



# Orbits

*More than a drink. An experience. A taste of life.*

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# SWOT Analysis

## Strengths

*Natural Flavors and Healthy Ingredients:* All natural flavors and ingredients are valued a lot or a little bit by 86% of people, so Orbits caters to these people (See Appendix A).<sup>1</sup> Vibrant colors matched with subtle sweetness makes the drink very attractive to millennials as well as the new generation. The antioxidants in bead form will be a major focus to promote a healthy lifestyle with a unique approach to visual enjoyment. This rebranded Orbits beverage takes the essential components of the original product, eliminates the ambiguity surrounding the ingredients and supports the transparent honesty of the new brand.

*Novelty Experience:* The product itself is a novelty in that is more than just a product, it is an experience. The dissolving and color-changing nature of the bits will create an “Instagrammable moment” that consumers will want to record and share on social media platforms. Orbits will be more than just a beverage, it will be a trend that appeals to millennials with the draw of more than just an enjoyable drink but the concomitant status that is attached to it as well.

## Weaknesses

*High Production Cost:* The typical bottling and packaging of similar products are usually done with either plastic or aluminum. Orbits’ decision to solely use reusable and recyclable glass bottle will increase production cost and lower profit margin.

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<sup>1</sup> (Qualtrics, 2019)



*Difficulty of Creating Repeat Customers:* With many companies delving into the world of create products that are deemed “instagrammable”, some products becomes more of an “experience” rather than a household staple. With the new-and-improved Orbits, being an aesthetically appealing product may cause consumers to view Orbits as a novelty drink, which may in turn lead to difficulties in creating a loyal returning consumer base.

## **Opportunities**

*Growth of Non-Alcoholic Beverage Market:* Annual consumption of non-alcoholic beverages has been steadily growing worldwide since 2011 and is projected to continue to grow.<sup>2</sup>

*Growth in Sustainability Industry:* With companies moving towards more sustainable production, Orbits has the opportunity to be a front runner in using fair-trade ingredients and environmentally friendly packaging.<sup>3</sup> A study of 2,000 people found that 71.9% of respondents would expect to pay \$5 or more for glass-bottled tea.<sup>4</sup> Volume sales of ready-to-drink (RTD) tea in the United States from 2012 to 2017 is increasing from 810.5 to 883 million in 192-oz. Cases indicated RTD tea is getting more popular.<sup>5</sup>

## **Threats**

*Oversaturated Market:* The non-alcoholic beverage industry is oversaturated with the top 50 companies accounting for 90% of total industry revenue.<sup>6</sup>

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<sup>2</sup> (“Beverage Digest”, 2018)

<sup>3</sup> (“Beverage Digest”, 2018)

<sup>4</sup> (“HomeWorld Business”, 2018)

<sup>5</sup> (Zenith International, 2017)

<sup>6</sup> (“Nonalcoholic Beverage”, 2018)



There are many different beverages for consumers to choose from and it will be challenging to create demand for Orbits over others.

*Highly Competitive Market:* With major non-alcoholic beverage companies such as Coca-Cola, PepsiCo, and Dr Pepper Snapple holding 42.8%, 25.6%, and 22.5% of total market share respectively, it will be difficult to get any of the market share.<sup>7</sup> It will also be difficult to pull customers away from brands and products they may already be loyal to.

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<sup>7</sup> ("Beverage Digest", 2018)



# Segmentation, Targeting, and Positioning

## Segmentation

### *Demographics*

31% of people age 25-34 and 24% of people age 18-24 drank an energy drink in the last six months.<sup>8</sup> Of all people who drank an energy drink in the last six months, 64.5% were men and 71.78% were white.<sup>9</sup>

### *Psychographics*

12% of the United States population are experiencers, meaning that they follow trends, care about what others think about them, and love trying new things.<sup>10</sup>

### *Behavior*

47% of people in the U.S. ages 18-29 use social media at least once a day, compared to 29% for 30-44 year olds, and 15% for 45-54 year olds which indicates that young people are the most frequent users of social media. Connected to the desired “trend status” the product is set to achieve, it’s important that consumers engage in a prolific use of social media.<sup>11</sup>

Out of all people who drank an energy drink in the last 6 months, 25.78% use the *ESPN* website, 21.18% watch Football Pro Weekend, 13.53% read general sport magazines, 11.44% read general health magazines and 4.16% read

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<sup>8</sup> (*Energy Drink MRI*, 2018)

<sup>9</sup> (*Energy Drink MRI*, 2018)

<sup>10</sup> (*VALS*, 2008)

<sup>11</sup> (*Morning Consult*, 2018)



*Muscle & Fitness* magazine, indicating that energy drinkers are also interested in sports and exercise.<sup>12</sup>

## **Targeting**

Orbits intends to target adventurous and health-conscious college students and millennials, between the ages 18-25, who are interested in aesthetically-pleasing things and participate in social media trends. People ages 18-24 are 21% more likely than the general population to have purchased ready to drink iced tea products in the past 6 months.<sup>13</sup> The target market will also consist of the 58% of 18-29 year olds in the United States who use Instagram, as Orbits is a trendy drink that will be popular to post on social media when consuming due to the color-changing aspect.<sup>14</sup> Orbits will use a concentrated targeting effort to reach this target market.

## **Positioning**

Orbits differentiates itself in the market by being more than just a good-tasting health drink, it's trendy and "Instagrammable" as well. As a lemon based ready-to-drink tea with a fizzy color-changing feature, Orbits is more than just a product, it's an experience. The great taste and overall health benefits of the drink will keep customers loyal to the brand, while the unique opening-process provides users something worth sharing in their social media community.

## **Persona**

Orbits' ideal customer is Sidney, a 22-year-old studying Public Relations at San Diego State. Between her sorority, lifestyle blog, and job as a yoga instructor,

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<sup>12</sup> (*Energy Drink MRI*, 2018)

<sup>13</sup> (*Ready...Iced Tea MRI*, 2018)

<sup>14</sup> (*Reach of selected social networks*, 2017)



she's busy, but never too busy to fit in a quick sunset hike or a run on the beach. Sidney is an Instagram influencer, with over 3,000 followers, and occasionally works as a brand promoter. She posts on her Instagram and Snapchat stories about each moment of her daily life, including pictures of every gluten-free, vegan meal she eats. She is always scouring the internet for trendy products to sample, providing the most recent reviews for her dedicated followers.



# Product Strategy

## Primary Features

Orbits has many unique features that differentiate itself from its competition. These include the use of all natural ingredients, light levels of caffeination, and a bathbomb-like color changing process of the drink. Upon opening, the broken seal will release the bits of butterfly pea powder into the lemon-based liquid below, triggering the dissolving, color-changing reaction.<sup>15</sup> Opening the bottle will be part of the experience, as the user orchestrates the creation of their own drink. The color changing process of Orbits will appeal to the social media loving consumers who can't wait to find that next best thing to post on their instagram story and share with all their followers. The coffee drinking, caffeine loving younger crowd who make up 48% of people age 18-24 in the U.S. will be drawn in along with health-conscious consumers who seek organic, natural ingredients.<sup>16</sup> Orbits different flavor lines will keep the customer coming back for more as a new flavor of the month is released along with varying levels of caffeine to suit different preferences.

Orbits falls under the esteem and physiological attributes under Maslow's Hierarchy of Needs. Physiologically, Orbits serves as a form of hydration. With regards to esteem, the nature of the product lends itself to a symbol of status and prestige that consumers will want to brag about to their social media followers.<sup>17</sup>

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<sup>15</sup> (Vessl™ Inc., 2017)

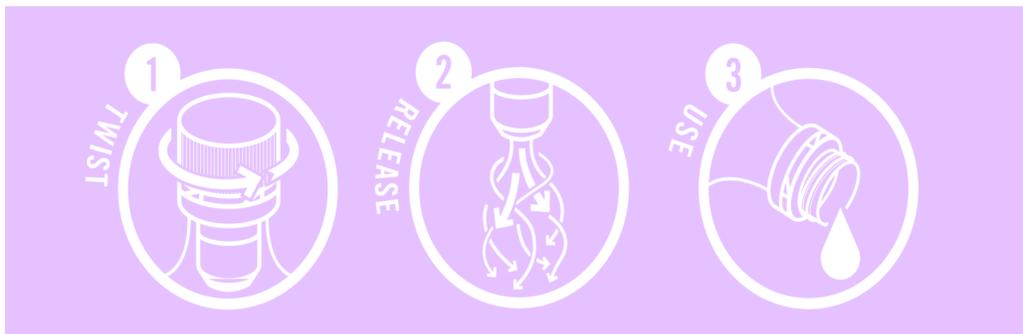
<sup>16</sup> (National Coffee Association, 2018)

<sup>17</sup> (VALS, 2008)



## Packaging

The Orbits packaging brings unique innovation through an easy-to-use, simplistic and aesthetic design. A metal twist top will slice a grooved seal, as marked by purple stickers indicating a “twist” motion (see below).<sup>18</sup> The bottle will be made of recycled clear glass so that the user can still watch the color-changing process. The ingredients will be listed clearly on the bottle in concordance with honesty and natural sourcing of Orbits brand.



## Branding

Orbits will create its brand recognition through a creative logo design and its product appearance. First, the logo contains elements of lemon yellow and butterfly pea flower purple which will be printed on the front of the product and the cap attracting customers aged 18-25 who love life, and are vivacious and curious by the leading color of the logo. The design of the glass bottle conforms to human aesthetics and an ergonomic design, therefore increasing the probability of 18-25 year-old consumers to reuse the glass bottle as a water bottle.<sup>19</sup> This then increases the people's cognition and perception of Orbits when other customers carry it around even after they

<sup>18</sup> (Vessl™ Inc., 2017)

<sup>19</sup> (VALS, 2008)



have consumed the product. Orbits' slogan is: "More than a drink. An experience. A taste of life."

### **Auxiliary Features**

Orbits offers a quality satisfaction guarantee; if a consumer is unsatisfied with the product in any way, they can contact the company to voice their issues and receive a full refund. They will also receive a coupon to try the product again in the future.



## Distribution Strategy

### Channel Strategy

Orbits will be manufactured domestically by Gizmo Beverage Inc. in Tempe, Arizona where they are based using the technology Vessl™.<sup>20</sup> Vessl™ is “a patented bottle closure, which provides instant and pressurized mixing of two ingredients immediately prior to use.”<sup>21</sup> Vessl™ will be responsible for the entire manufacturing of the product, from gathering the supplies and raw materials, to bottling and packing the final products. This intermediary is right for the product because they provide turnkey manufacturing, meaning that they see the process through all the way to the packing of the final beverages. The final products will then be shipped from the Arizona factory to the Orbits-owned warehouse and distribution center to be shipped to retailers, including Whole Foods and convenience stores. These buildings will be located in Los Angeles to be centralized within the target market, with over 300,000 residents ages 20-24.<sup>22</sup>

The primary customer to consumer link is major grocery stores including Whole Foods and Trader Joe’s because of the way the positioning is designed.

### Transportation

Orbits will have two stages of transportations, one from the manufacturing center in Tempe to the warehouse in Los Angeles, and another from the warehouse to the retailers, which will be various natural grocery stores across

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<sup>20</sup> (Gizmo Beverages, 2017)

<sup>21</sup> (Vessl™ Inc., 2017)

<sup>22</sup> (US Census, 2017)



California. Both stages of transportation will be handled by Bear Trucking, a San Bernardino based trucking company founded in 1988. Bear Trucking is actively involved in the market for 11 Western States including Arizona. They also have daily operations in major California markets including the Greater Los Angeles, San Diego, Bay Area, and Sacramento.<sup>23</sup> An established company with 30+ year experience in the West Coast will bring the reliability and the continuity that Orbits seek in transportation operation.

Furthermore, Bear Trucking is a EPA SmartWay Transport Partner and therefore aligns with Orbits' goal to be an eco-friendly company. It has the mission to "practice fuel saving strategies and actively evaluate emerging technologies", this will also increase efficiency in operation and reduce cost.<sup>24</sup>

### **Channel Management**

The intermediaries involved in Orbits include the manufacturer, Gizmo Beverage Inc., and Bear Trucking company that will transport Orbits from the manufacturing plant to the distribution center. Channel conflict will be managed through contracts between Orbits and the intermediaries, ensuring that obligations and expectations are clear. Orbits would not be held responsible for any malfunctions because it does not have money; the manufacturer, distributor, and transporting company will be liable. Additionally, Orbits will use the same trucking company, Bear Trucking, for all transportation to avoid competition between intermediaries. The supply chain will have the fewest number of intermediaries possible to be most efficient in terms of cost, conflicts, and time. Overall, the intermediaries will

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<sup>23</sup> (Bear Trucking, 2019)

<sup>24</sup> (Bear Trucking, 2019)



be supervised by Orbits management and any potential conflicts will be addressed immediately.



## Promotional Strategy

### Push Strategy

To reach Orbits' target market through in-person rather than digital interactions, brand ambassadors will set up booths at Trader Joe's and Whole Foods stores.<sup>25</sup> These stores were chosen because 94% of survey respondents would expect to find Orbits at natural grocery stores.<sup>26</sup> At these booths, customers will be drawn in by free samples and demonstrations of the unique bottle-opening process. A video will play informational commercials while ambassadors hand out low-cost merchandise such as stickers and bracelets.

A second marketing strategy focused on face-to-face interaction will be partnering with the music festival Coachella. The Orbits team will hand out samples at their multi-day event with full-size bottles for purchase and reach 250,000 people. Coachella has a history of issues with dehydration and electrolyte deficiency among its attendees. Not only would Orbits serve to help alleviate these health concerns but it is perfectly targeted to the crowd that attends Coachella. Music festival attendees are often concerned with their appearance, enjoy novel products and post frequently on social media. A platform such as Coachella would be an ideal site to bring awareness to Orbits and build product loyalty for the future.

### Pull Strategy

Orbits slogan is "More than a drink. An experience. A taste of life." This reflects the overall message that Orbits want to convey to consumers that Orbits is not only something to consume, but an experience and something that you

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<sup>25</sup> (Qualtrics, 2019)

<sup>26</sup> (Qualtrics, 2019)



want to share. The shortened slogan “a taste of life” will appear on all of the promotional materials that will be handed out at events.

Orbits will build a social media presence on Facebook, Instagram, and Twitter, which are used by 86%, 58%, and 47% of the U.S. population age 18-29 which captures the target audience.<sup>27</sup> Orbits will curate content around the slogan, with adventure photos of Orbits around the country from consumers in order to draw people to the content. Orbits will run ads on Facebook and Instagram as well, which will reach 100,000 people for each.

Orbits will send free cases of the product to popular YouTubers and ask them to post reviews of the beverage on their channels, allowing Orbits the chance to reach their audiences with no additional costs outside of shipping. This will create brand awareness and pull in the target market because 96% of U.S. Internet users ages 18-24 have accessed Youtube<sup>28</sup>. In order to allow this target market to actually sample Orbits, there will be a pop-up shop set up next to UCLA’s campus, as Los Angeles is home to a variety of foodies and college students who fall into the demographic Orbits is looking for.

To highlight the importance of social media marketing, in 2017, 33% of people surveyed had bought a food or drink item because bloggers, YouTubers, or other celebrities advertised them.<sup>29</sup> Orbits will also run 5 second pre-video ads on YouTube to 100,000 consumers because 64% of internet users in the U.S. access YouTube once a week or more.<sup>30</sup>

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<sup>27</sup> (*Reach of selected social networks*, 2017)

<sup>28</sup> (*We are Flint*, 2017)

<sup>29</sup> (*Which of these*, 2017)

<sup>30</sup> (*We are Flint*, 2017)





# Pricing Strategy

## Cost of Goods Sold

Orbits has a cost of \$0.44 to manufacture one bottle worth of liquid product, with cost of goods sold totaling to \$1.94 per unit with packaging and shipping.

<sup>31</sup> Based on the Qualtrics survey data<sup>32</sup>, Orbits has a price elasticity of demand of .926 when being compared between the prices of \$3.50 and \$7.00 per bottle. Since the product is only barely inelastic, a single bottle of Orbits will be sold in grocery stores for a slightly increased retail price of \$3.99, resulting in a 51.38% gross profit margin.

## Fixed Costs

Orbits will initially have no storefront or working location. Employees, consisting of Orbits founders, will be working remotely while storing pallets of product in a nearby storage unit located at 1712 Glendale Blvd, Los Angeles, CA 90026. Most of Orbits' product will be shipped immediately to the intermediaries such as Whole Foods and Trader Joe's with extra product kept in a 10 ft. by 15 ft. storage unit that is rented for \$340 per month.<sup>33</sup> After re-establishing its brand, Orbits plans to take profit and invest in a working location/warehouse in 2024.

## Variable Costs

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<sup>31</sup> See Appendix

<sup>32</sup> (Qualtrics, 2019)

<sup>33</sup> (Find a Self-Storage Unit, 2019)



Vessl Inc. will be controlling manufacturing and packaging at its factory in Tempe, AZ.<sup>34</sup> They will ship Orbits product from Arizona to intermediaries in California through UPS for \$890 for 2000 lbs.<sup>35</sup>

<b>Production Costs Per Unit</b>	
Organic butterfly pea flower tea powder <sup>36</sup>	\$0.04
Organic honey <sup>37</sup>	\$0.21
Organic lemon juice <sup>38</sup>	\$0.08
Water <sup>39</sup>	\$0.10
B12 <sup>40</sup>	\$0.01
<b>Materials Cost Per Unit</b>	\$0.44
<b>Shipping Cost Per Unit</b>	\$0.50
Glass Bottle <sup>41</sup>	\$0.57
Vessl™ Cap and Technology <sup>42</sup>	\$0.43
<b>Packaging Cost Per Unit</b>	\$1.00
<b>COGS Per Unit</b>	\$1.94
<b>Sales Price</b>	\$3.99
<b>Gross Profit</b>	\$2.05
<b>Gross Profit Margin</b>	51.38%

<sup>34</sup> (Vessl™ Inc., 2019)

<sup>35</sup> (UPS Freight Pricing, 2019)

<sup>36</sup> (Alibaba, 2019)

<sup>37</sup> (Alibaba, 2019)

<sup>38</sup> (WebstaurantStore, 2019)

<sup>39</sup> (Water Pricing, 2019)

<sup>40</sup> (Alibaba, 2019)

<sup>41</sup> (Berlin Packaging, 2019)

<sup>42</sup> (Vessl™ Inc., 2019)



## Marketing Costs

For Coachella, it will cost about \$1500 to be a vendor, plus an estimated 5% of gross sales.<sup>43</sup> Orbits will be reaching about 250,000 people over the two-weekend event (the approximate number of people who attended in 2017), multiplying that by the discount of intent of 2.16%, Orbits will sell about 5,400 bottles at \$6 per bottle.<sup>44</sup>

To calculate this, Orbits averaged the discount for intent for the prices of \$3.50 and \$7 to get the percentage of people who will buy the product at \$5.25 which was 5,775. Orbits then increased the price to from \$5.25 to \$6 using the captive pricing strategy. Basing on the assumption that there will not be many beverage options for people to choose from at the festival, with a small increase in price, the demand will stay about the same.

Orbits will spend \$600 on Instagram ads to reach 100,000 people (at a rate of \$6 per 1,000 people reached).<sup>45</sup> The company will spend another \$719 to reach 100,000 people through targeted Facebook ads (at a rate of \$7.19 per 1,000 people reached).<sup>46</sup> YouTube ads are 10 cents per view, so Orbits will spend \$10,000 to reach 100,000 people on this platform.<sup>47</sup>

Orbits will also continue to expand market awareness by increasing marketing expenses after year 1; spending about 80% of gross profit. With

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<sup>43</sup> (Food Vendor Application, 2015)

<sup>44</sup> (Belz, 2018)

<sup>45</sup> (Schaller, 2017)

<sup>46</sup> (Gotter, 2018)

<sup>47</sup> (Schaller, 2017)



units sold growing at a rate of 10%<sup>48</sup>, slightly higher than the industry standard because of the company's aggressive marketing strategy.

Year:		1	2
Sales	\$	45,246.60	\$ 49,771.26
COGS	\$	21,999.60	\$ 24,199.56
Gross Profit	\$	23,247.00	\$ 25,571.70
SG & A	\$	4,081.00	\$ 6,000.00
Marketing	\$	18,319.00	\$ 18,868.57
EBIT	\$	847.00	\$ 703.13
Tax	\$	177.87	\$ 147.66
<b>Net Income</b>	<b>\$</b>	<b>669.13</b>	<b>\$ 555.47</b>

### Break-even & Expected Sales

Orbits' break even point in units is 10,927 bottles of Orbits and \$43,598.05 in sales revenue in general sale. In addition, Orbits' break even point in units is 369 bottles and \$2,216.75 in sales revenue in Coachella.

Year:	2020
Sales	\$43,598.05
COGS	\$21,198.05
Gross Profit	\$22,400.00
SG & A	\$4,081.00
Marketing	\$18,319.00
EBIT	\$0.00
Tax	\$0.00
<b>Net Income</b>	<b>\$0.00</b>
Number of Units Sold	<b>10927</b>

Year:	Coachella
Sales	\$2,216.75
COGS	\$716.75
Gross Profit	\$1,500.00
Marketing	\$1,500.00
EBIT	\$0.00
Tax	\$0.00
<b>Net Income</b>	<b>\$0.00</b>
Number of Units Sold	<b>369</b>

<sup>48</sup> (Mergent, Inc., 2019)



# Appendix

## Qualtrics Survey

What is your age range?

- Under 18
  - 18-24
  - 25-35
  - 36+
- 

What is your gender?

- Male
  - Female
  - Non-binary
  - Prefer not to answer
- 

How much do you value food or beverages that have all-natural ingredients?

- I value them a lot.
- I value them a little bit.
- I'm indifferent.
- I don't value them much.
- I don't value them at all.



How often do you share your food or beverages on social media?

- Every day.
  - 2-3 times a week.
  - Very rarely.
  - I never do that.
- 

How often do you consume caffeinated drinks?

- Every day, multiple times a day.
- Once a day.
- A few days a week.
- Rarely.
- I never consume caffeinated drinks.

Which of the following ways would you expect to hear about Orbits? (Select all that apply)

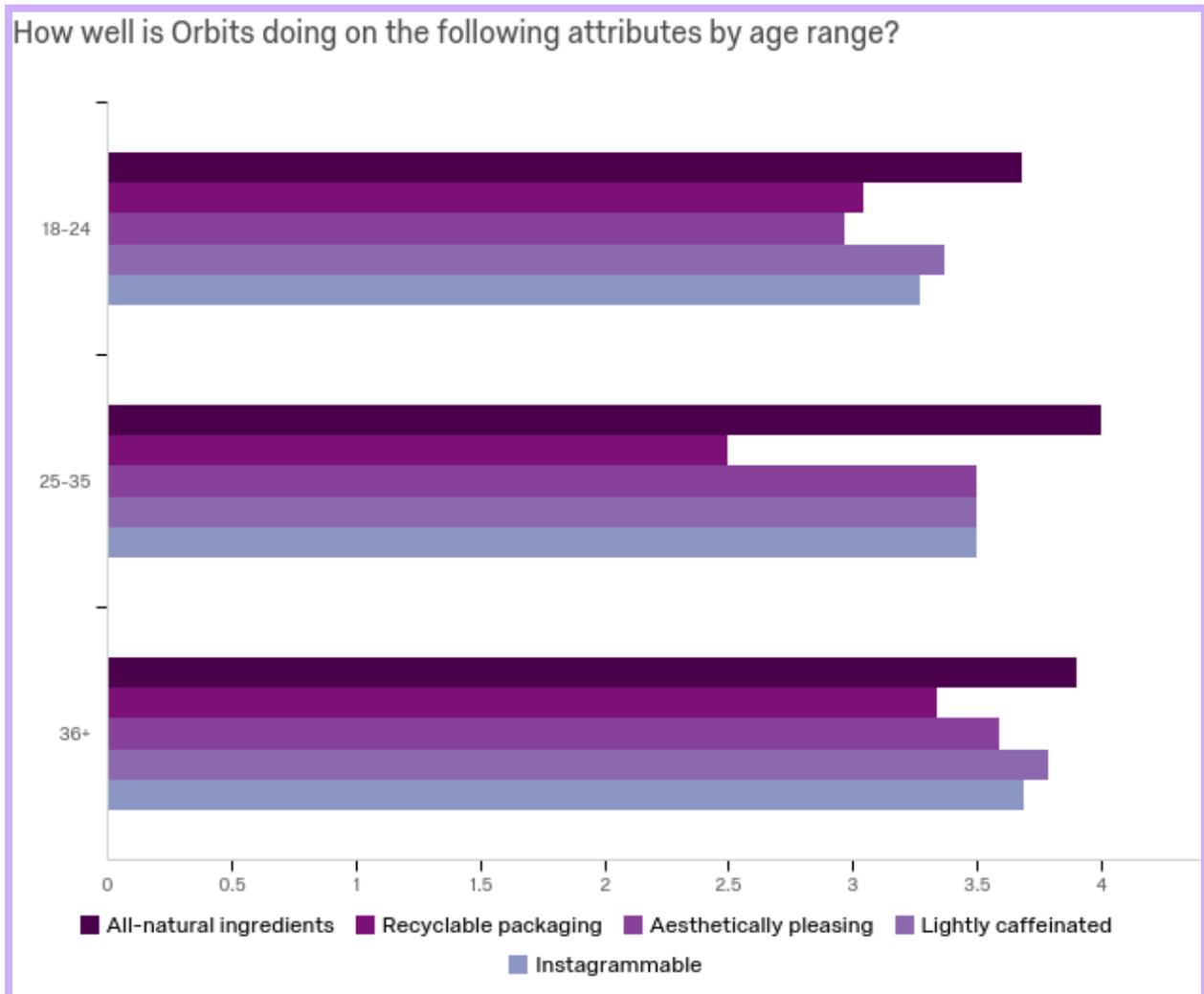
- Social media influencers
  - Billboards
  - Pop-up shops
  - Youtube Ad
  - Hulu / Online streaming commercial
  - Instagram & Facebook Ads
  - Snapchat filters
  - Event sponsors
- 

Through which of the following ways would you expect to be able to purchase Orbits? (Select all that apply)

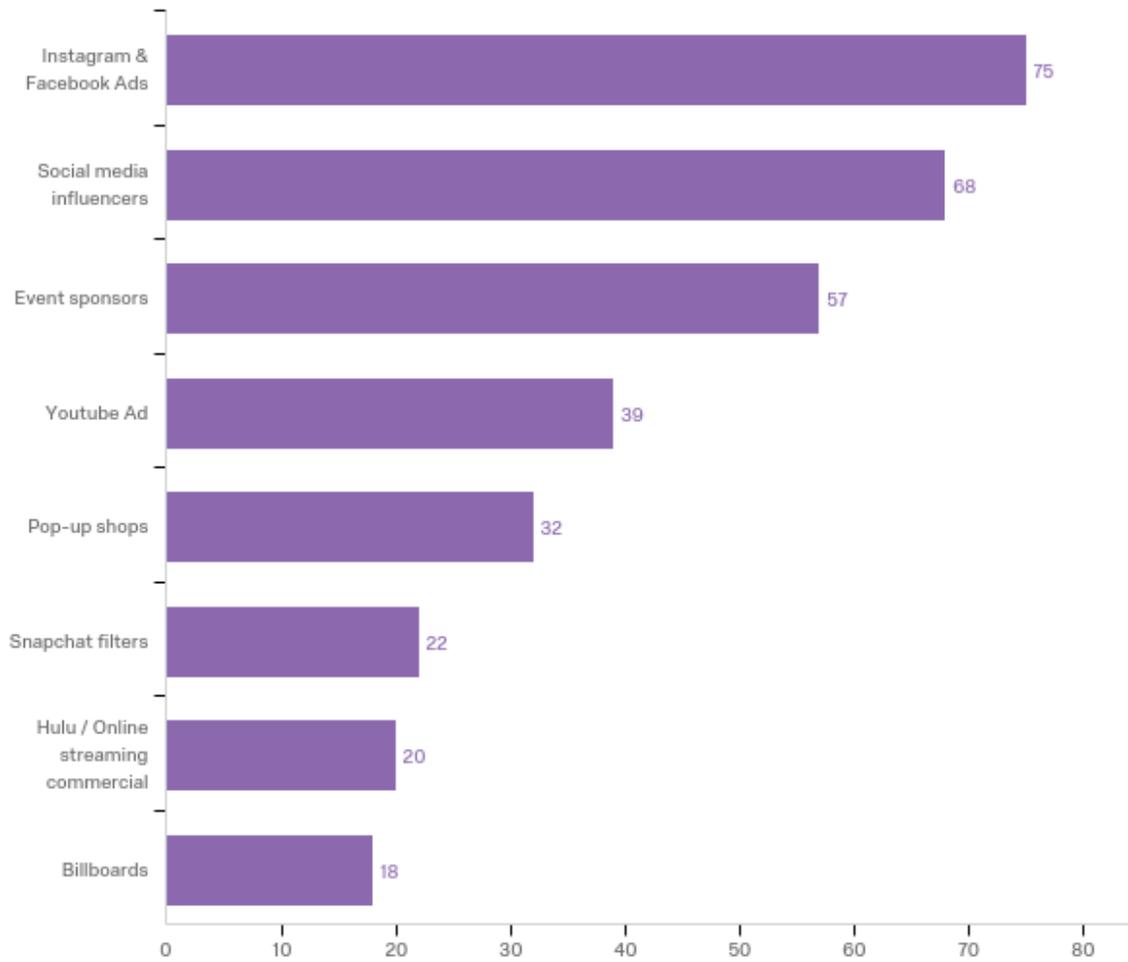
- Grocery stores (Whole Foods, Trader Joe's, Lassen's, Cal Fresh)
- On-campus markets
- Convenience stores
- Costco (or other bulk-sale stores)
- Starbucks
- Coffee shops
- High end restaurants
- Vending machines
- Amazon.com



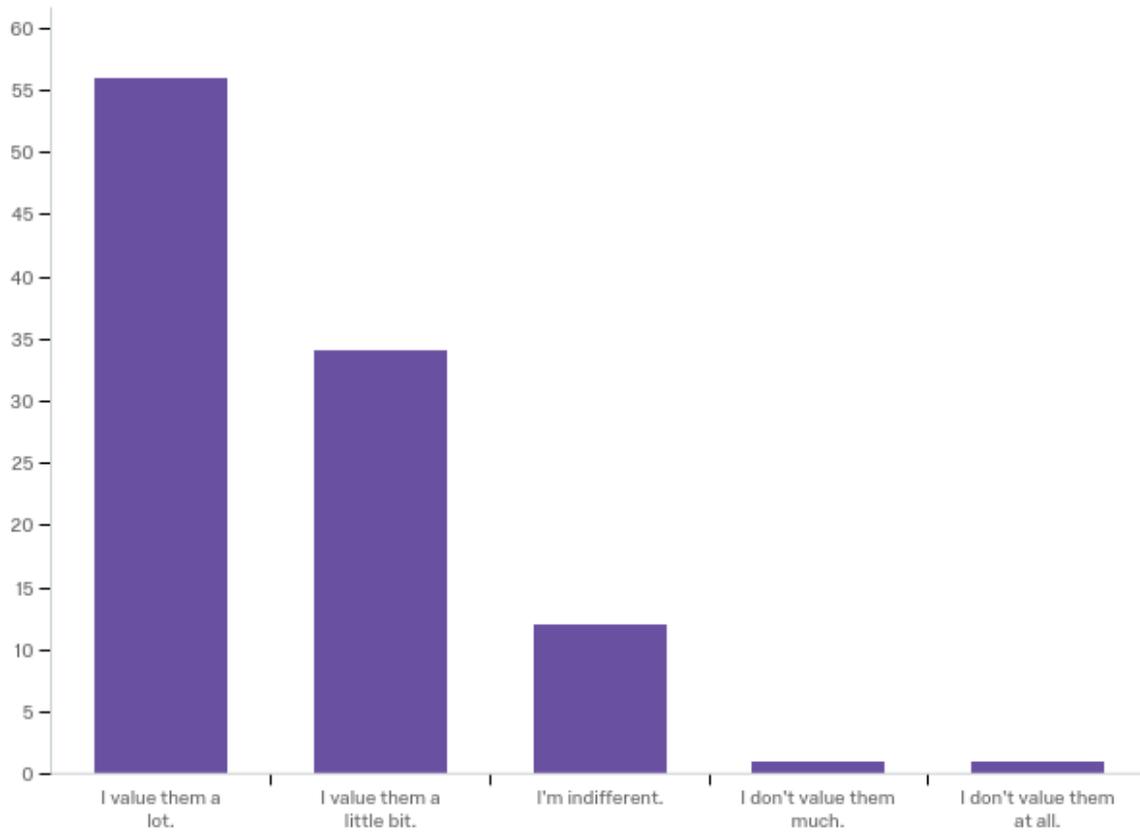
## Qualtrics Graphs

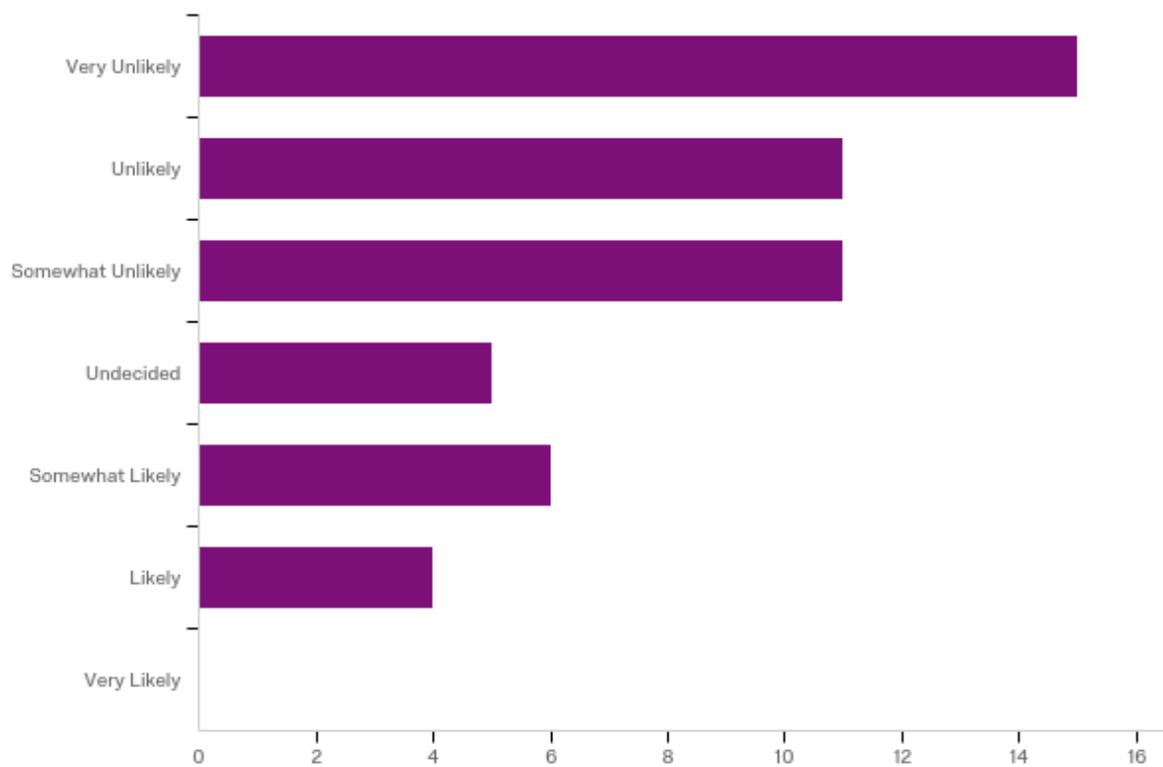


### How would you expect to hear about Orbits?

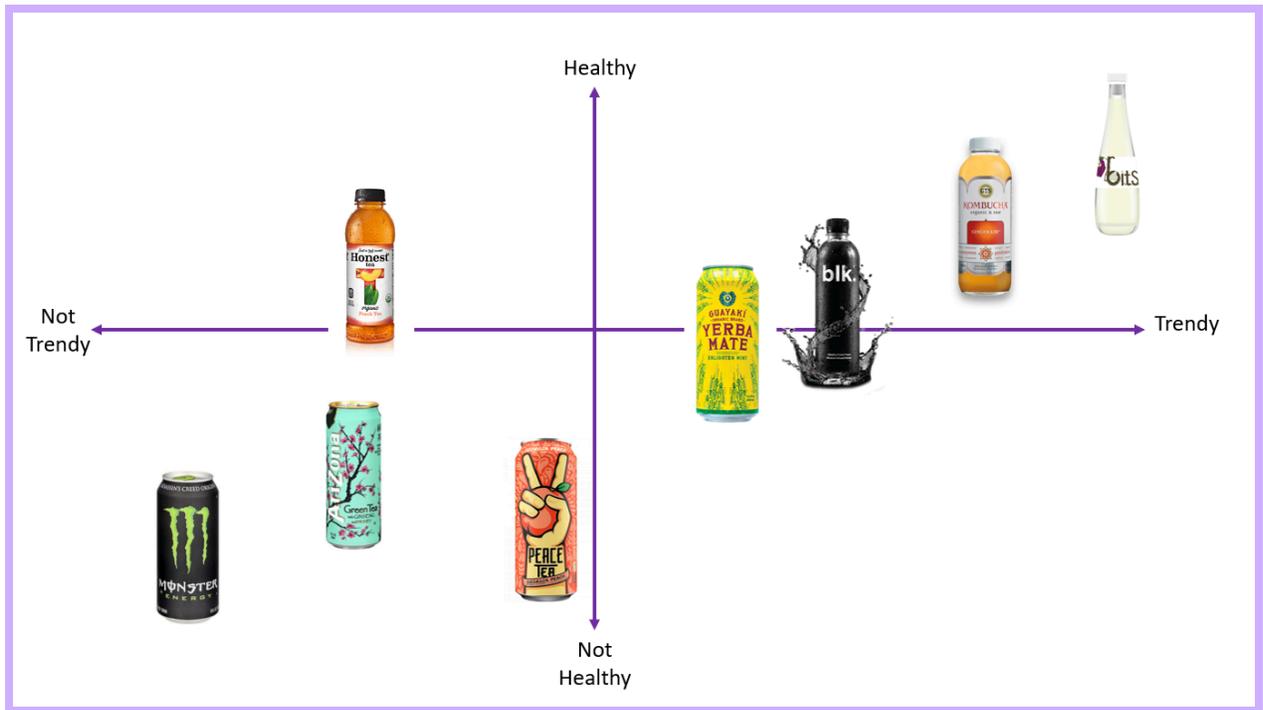


### How much do you value food or beverages that have all-natural ingredients?

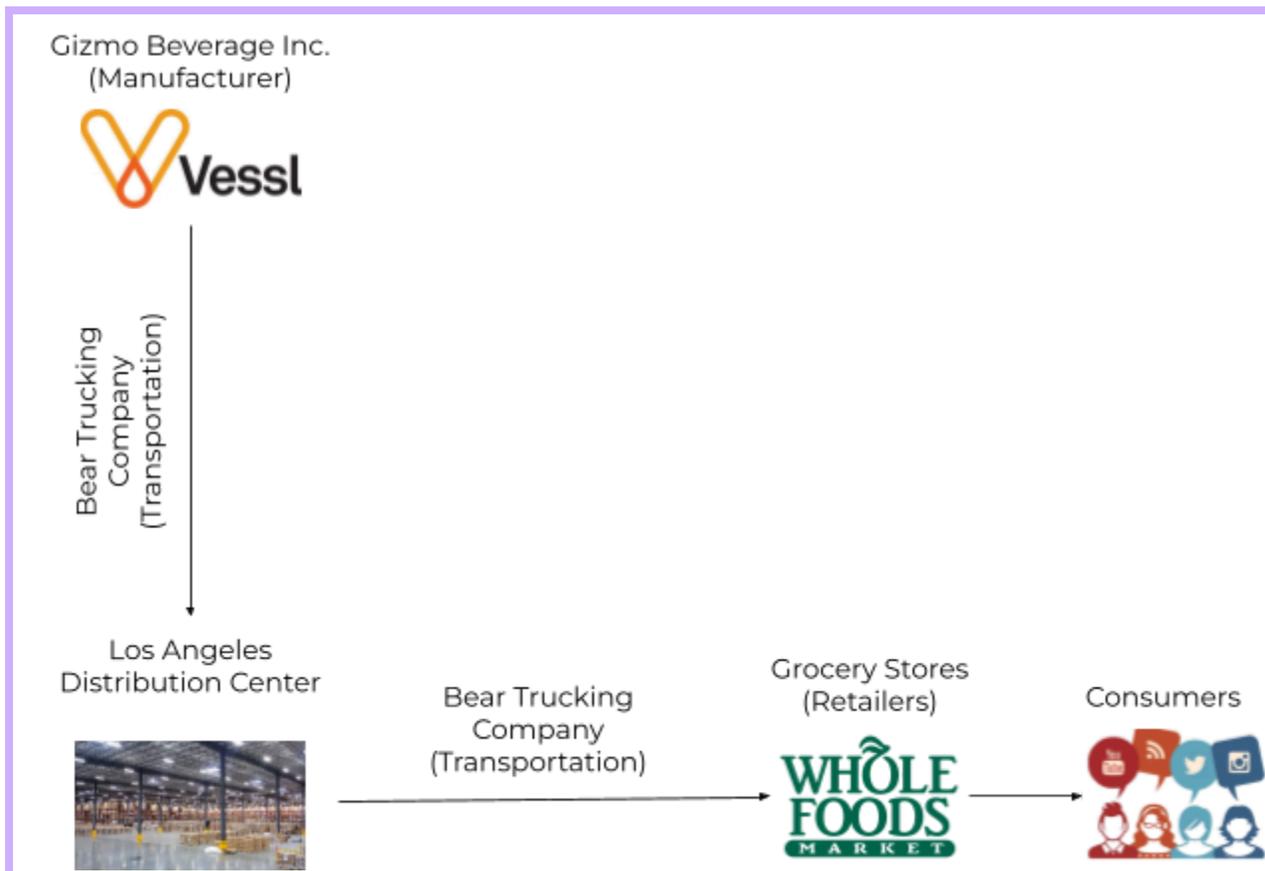


**Q14 - How likely would you be to buy Orbits for \$7.00 per bottle?**

# Perceptual Map 1



### Supply Chain/Distribution Channel



Images

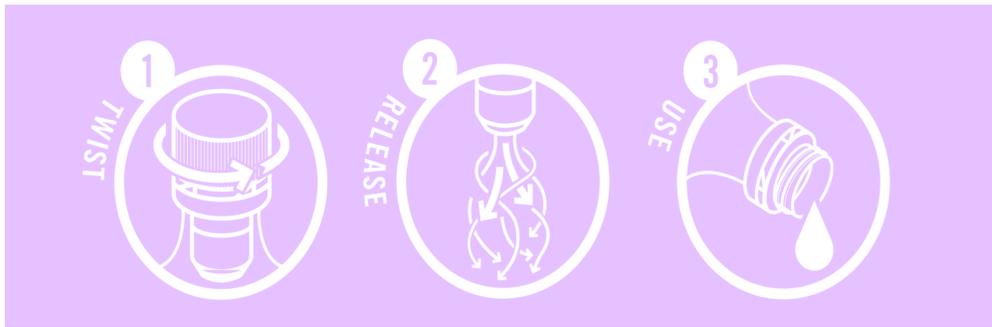
Orbits logo



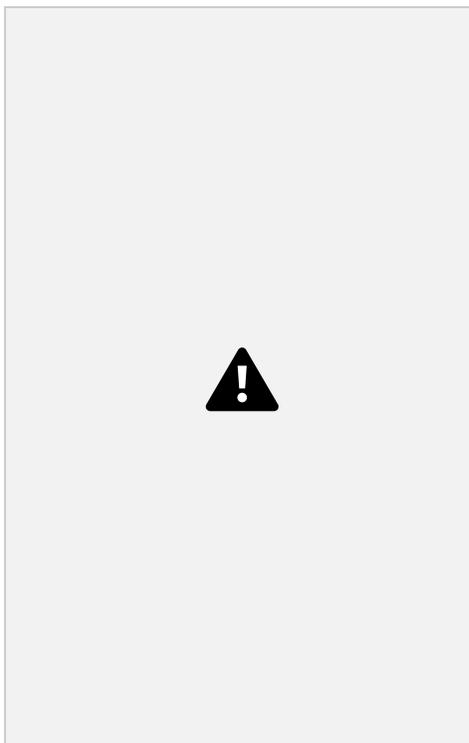
Orbits bottle prototype



### Vessl technology



### Example Instagram page



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