



BUS 346 – Principles of Marketing

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Group 10

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Executive Summary

The Breathalyzer Lock Box™ is a socially responsible product designed to lower the number of alcohol related car accidents by providing a simple way to take responsibility for your drinking. The Breathalyzer Lock Box™ will be located in bar establishments and consist of twenty individual locker boxes, a police grade breathalyzer, and a fingerprint scanner. Bar-goers can voluntarily put their keys into the Breathalyzer Lock Box™, then when they are ready to leave, they can blow into a breathalyzer that will unlock their keys if they have a Blood Alcohol Content below 0.08.

Breathalyzer Lock Box™ has four main goals for promotion. Since Breathalyzer Lock Box™ promotes social responsibility, it will partner with Mothers Against Drunk Driving and Students Against Destructive Decisions. This will get the social responsibility message out, and create a trustworthy stigma for the brand. Trade Shows will be another way for Breathalyzer Lock Box™ to generate product awareness. They are a great place to start and build relationships with industry professionals. Next, in-person-salesmen will be used to promote the Breathalyzer Lock Box™. In-person-salesmen will personally inform each potential customer about how the product works, and how it will benefit their business. Lastly, Facebook will be used to promote the product to people who will not be purchasing it, but to the individuals who will be using and seeing it in bars or other venues that sell alcohol. This will give Breathalyzer Lock Box™ more brand awareness and show how beneficial the product can be.

Breathalyzer Lock Box™ will be manufactured through an existing breathalyzer producer, known as AlcoMate, who is based in Macomb, Michigan. After production, the finished units

will be shipped via UPS Ground to the company warehouse based in El Segundo, CA. From here, customers will be able to come to the warehouse or purchase the product online, where it will be sent to them on trucks via UPS Ground shipping. Through thorough studies, it has been determined that the optimum price to market the Breathalyzer Lock Box™ is at \$499. With a production cost of \$275 per unit, each unit sold will produce a profit of \$224, resulting in a predicted net profit of \$294,938.57 in the first year of operation.

With an investment of \$300,000 for a 15% stake in the company, Breathalyzer Lock Box™ is predicted to be able to manufacture 2,000 units in the first year of production. That is 2,000 safer bar establishments across the country. This investment will contribute to the betterment of society through the prevention of alcohol related car accidents that are currently plaguing the nation.

SWOT Analysis

<u>Strengths:</u> <ul style="list-style-type: none"> • Reduces Liability • Saves Lives 	<u>Weaknesses:</u> <ul style="list-style-type: none"> • Affordability • Compliance
<u>Opportunities:</u> <ul style="list-style-type: none"> • Activism • DUI Costs 	<u>Threats:</u> <ul style="list-style-type: none"> • Finding Retailers • Competing Market

Strengths:

Reduces Liability: Nearly every state prohibits the sale of alcohol to intoxicated people.

Although liability laws vary by state, in 21 states and the district of Columbia, vendors can be held liable for intoxicated adults. These states employ administrative penalties or in some cases criminal penalties to those who are found guilty of this crime (Stim, 2016). The Breathalyzer Lock Box™ would reduce the liability of bartenders and servers because it would prevent intoxicated adults from driving a vehicle.

Saves Lives: The Breathalyzer Lock Box™ prevents drunk driving and works toward a safer community. In 2014, 9,967 people were killed in alcohol-impaired driving crashes, accounting for nearly one-third (31%) of all traffic-related deaths in the United States (CDC, 2016). Every day, 28 people in the United States die in an alcohol-related vehicle crash (NHTSA, 2016). This is a strength of the Breathalyzer Lock Box™ because it helps prevent drinking and driving by locking a patron's keys away if they are over the legal limit.

Weaknesses:

Affordability: Breathalyzer Lock Box™ contains an extremely accurate breathalyzer which in turn makes it more costly. Although smaller, more portable breathalyzers are less expensive, accurate breathalyzers, including those used by police officers, can be very expensive. According

to an article in The Waterloo Chronicle, an accurate breathalyzer can cost around \$500 (LexisNexis, 2009).

Compliance: Not everyone will want to voluntarily put their keys into the product due to privacy issues. People may fear that they will not get their keys back due to technology failure or will be worried about leaving their keys there overnight.

Opportunities:

Activism: Currently there is a large movement against drunk driving in the US, especially among the millennial generation. Organizations such as Mothers Against Drunk Driving (MADD) are working to reduce drinking driving incidents. Partnerships will be formed with organizations that are against drunk driving, the local police, Uber, and taxi services.

Lowering DUI Costs: Drunk Driving incidents cost billions of dollars each year in the United States. Your first DUI can cost upwards of \$20,000 – and more – even without property damage or anyone harmed. The Alaska Department of Motor Vehicles estimates that the total expense of an initial DUI or DWI arrest and conviction costs the equivalent of a taxi ride half-way around the world (BACtrack, 2017).

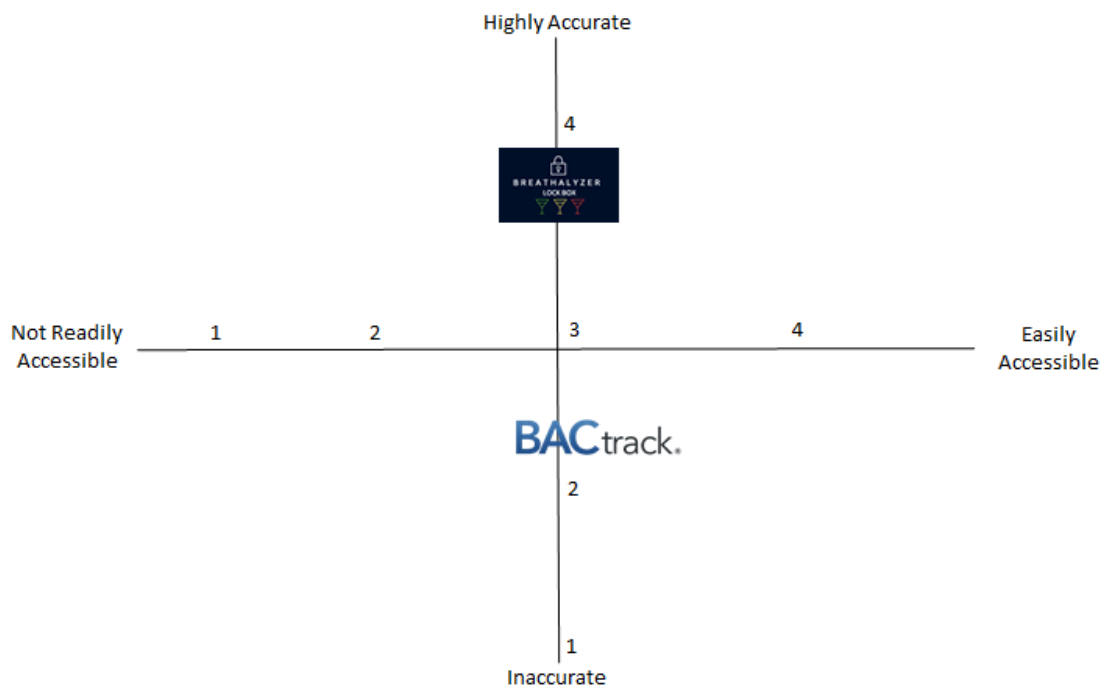
Threats:

Finding Retailers: Businesses may not view the product as valuable because it will be something they have to maintain and take care of. They may see it as a hazard because they will have to make sure the product is being used correctly. Businesses will not want to put in the extra time this product requires.

Competing Market: There are already similar products or procedures in place to help curb the problem of drunk driving such as shuttle services, bartenders taking keys, and police officers. Personal breathalyzers are currently one of the fastest growing health industries. Over the past 6 years' sales have been steadily increasing. According to Wintergreen Research, in 2011, sales of

breathalyzers hit \$284.6 million, and they forecast that number will climb to \$3.2 billion by 2018 (Reportlinker, 2015).

Segmentation, Targeting, and Positioning



Segmentation:

The main geographic areas of focus for breathalyzers are states that have the highest DUI rates which includes North Dakota, Montana, Idaho, Wisconsin, and South Carolina (Most Dangerous. 2016). The Breathalyzer Lock Box™ can be marketed to bars because this business category is one of the most popular establishments to consume alcohol. In Spring 2016 alone, 20.48 million Americans visited a bar at least once (Visitors, 2016). There are a large variety of bars, including college bars, sports bars, wine bars, nightclubs, lounges and cigar bars. Compared to Baby Boomers, Generation X, and Seniors, 26% of the Millennial generation consume alcohol on premise at least once a week in the United States (Media Post, 2016). “18.9% of those convicted of driving under the influence of alcohol are people aged 21-25” (Driving, 2015). Also, 79% of college students are between the ages 18 and 24 (Marketing Charts, 2013). Therefore, a majority of the people that are convicted of driving under the influence of alcohol fall under this category.

Targeting:

Breathalyzer Lock Box™ plans to use a concentrated marketing strategy to target bars that are located in college towns. These bars are heavily populated with college students throughout the week, and tend to have weekly drink specials. In college towns, men are 23.6% more likely to go out to bars if there is a drinking special and women are 42.0% likely to go out. Compared to those statistics, men are 31.6% likely to look for other drink specials that night, and women are 29.7% likely to look as well (Dodd, 2011). “About 40 percent of students reported binge drinking at least once within the last two weeks.” (Binge drinking is defined in the survey as having five or more drinks in one sitting) (Maicke, 2015).

Persona:

“Jack’s Bar” is a bar located in a popular college town and 80% of this business comes from local college students. They have pint night twice a week and they are located outside of the central downtown area. Jack’s Bars’ rural location means they constantly have to look out for customers who choose to drink and drive. For these reasons Jack’s Bar is the perfect business to market the Breathalyzer Lock Box™ because the product will directly combat the drinking and driving issue this business faces every week.

Positioning:

Breathalyzer Lock Box™ is a one-time purchase for bars, that gives customers the option to lock their car keys in a lock box. The only way to get their keys out is to blow into a breathalyzer and be under the legal limit of .08 BAC (US). There are many other companies that sell individual, hand held breathalyzer products. However, Breathalyzer Lock Box™ differentiates itself by being a product that is available to the public through bars. This means it is a one-time purchase for bars. Additionally, it eliminates bartenders having to take keys away from overly intoxicated patrons as it promotes social responsibility. Bars will no longer be held accountable for customers who choose to drink and drive because with the Breathalyzer Lock

Box™ customers will not be able to retrieve their keys. Overall, Breathalyzer Lock Box™ positions itself to be one of the most accurate breathalyzers on the market.

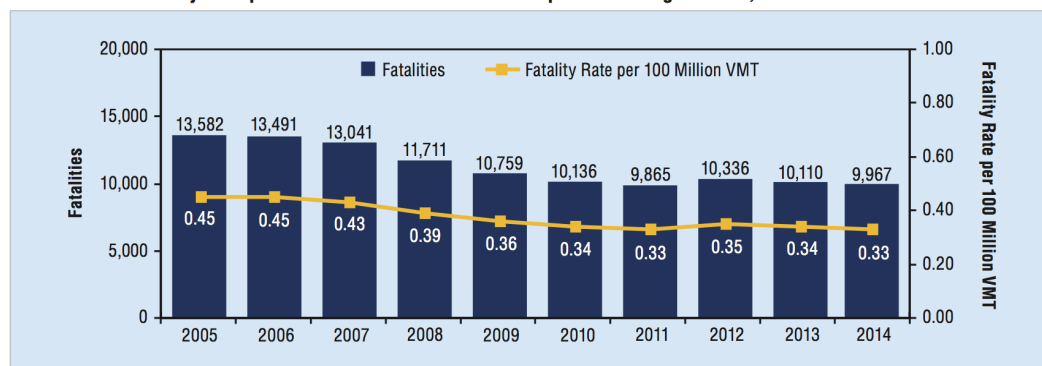
Product Strategy

Main Features

The Breathalyzer Lock Box™ provides a safe and reliable way to prevent drinking and driving. Each Breathalyzer Lock Box™ will have twenty individual lockers. It is a one-time purchase for bars, that gives customers the option to lock their car keys in a lock box. The only way to get their keys out is to blow into the breathalyzer and be under the legal limit of .08 BAC (US Department of Transportation, 2017). When patrons walk into the bar, they will voluntarily put their keys into the Breathalyzer Lock Box™. To do this, they will enter their thumbprint onto the Breathalyzer Lock Box™ touch screen and an individual locker will open. They will then put their car keys into the locker. As patrons leave the bar, in order to get their keys back, they will first have to enter their thumb print. After they complete this, a breathalyzer will pop out and they will have to blow into the breathalyzer while using the recyclable mouthpiece cover, similar to what law enforcement uses. If the patron's blood alcohol level is less than 0.08, then their locker will open and they can retrieve their keys.

As shown in the graph below, driving while under the influence of alcohol is a major issue in the United States. Around 10,000 deaths occur each year due to alcohol impaired driving crashes (NHTSA, 2015). The Breathalyzer Lock Box™ will cater to consumer needs because it will lower the amount of crashes caused by alcohol affected drivers because Breathalyzer Lock Box™ will be easy to access and provide accurate BAC readings.

Figure 1
Fatalities and Fatality Rate per 100 Million VMT in Alcohol-Impaired-Driving Crashes, 2005–2014



Source: Fatalities – FARS 2005–2013 Final File, 2014 ARF; 2005–2013 VMT – Federal Highway Administration's (FHWA) Annual Highway Statistics; 2014 VMT – FHWA's Traffic Volume Trends (September 2015)

Packaging

The Breathalyzer Lock Box™ will be packaged in a corrugated cardboard box. The high-tech construction of corrugated cardboard can carry a wide range of weights and protects against moisture. Not only is this material highly customizable, but it is also cost-effective. Corrugated cardboard keeps items safe during shipping and handling because it provides a stable cushion for any product (Packaging Innovation, 2014). Inside the cardboard packaging, the product will be secured with recycled cardboard. This cardboard will be cut to fit the product so that it does not shift during transportation. The outside of the box will have a 100% recycled shipping label, made entirely from post-consumer content as well as the logo.

The packaging will feature the Breathalyzer Lock Box™ logo, a brief description of the product, and a statistic about the dangers of drinking and driving. Inside the box there will be a detailed descriptions of the product as well as instruction for how to set up and use the Breathalyzer Lock Box™. The design and labeling will all be consistent with the label (navy blue, white, and the tri colored martini glasses).

Branding

Breathalyzer Lock Box™ will create brand recognition by catching the attention of a consumer with the green, yellow, and red martini glasses underneath an elegant yet powerful product name and font. This is to depict the idea that once a consumer has had too much to drink and is no longer under the legal driving limit, their keys will stay locked in a locker and they will not be able to drink and drive. The navy blue background is used because blue is the color of trust and strength (Ciotti, G, 2017). The point of this product is to create a trustworthy system that will no longer allow customers who consume excessive alcohol in bars, to drink and drive and potentially cause fatal accidents. The logo below will be on the packaging and the actual product itself so that customers recognize the brand when they see this product in a bar.

**Warranty**

Breathalyzer Lock Box™ will offer a two year, money back guarantee, if the product has a manufacturing defect. This ensures paying customers that the product is reliable and that the company strongly stands behind its product. However, it also respects the fact that technology can have issues that buyers should not have to deal with.

Distribution (Place) Strategy

Channel Strategy:

The Breathalyzer Lock Box™ will be manufactured by AlcoMate Breathalyzer and then shipped to a warehouse in Southern California. This company will be used because of their association with law enforcement and high quality breathalyzer products. Only the results from high quality breathalyzers will hold up in a court case, so it is important for the Breathalyzer Lock Box™ to prioritize quality. The AlcoMate Manufacturing headquarters is located Macomb Township, Michigan so the finished product will be shipped via UPS Ground because it has a nationwide reach and is already used by AlcoMate Manufacturing.

The warehouse in Southern California, specifically in El Segundo, a city in Los Angeles county, will hold approximately 2,000 Breathalyzer Lock Boxes™ so that there is plenty of stock on hand for the customers at all times. The warehouse will be located in El Segundo on account of its industrial infrastructure and low retail prices. From there, the product will be shipped via truck to the customers when they order.

The product will be available for purchase by the customers primarily via online sources. Breathalyzer Lock Box™ would have its own website that would be easy to navigate and properly convey the values of the company. Businesses could order the product and receive it promptly at their convenience to optimize customer service. Then once ordered, Breathalyzer Lock Box™ will be shipped to the customer with UPS Ground because that relationship is already established.

Transportation:

The Breathalyzer Lock Box™ will be transported to its customers through the channel by trucks. Trucks are safer and more economically sensible for small business companies because they allow flexibility in the amount of units that are being transported. This means that they have the ability to carry large or small loads. Trains are typically designed to move and transport very large scaled orders, which would be too risky for a company as small as Breathalyzer Lock Box™. UPS shipping will be used because a relationship is already

established from shipping to the warehouses. So as stated before, trucks can take smaller loads than trains, which is beneficial to the Breathalyzer Lock Box™ because the order loads will be small. (Distribution Channels)

Channel Management

The channel will be managed by AlcoMate Breathalyzer because this company manufactures breathalyzers for police and military forces. Because of this, they already have recognition among national companies who utilize breathalyzers. AlcoMate will also be liable for the product until it reaches the Breathalyzer Lock Box™ warehouse. Here the liability will be transferred to the Breathalyzer Lock Box™ company. Due to Breathalyzer Lock Box's™ small start up size, a larger company such as AlcoMate Breathalyzer is better equipped to handle liability issues when dealing with the initial manufacturing and transportation.

Promotion Strategy

Push:

Breathalyzer Lock Box's™ main goal is to reduce the amount of drunk driving. It is partnering with Mother's Against Drunk Driving (MADD) and Students Against Destructive Decisions (SADD) to help raise awareness for the product and to earn a trustworthy reputation. This partnership will benefit the consumers (bars) by giving them a socially responsible image to the public, increasing their business. Breathalyzer Lock Box™ will have a booth at the COPSWEST Training & Expo 2017 in Palm Springs, California. This event is held at the Palm Springs Convention Center from October 30th, to November 1st, 2017(CPAO, 2017). Here, Breathalyzer Lock Box™ will be showcased to law enforcement and public safety agencies from across the United States. Breathalyzer Lock Box's™ main goals at the trade show are brand awareness, lead generation, and relationship building. If these agencies support the product, it will improve their relationships with the customers. Bars can benefit from gaining the support of law enforcement and public safety agencies. In 2013, 81% of audience members remembered visiting a company's trade show exhibit in the United States in 2013 (Statista, 2013). Breathalyzer Lock Box™ wants to gain trust and awareness with law enforcement to further enhance the distribution of its products.

Pull:

A great promotional opportunity involves sending Breathalyzer Lock Box's™ founders to bars and introducing the product to the bar owners. The founders will explain how the Breathalyzer Lock Box™ works and how it can be beneficial to their business and its reputation. This one-on-one contact will help Breathalyzer Lock Box™ build relationships with bar owners. In a survey of 1,200 purchasing decision makers in small, medium, and large companies throughout The United States, only 3 percent of customers say they weren't contacted enough, suggesting customers are open to fewer, more meaningful interactions (Boaz, 2010).

Breathalyzer Lock Box's™ founders will also attend trade shows for wine, spirits, and bars such as The Nightclub and Bar Convention and Trade Show in Las Vegas. This is a three day event held from March 27th to March 29th at the Las Vegas Convention Center. In 2016, this trade show had 36,147 visitors and there was a 94% purchasing power (NBC Show, 2016). Many bar industry professionals will attend this event and it will be a prime opportunity to expose the target market to the product. In 2011, business-to-business exhibitions were 39.2% of business-to-business marketing budgets, the largest amount of any other marketing channel. That number has held fairly steady over the past several years, demonstrating the resilience of trade shows (Thimmesch, 2013).

Breathalyzer Lock Box™ will have a high performance website so that businesses around the world can learn about its product and easily order it from any location. Both business-to-business customers and consumers value useful services that promote online convenience. 72% of buyers value services such as self-service access to accounts and orders and 64% percent of buyers value scheduled deliveries(Schmidt, 2016). To spread awareness to businesses, Breathalyzer Lock Box™ will be active on Facebook. It will use facebook to interact with customers, by answering questions and responding to concerns. In 2015, 185.6 million people used facebook and this number is expected to grow to 211.7 million by 2021 (Statista, 2015).

Pricing Strategy and Financials

The Breathalyzer Lock Box™ will cost approximately \$275 per unit to manufacture. The breathalyzer component will cost \$195, the fingerprint scanner will cost \$60, and the locker box (20 units) will cost \$20 (Howmuchisit, 2016). The price of the cardboard boxes to ship the product is \$2.90 per box (ECOENCLOSE, 2016). The BLB will be retailed at \$499 for a net profit per unit of \$199. This is a reasonable price for businesses because the product is sold in a cluster of 20 lockers so per individual locker the price is \$24.95. Based on Qualtrics survey data, The Breathalyzer Lock Box™ is inelastic, for every 1% increase in price, there is a .813% decrease in quantity demanded.

Breathalyzer Lock Box's™ expenses are forecasted to be \$36,074.00 for year one. First is the cost of the distribution facility located in Santa Clara, California. This facility is 1,661 square feet at an average price of \$1.49 square feet a month. This is a total rental cost of \$2,475 per month.

The second expense is marketing totaling \$6,375 in year one (Loopnet, 2017). Breathalyzer Lock Box™ is promoting its product through social media, a website, and through trade shows. For the Facebook Ad Campaign, Breathalyzer Lock Box™ will send a Facebook ad out to people within 25 miles of the “30 best college towns in America” (Martin, 2016). The first year it will cost \$1,825 and has the potential to reach 8,800,000 people. The second part of the Facebook Ad campaign will be a targeted at the same locations, with the addition of 100 college towns. The second year it will again cost \$1,825. This advertisement has the potential to reach 11,000,000 people. In both the first and the second year, Breathalyzer Lock Box™ will attend both COPSWEST Training & Expo Trade Show as well as the Nightclub and Bar Convention and Trade Show in Las Vegas. The 10x10 booth for the COPSWEST trade show will cost a total of \$1,600 and the 10x10 booth for the Nightclub and Bar Convention will cost \$2,950 (CPAO, 2017, Events, 2014).

Breathalyzer Lock Box™ will send its founders to trade shows the first year and it will hire one salesperson the second year which including salary and commission will cost a total of \$60,000 (Meloff, 2013). Breathalyzer Lock Box™ will use a free website for the first year to raise awareness for its product, but for its second year it will have an up and running website where customers can make purchases and this will cost \$250 a month (Chandoo, 2010).

Financials:

Breathalyzer Lock Box™ can successfully manufacture and sell 2,000 units and account for related expenses with an initial investment of \$300,000. The cost of making the Breathalyzer Lock Box™ will be the greatest expense. Based on our Qualtrics Data and the increase in brand recognition and the high performance website, Breathalyzer Lock Box™ is expecting an 80% increase in sales from 2,000 units to 3,600 units.

	Year 1	Year 2
Revenue:	\$998,000.00	\$1,796,400.00
Cost of Breathalyzer Lock Box	\$600,000.00	\$1,080,000
Number of Units Sold	2,000	3,600
Gross Profit:	\$398,000.00	\$716,400.00
Expenses:		
Marketing (Trade Shows, Facebook Ads)	\$6,375.00	\$69,375.00
Distribution Facility	\$29,699.00	\$29,699.00
Total Expenses:	\$36,074.00	\$99,074.00
10% Awareness Donation	\$39,800.00	\$71,640.00
Earnings Before Taxes	\$322,126.00	\$545,686.00
Taxes (Deparsio, 2015)	\$27,187.43	\$53,542.64
Net Profit:	\$294,938.57	\$492,143.36

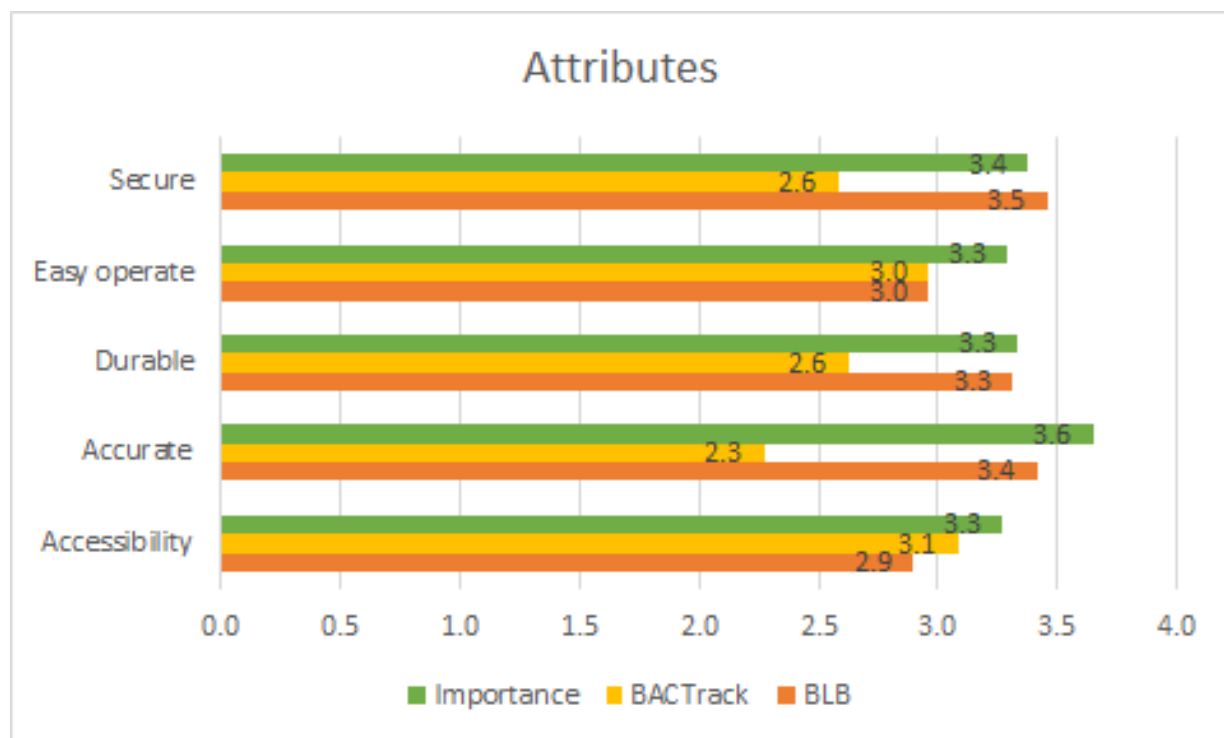
Appendix

Qualtrics Graphs

ATTRIBUTES:

Please rate each of the following in terms of the list attributes in the left column.

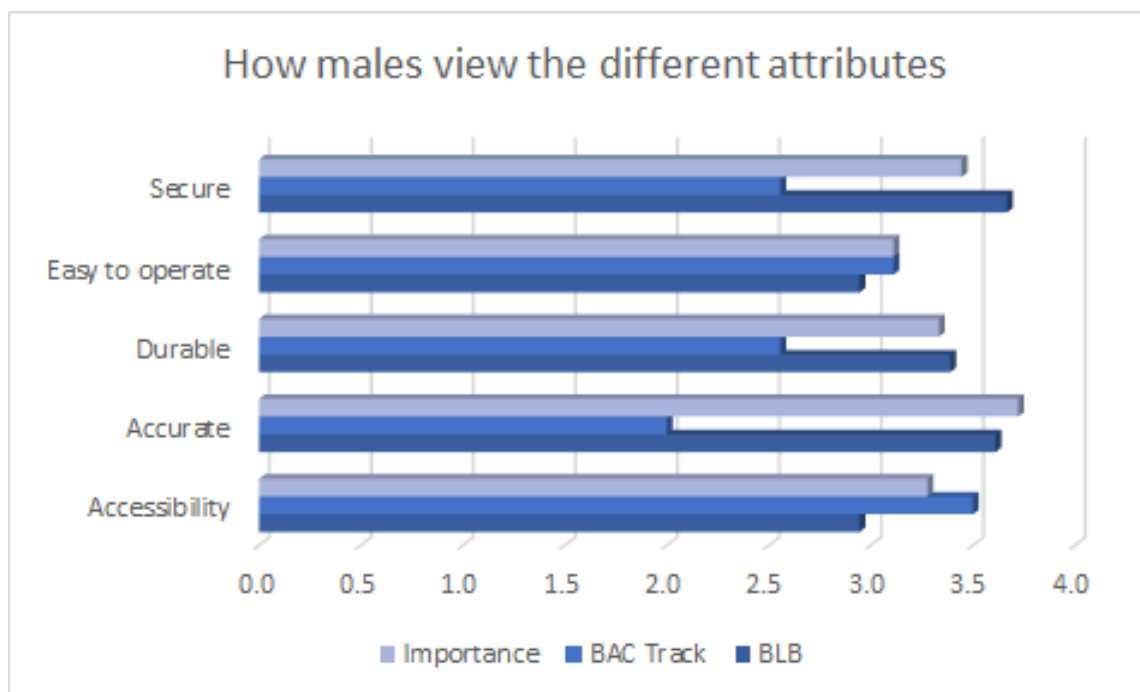
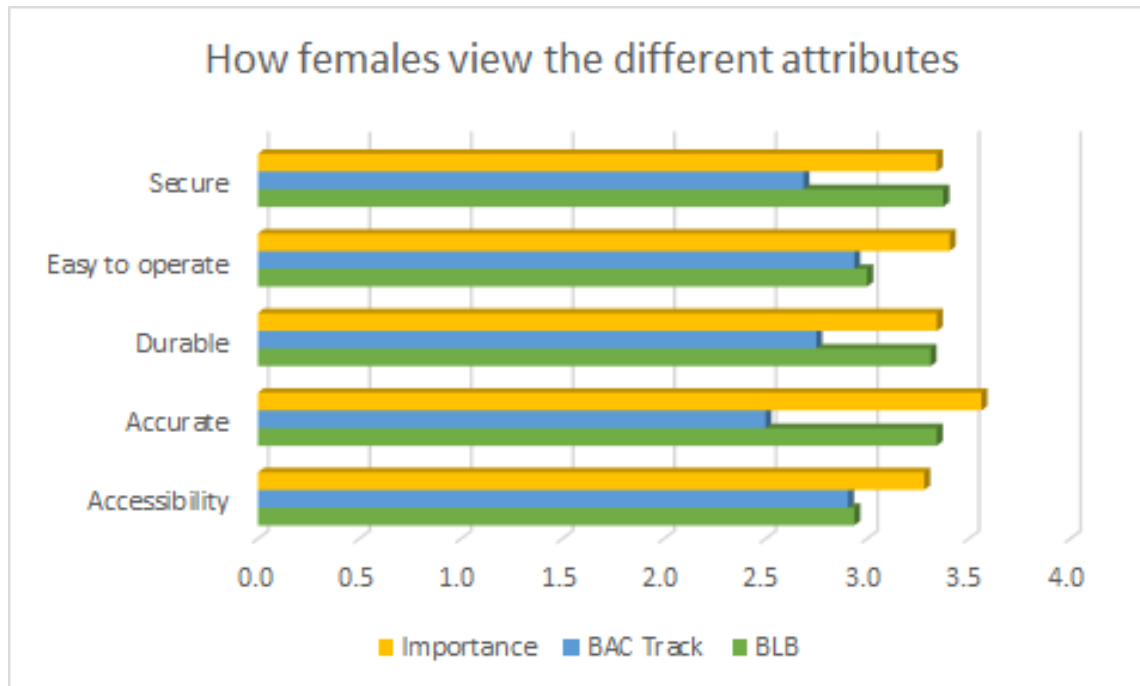
This information will show us how we are doing in these five areas as compared to BAC Track.



GENDER:

What Gender do you identify with? Please rate each of the following in terms of the list attributes in the left column.

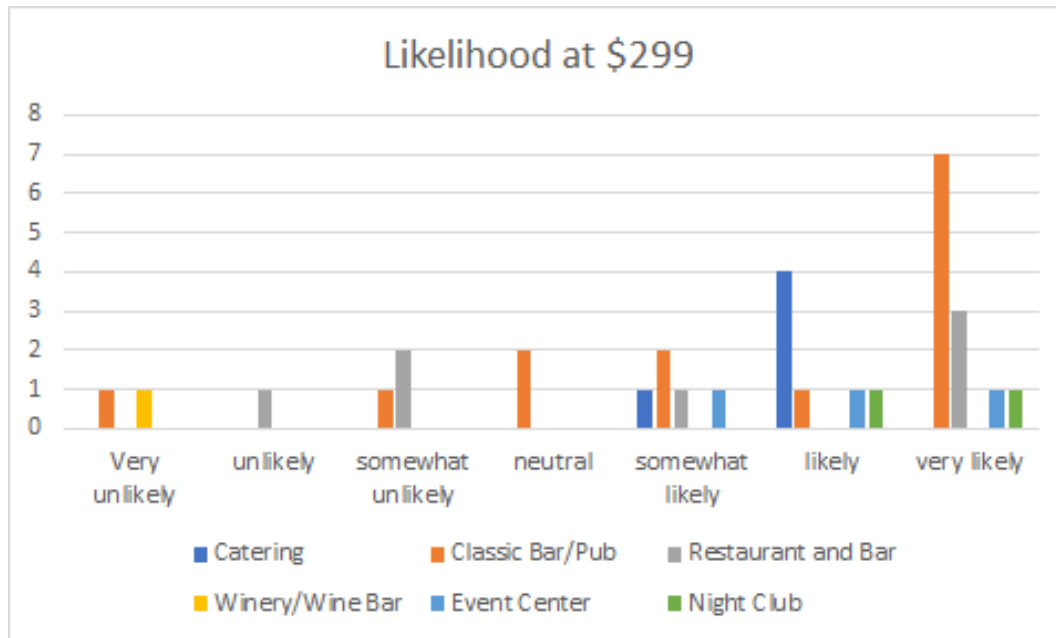
These two graphs show the difference in the importance of the attributes in the left column according to gender.



PRICE:

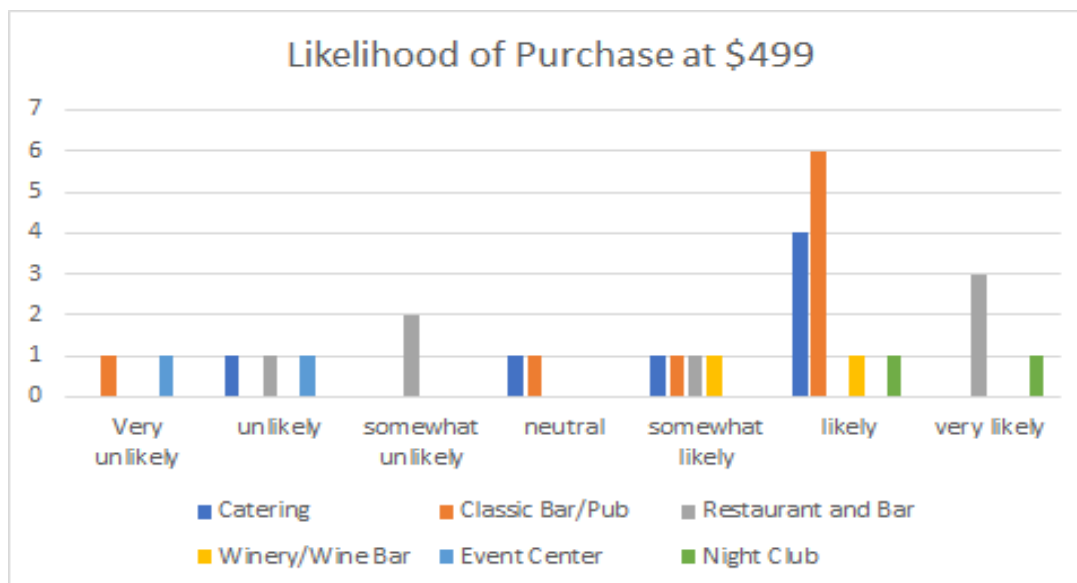
How likely would you be to buy Breathalyzer Lock Box™, for the bar you work at, for \$299?

This information shows the likelihood, for venues that sell alcohol, who would buy the Breathalyzer Lock Box™ at \$299.



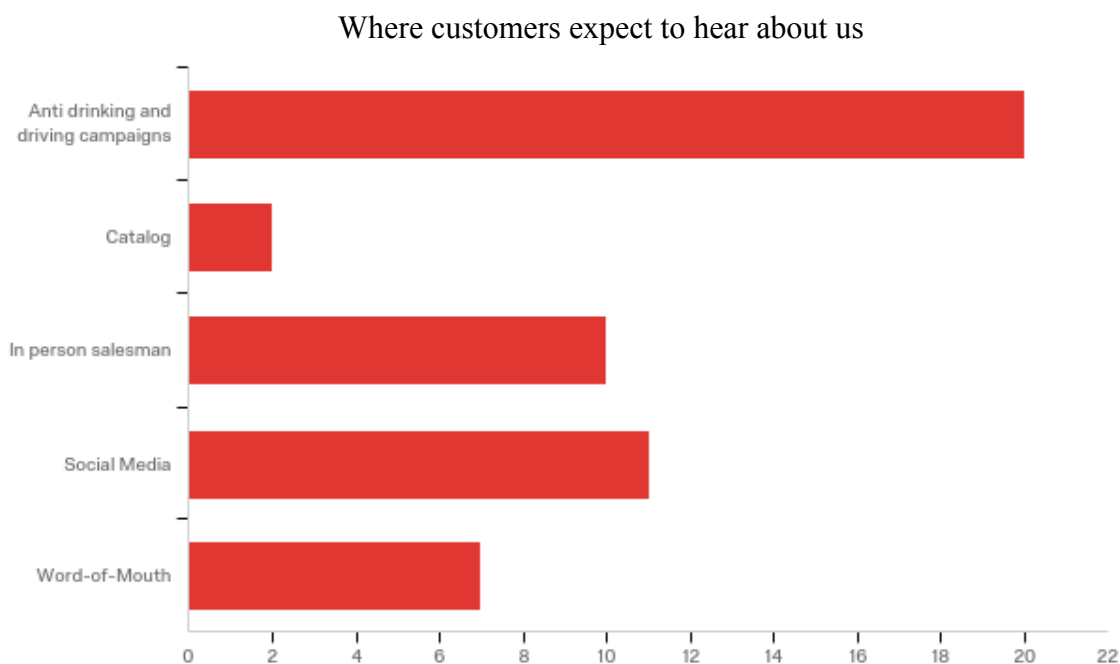
How likely would you be to buy Breathalyzer Lock Box™, for the bar you work at, for \$499?

This information shows the likelihood, for venues that sell alcohol, who would buy the Breathalyzer Lock Box™ at \$499.



How do you expect to hear about Breathalyzer Lock Box™?

This graph shows us the different segways that people in the alcohol industry expect to find out and hear about the Breathalyzer Lock Box™.



Price Elasticity: The Breathalyzer Lock Box™ is inelastic, for every 1% increase in price, there is a .813% decrease in quantity demanded.

\$299				
7	0.25	7	1.75	
6	0.15	7	1.05	
5	0.05	4	0.2	
4	0.01	3	0.03	
			3.03	0.1317
\$499				
7	0.25	1	0.25	
6	0.15	7	1.05	
5	0.05	6	0.3	
4	0.01	3	0.03	
			1.63	0.0604

Logos:

(Logo #1, figure 1)

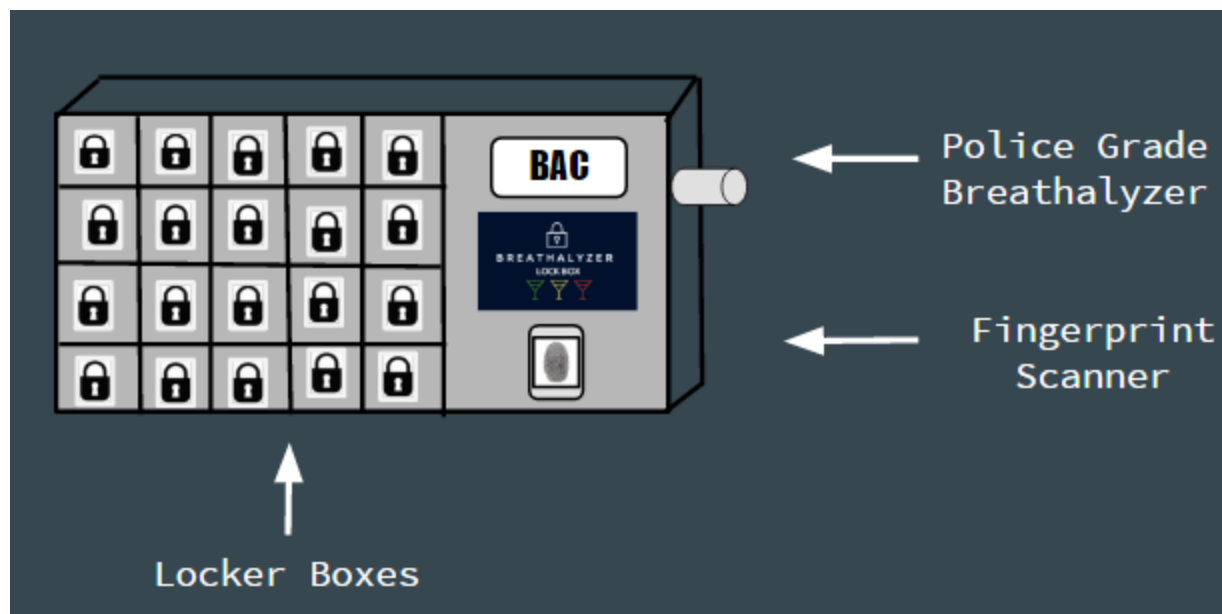


(Logo #2, figure 2)



Prototype:

(Prototype, Figure 3)



Survey Questions: (*Survey, figure 4*)

[illegible]



Q10

How likely would you be to buy Breathalyzer Lock Box, for the bar you work at, for \$299?



Very Unlikely



Unlikely

Somewhat
Unlikely

Undecided



Somewhat Likely



Likely



Very Likely



Q14

How likely would you be to buy Breathalyzer Lock Box, for the bar you work at, for \$499?



Very Unlikely



Unlikely

Somewhat
Unlikely

Undecided



Somewhat Likely



Likely



Very Likely



Q15

How long have you bartended for?



- ☐ Less than 1 month
- ☐ 1 month - 6 months
- ☐ 6 months - 1 year
- ☐ 1 year - 3 years
- ☐ 3+ years



Q14

Which gender do you identify with?



- ☐ Female
- ☐ Male
- ☐ Other



Q16

What kind of bar establishment do you work at?



- ☐ Catering Company
- ☐ Classic Bar/Pub
- ☐ Restaurant and Bar
- ☐ Winery/Wine Bar
- ☐ Event Center
- ☐ Night club

☐ Q18 Have you ever taken away a customer's keys or had to call the police because they were too intoxicated to drive?



- ☐ Yes
- ☐ No

☐ Q19 If you answered yes to the question above, then how many times have you taken away a customer's keys or had to call the police because they were too intoxicated to drive?



- ☐ Not applicable
- ☐ 1-5
- ☐ 6-10
- ☐ 11-15
- ☐ 15+

☐ Q17 How do you feel when you have to take away an intoxicated person's keys, or call the cops?



- ☐ I don't mind, it's part of the job.
- ☐ Slightly uncomfortable
- ☐ Neutral
- ☐ Very Uncomfortable
- ☐ I avoid it

☐ Q20 Which of the following ways would you most expect to hear about Breathalyzer Lock Box?



- ☐ Anti drinking and driving campaigns
- ☐ Catalog
- ☐ In person salesman
- ☐ Social Media
- ☐ Word-of-Mouth

☐ Q21 Based on the description of Breathalyzer Lock Box, where would you most expect to buy this product?



- ☐ Bar Expos
- ☐ Department Store
- ☐ In Person Salesman
- ☐ Online
- ☐ Specialty Stores

Financials:*(Net Profit, Figure 5)*

	Year 1	Year 2
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