sales

We had an increase in sales during this period of time. We have a total of 4 brought from the BP from the discount.

## Promotional Video

We chose this method of marketing because people like watching videos of things instead of reading. A good video captures people's attention. We have only posted our video on our Instagram and Facebook as those were the only platforms we were using at the time. This was not an effective way of marketing because it was too long and didn't reach enough people.

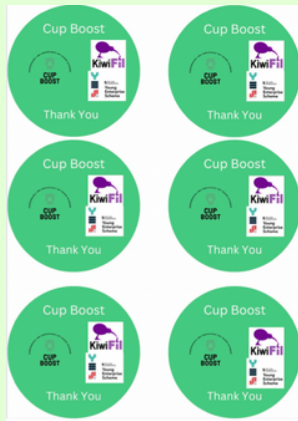
The Promotional video gave our customers something to watch to show them our colours available



POST SHARED ON 12 JUNE  
BY CUPBOOST23



# Insert Disks

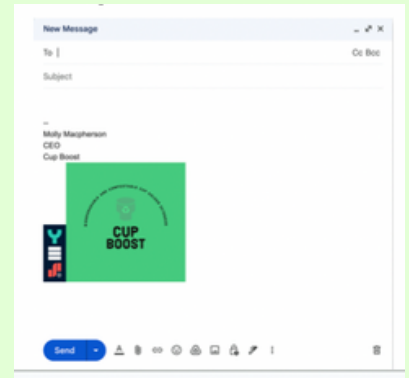


We chose to use this method of marketing because it was an effective way to give our information and details out when someone purchases our product. This meant people had a way of contacting us if they needed support. This acts as our packaging, we will get a barcode and add all of this information onto the sticker.



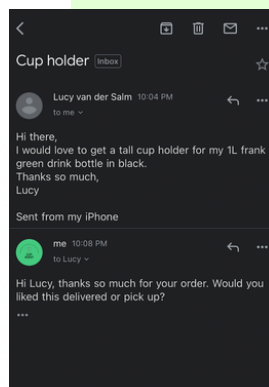
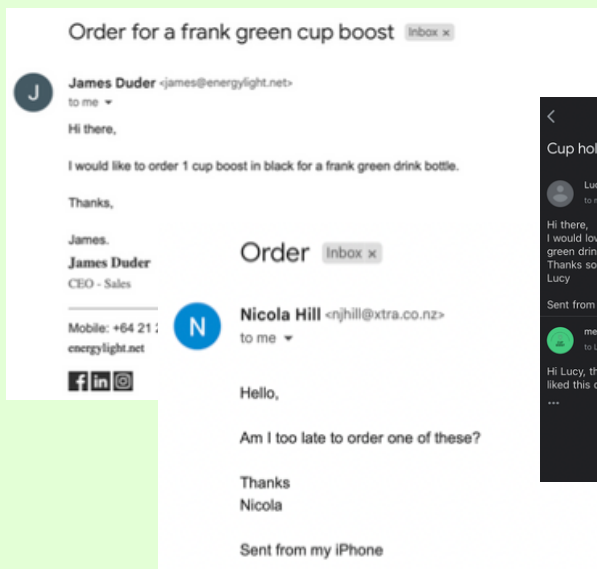
# Email Marketing

We have chosen to use this method of marketing because we are aiming to be more of a wholesale business and emailing other businesses asking them about our product is the most effective way of marketing our product to them. This way we can get businesses to put their orders in for wholesale. We have emailed 30 companies. We hope to receive more emails from these companies in the future.



We have not had any replies from the emails we sent but that is okay, we are going to keep calling the numbers we got and keep sending emails until we get to a point we would like

Z Energy Replied - Sending email to the retail category manager	Farmlands	Sam broughton	Morrison Mitsubishi	Hertz	Maui Britz
BP	Drummond & Etheridge	Bayleys	Tracy Summerfield	Wheeler motor company	Repco Supercheap
Nicola Grigg MP Replied - she loved the product and idea but can't help us because of rules under parliament	Bascik transport	AJ motors	Ace rentals	Apex rentals	Ravensdown
Industria	Tourism New Zealand	Frews transport	Ray White	Rural transport	FHP cars



We also use emails for receiving emails from customers requesting to purchase our Cup Boosts. This has been a great form of sales for our business.

# Face to Face

Repco -

br.mg@133@repco.co.nz

## BP Rolleston -

We went into the BP and had to wait a while before being seen. The manager there didn't have much to say, we had to ask for a contact number or email but she told us to write ours down and the Boss would contact us.

We went into Repco after supercheap and talked to the manager. He liked the idea but couldn't do anything as things needed to go through the boss, he gave us the boss's email and told us that was our best bet.

## INDUSTRIA -

We went in and talked to the lady working there she said her boss has a lot of high school students to sell their products there. She gave her the email and took some photos. She told us that she could see our product being sold in this shop.

## Supercheap -

We went into Supercheap as we got told the boss was working then but the boss was not their and no manager so we talked to the assistant manager and he loved the idea, he took photos and told us he would take this forward to his boss.



## John Deere -

We went into John deere and asked who the best person to contact about selling a product, they have us the sales boss's email and told us to send an email with all the information on it and he would get back next week.

## Z Energy -

We went into the Z Energy and the lady immediately loved our idea, she could relate to the problems we were trying to solve. She took photos and wanted to help us get our product further then Rolleston. She put the information on her whatsapp team chat.

## Sales

We have not heard back from the stores but hopefully, we will soon, we will keep sending follow-up emails until we get an answer.

## The Warehouse -

We went into the warehouse and spoke to the manager, he told us that he could not do anything as everything they sell had to go through the sales team but he gave us a phone number to call.



0800 422 274





# YES Market

We had a great time at the YES Market in town, we had lots of customer interaction and great feedback everyone we talked to loved our idea. We sold a total of 5 but also got our product and business known better and by more people. This was a great chance for our business to grow and develop of the experience.

*We are heading to the YES Market on Sunday 13th*

*10am - 2pm*

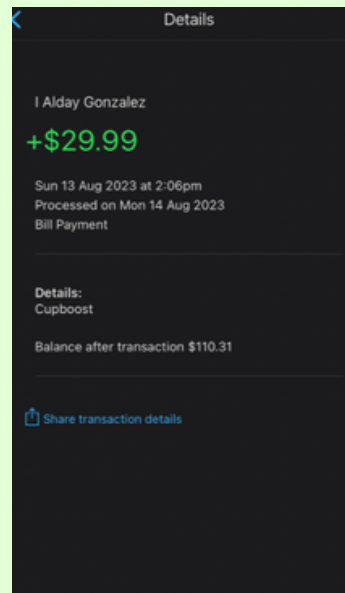
*Located at the Hack Circle*



*Cash and Bank Transfer available*

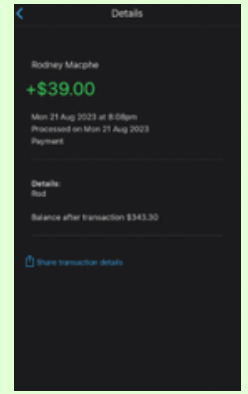
*Come and see us*

## Sunday 13th of August - Hack Circle



# Family and Friends

Molly made this one for her Dad as he always struggles to drive and hold his travel mug because it doesn't fit in his ranger cup holders, she also personalised it to have RODS on the back.



Our friends have the 1 litre Frank green drink bottles and struggle with where to put them and have experienced the bottle rolling around under their feet while driving.



Jayden's grandparents brought two as they have older cars and drink bottles and cups struggle to fit in the cup holders.

Molly made herself a custom one to fit her system square drink bottle, she also personalised it.



Molly's Mum purchased one as her car is Japanese and doesn't have actual cup holders.

## **What we have learnt:**

At the YES Market, we learnt that there was a market out there for our product, people talked about our product and told us how much of a good idea it was and wished us the best of luck, this is great brand awareness for getting our business out there. We found this market to have success for our business with a total of 5 Cup Boost being sold. We interacted with interested customers and talked them through what our product does and how it can benefit them, This was a great way for them to get a better understanding of what our product is and we had great success for them purchasing our product. This was our second strongest method of selling.

We have learnt that indirect sales are our strongest method of selling as it lets customers see, feel and read about our business and product. We have sold most of our products at the West Melton BP and we will continue to sell here as it is getting us great brand recognition. The store is in the perfect location for people travelling to stop by and have a look at our product. CUT Clothing is not the best for us to sell because people go in with the mindset of clothing whereas people who go into a petrol station have the mindset of motor vehicles, and travelling.

Our social media platforms are a great way for our followers to keep up to date with everything happening in our business but we feel like this isn't reaching our target market how we would like it to. We haven't made any sales from having our product on social media and don't have a big following. Our CEO posts regularly on her Facebook page and this gets lots of comments, we have made a couple of sales from her Facebook as it is reaching a larger percentage of our target market.

Our Stobie website is undergoing being made, we hadn't chosen to make a website until we got our product out there and found that there is a market for it larger than our community. This will be part of our business expanding its market to reach all over New Zealand and hopefully internationally. We have learnt that to create a good user-friendly website we need to ask for help from experienced people who know about digital marketing.