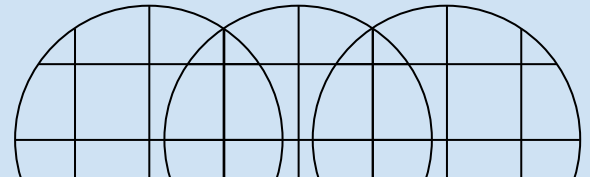
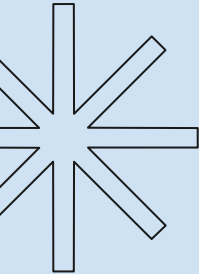


POP-UP BUSINESS FINAL PRESENTATION: IV BLUE BALLS

Robyn Weber, Lily Burrill, Riley Murakawa, Kaitie Hong,
Quynn Hoang, & Lauren Rabin



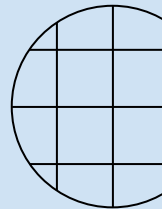


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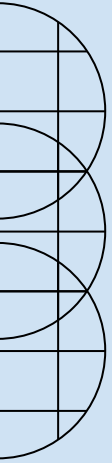
**MARKETING /
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PRODUCT & PRODUCTION

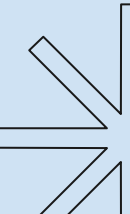
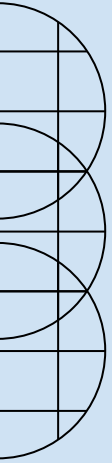
The Blue Balls that elevate your swag and buzz at Isla Vista

- The IV Blue Ping-Pong balls are intended to hold sentimental value for the unforgettable times at UCSB and boost the fun for party games at Isla Vista
- Product hold designs that relate to Isla Vista culture
 - Blue color represents the ocean and UCSB school spirit
 - Isla Vista, California to represent the culture
 - Relevant symbols of palm tree and wave



PRODUCT & PRODUCTION

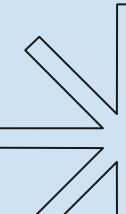
- Manufactured through a 3rd party supplier
 - Qualitylogoproducts.com
 - Requested for 2 designs
- For packaging, we ordered 100 clear plastic cellophane bags with twist ties from Amazon
- Each package comes with 6 ping-pong balls
 - 3 of each design



PRICE

Cost-Plus Strategy: Adding a standard markup to the cost of the product

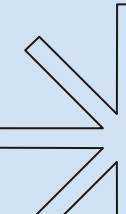
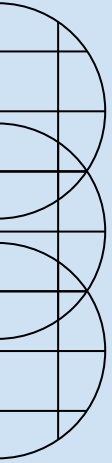
- Aimed to generate profits after considering the total cost of production
- Total cost of production
 - Each ball costs \$1.08, including shipping and taxes
 - Ordered 500 balls \Rightarrow \$540.76 in total
 - Packaging = \$8.57 for 100 clear bags
- Each ball costs \$1.08 to produce, selling at \$9 for a pack of 6 balls
 - Generate a profit of around \$3 for each package



PLACE

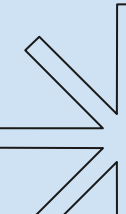
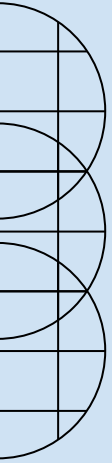
Isla Vista, California

- Products are catered to:
 - College students who are affiliated with the Isla Vista Community
 - UCSB and SBCC students
- Targeted consumers are living within the Isla Vista geographic location
- In-person sales, distribution, and advertisements of products are conducted in Isla Vista or on UCSB campus
- Online purchase link in our @ivblueballs bio



PROMOTION

- Words-of-Mouth
 - Text messagings
 - Promoting through our personal social media
 - In-person sales
 - Club group chats
- Established Instagram account to promote online sales, product information, and advertisement purposes
 - @IVBLUEBALLS
- Promotional deals
 - 2 packs for \$15
 - A free complimentary cup for every order purchased
- Using social media and word of mouth as the key promotional blend ties into the communal aspect of our product
 - Instagram posts and stories



Instagram and order FORM



What will you be purchasing today?

Pack of 3

Pack of 6

2 packs of 6

Other: _____

Name

Your answer _____

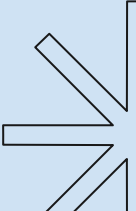
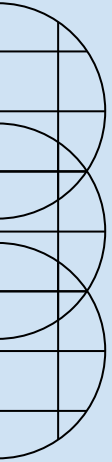
Phone Number

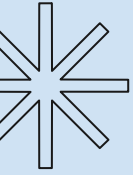
Your answer _____

Please choose how you would like to receive your order

Pick up on campus (distribution day TBA)

Delivery (IV ONLY)





ROLL OUT / sales

IN-PERSON SALES

- Word of mouth helps build credibility
- More personable experience for the consumer

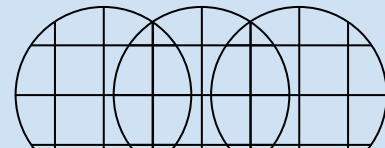
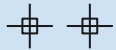
ONLINE

- Digital marketing strategy on Instagram
- Market through infographics and videos

TABLING

- Tabled to those passing by high-foot traffic areas

Each team member was responsible for selling 14 packs of 6 balls



RESULTS / Key Learnings

Place Matters

Sales were most effective in-person with our friends. Online sales did not gain as much traction as expected.

UNITS SOLD

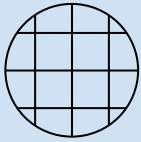
71 out of 84 Units have been sold so far between all members. Generated around \$213 of profit.

COLLAB

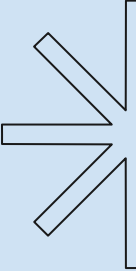
Increased in sales after collab with another group selling plastic cups.

Every ping-pong package sold comes with a free complimentary cup.





WHAT WORKED / WHAT DIDN'T WORK



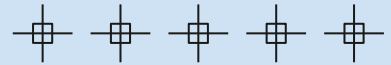
WORKED

- Marketing to our friends and family with direct sales
- Targeting graduating seniors for graduation gifts, targeting groups of people
- Collaborating with another company to add value to our product

DIDN'T WORK

- Tabling to passerbyers
- Wide Online Markets (Facebook Marketplace)
- Targeting Organizations on Campus
- Online Presence





MARKETING/BUSINESS Learnings

AUDIENCE

Understanding our target market's needs, wants and behaviors.

ADAPT

Keeping up with the ever changing market to maintain relevance and change strategies and approaches when necessary.

CREATIVE

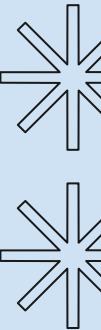
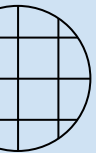
Foster a culture of creativity to stay ahead of the competition.

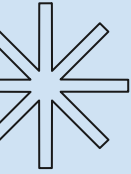
FEEDBACK

Actively listen to customer feedback to gain insight and improve our product/customer experience.

RELATIONSHIP BUILDING

Strong customer relationships are vital to building a positive brand.





Team Dynamics

COLLABORATIVE

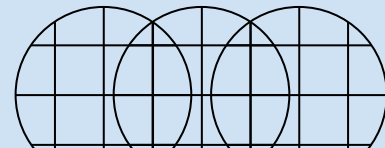
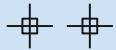
We embrace a cooperative mindset, continuously pooling our own knowledge and skills. By actively working together, we are able to achieve our goals as a team.

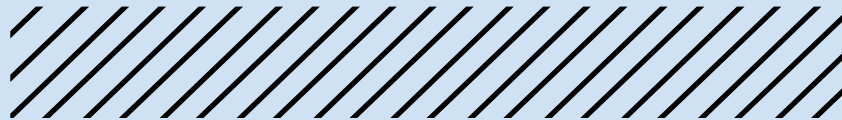
SUPPORTIVE

We cultivated a nurturing work environment, offering assistance and encouragement to each other.

ADAPTIVE

We demonstrated flexibility and sustained motivation when faced with challenges throughout this process. As well as readily adapting our approaches and strategy as necessary.





THANK YOU!

@ivblueballs

