

# VITASUN

“BAN THE TAN”



SUNSCREEN REPLACEMENT VITAMIN



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## MEET THE CREATORS



Lila Bell



Chiara Cipolla



Elle Faris



Leeann Tal



## SWOT Analysis

### **Strength:**

Uniqueness: Vitasun stands out from other companies in the sunscreen industry due to the guarantee of 100% full coverage. This is done by replacing sunscreen with vitamins that act as a UV shield to reduce the risk of skin cancer. Spray and lotions used by other brands don't promise full coverage, so many missed spots are susceptible to harmful rays<sup>1</sup>. Meanwhile, Vitasun stands out by covering every inch of skin.

Social Good: According to the Skin Cancer Foundation, one in five Americans will develop skin cancer in their lifetime by the age of 70<sup>2</sup>. With the innovation of Vitasun, consumers are able to fully protect their skin from UV rays. The Consumers Reports National Research Center estimated 27% of parents with kids under the age of 12 "never" or "only sometimes" apply sunscreen on their kids when going outside for two to four hours.<sup>3</sup> Using Vitasun, parents can actively protect their children from skin cancer without the effort of applying sunscreen.

### **Weakness:**

Lack of reputation: Since this is a startup company, public knowledge of this product is limited. Therefore, there will be a lack in customer reliability. But, intense marketing of this product will create an opportunity for exposure and an increased interest for investments in Vitasun.

Performance Ability: This product may not succeed due to an abundance of competitors within the sunscreen industry, each with different applications. This product will require extensive research and testing before being put into the market. If the final product is faulty, the consumer may experience negative effects. The product must be manufactured correctly to ensure success.

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<sup>1</sup> (Business Source Premier, 2019)

<sup>2</sup> (Skin Cancer Foundation, 2019)

<sup>3</sup> (Statista, 2019)



### **Opportunity:**

*A growing marketplace:* This pill appeals to the health-conscious demographic because sunscreen use is on the rise. Additionally, Vitasun's gummy version targets consumers who are uncomfortable taking pills as well as parents of children who prefer a chewable consumption method. There is an untapped market for consumers with sensitive skin. Out of 987 people, 50% of the respondents reported to having sensitive skin and don't trust using any other sunscreen products<sup>4</sup>.

*Sustainable option that may save reefs:* Vitasun will not contain oxybenzone and octinoxate, chemicals found in sunscreen that cause extreme harm on the coral reefs, in order to diminish the effects of climate change and coral bleaching in the oceans. This may target a psychographic with an interest in sustainability.<sup>5</sup>

### **Threat:**

*Many substitutes exist:* A variety of topical forms to combat harmful UV rays already exist. One study shows six different forms and their associated target percentages. The lotion form has the highest target percentage at 23.48. This is a safe norm for consumers so they may be skeptical of a new consumption method.<sup>6</sup>

*Consumer problems with medication:* Research shows that many consumers do not believe in taking medicine. Therefore, a portion of consumers will prefer applying sunscreen to ingesting pills or gummies. This will pose a threat to Vitasun as these consumers will see this product as unnecessary and irrelevant.<sup>7</sup>

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<sup>4</sup> (PepMed Gov, 2017)

<sup>5</sup> Sunscreen Use, 2019

<sup>6</sup> MRI MediaMark, 2018

<sup>7</sup> Top 25, 2019



# Segmentation, Target & Positioning

## Segmenting

### **Demographic:**

In a spring 2018 study, there were 119,259,000 men that purchased suntan and sunscreen products, compared to 127,756,000 women that took part in buying suntan and sunscreen products. Households earning incomes between \$75,000 and \$149,999 are 19% more likely than the general population to purchase suntan and sunscreen products. Additionally, people between 35-44 years of age are 16% more likely to buy suntan and sunscreen products. Post-grads were 34% more likely to buy sunscreen.<sup>8</sup>

### **Behavioral:**

In 2013, 92% of Americans enjoyed relaxing in the sun at least once a week. Additionally, the amount of sun one gets varies depending on their hobby. For example, 51% of people enjoy watching their children outdoors rather than indoors. 74% of people spend time cooking outside. Finally, 81% of people like to read outside.<sup>9</sup>

### **Geographic:**

A 2019 study shows California and Florida having the highest number of melanoma skin cancer cases. They had 10,710 and 8,360 cases respectively. High skin cancer rates occur in areas with a warm climate.<sup>10</sup>

### **Psychographic:**

Consumers increased their sustainable purchasing by 22% in 2017<sup>11</sup> which illustrates the positive trend of sustainability. Additionally, 83.84 million US consumers used between 1 and 4+ bottles of sunscreen in 2018<sup>12</sup>.

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<sup>8</sup>(MRI, 2018)

<sup>9</sup>(Statista, 2013)

<sup>10</sup>(Statista, 2019)

<sup>11</sup>(Statista, 2017)

<sup>12</sup>(Statista, 2018)



### **Target Market:**

Based on research, VitaSun aims to target post-grad men in the United States. In 2019, around 57,220 men and 39,260 women uncovered that they had skin cancer<sup>13</sup>. Vitasun also aims to target people living in California, Florida, as well as New York. California had about 10,710 new cases of skin cancer in 2019 while Florida had 8,360 and New York had about 5,150.<sup>14</sup> Additionally, the target consumer is interested in sustainability and healthy living, particularly pertaining to skin care. There are many people that have sensitive skin that would prevent them from putting sunscreen on and would cause them to stay away from the sun. VitaSun will be able to protect their customers and allow them to freely run and stay outdoors with no fear.

### **Customer Archetype (Persona):**

Bob is a post Cal Poly graduate with a concentration of entrepreneurship. He spends most of his time cooking burgers outside because of his barbeque business. Bob has three kids and loves watching them play outside during his free time. Bob regularly donates to charities advocating for sustainability and is proud to say he has recently refrained from buying sunscreen with oxybenzone. If Bob decides to buy VitaSun, it can protect him from harmful UV rays in his outdoor activities.

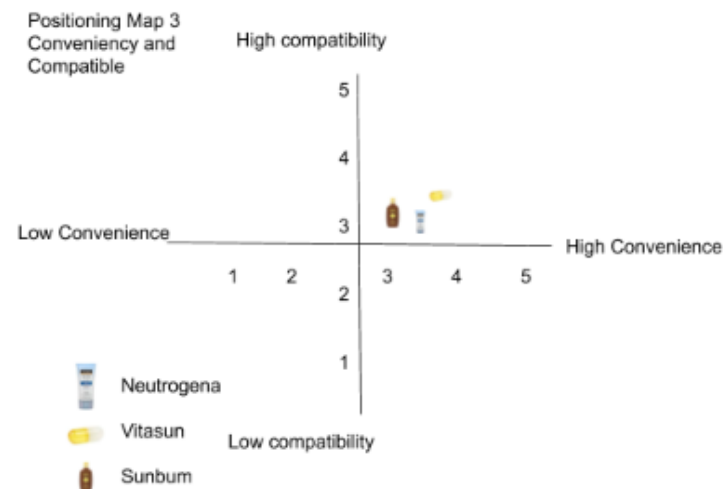
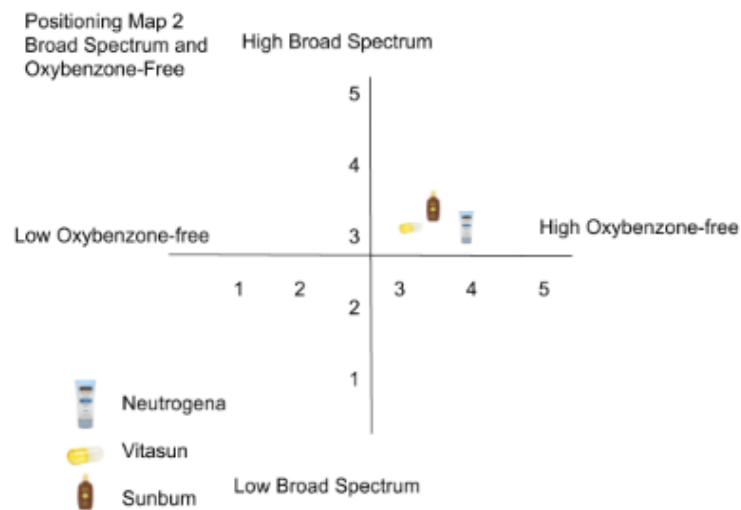
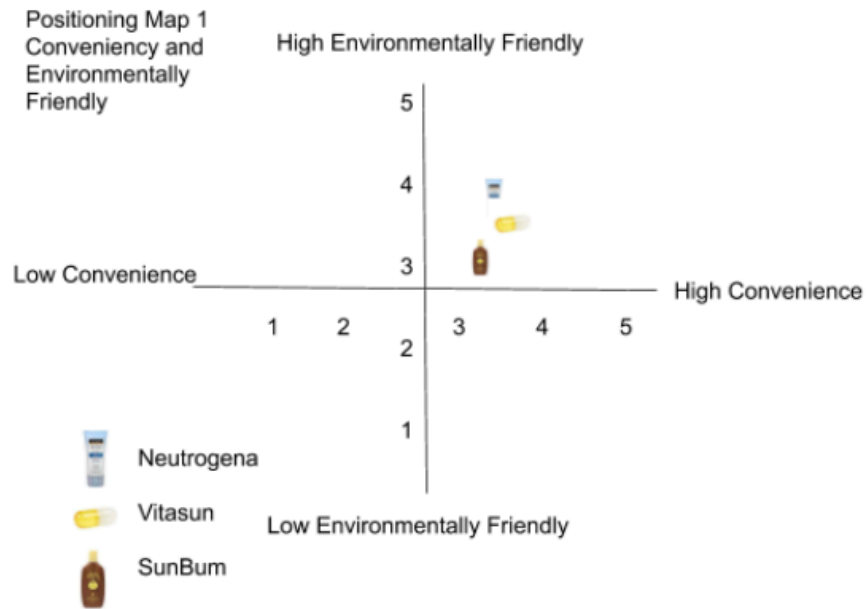
### **Positioning:**

For sustainable consumers who want to buy products that reflect their values, VitaSun provides convenient and long lasting protection from harmful UV rays. Unlike traditional sunscreen retailers, VitaSun has eliminated oxybenzone and has achieved the most effective method of complete cover-up in the market. Neutrogena is a well known sunscreen company that allows people with sensitive skin to benefit. But competitors in the sunscreen industry lack a guarantee of full coverage.

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<sup>13</sup> (Statista, 2019)

<sup>14</sup> (Statista, 2019)







## Product Strategy

### **Main Features:**

VitaSun features a user-friendly vitamin allowing consumers to protect their bodies from UVA and UVB rays that cause skin cancer. The convenience of the pill-shaped vitamin maximizes UV protective coverage on the body, including spots competitor's products may not cover due to human error. On average, more people are diagnosed with skin cancer each year in the United States than all other cancers combined<sup>15</sup>. Due to this ongoing issue, VitaSun will help to reduce the risks of skin cancer on consumers by offering the utmost protection. The method of consumption, through a gummy or vitamin, eliminates any prospect of oxybenzone and octinoxate from entering oceans and harming coral reefs.

VitaSuns' research shows that most people preferred VitaSun over competition for its ability to be environmentally friendly as well as oxybenzone-free

<sup>16</sup>

### **Packaging:**

All packaging for VitaSun will be reusable. The packaging of VitaSun will contain a sun-shaped recyclable tin can. This tin can will be able to hold twenty pills or sun gummies. The logo will be shown in the front of the tin can. Tin is made out of metal and all metals are recyclable and reusable<sup>17</sup>. The tin can will be put into a cotton bag which can be used to carry the VitaSun anywhere. Once bought, the customer will be able to remove the tin can in order to use. The cotton bag will display our logo and would be a neutral yellow color. Once VitaSun is bought, customers can do special orders to buy the pills or gummies separately from the tin can.

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<sup>15</sup> Skin Care Foundation 2019

<sup>16</sup> Qualitrics, 2019

<sup>17</sup> Cal Recycle, 2018



### **Branding:**

VitaSun branding is orange and yellow which represents the sun and happens to be an eye catcher. VitaSun keeps it short and sweet by directly stating exactly what the product is on the front of the package. The tin can in which the pills and gummies are in states, “sunscreen replacement vitamin” on the front side. VitaSun doesn’t want anyone to see their packaging and have to guess what might be inside. The back of the can will state the nutrition label, recommended usage, and any warnings needed. VitaSun wants customers to be able to flip the can over and see what goes into their product, how much they should take and if there are any dangers to taking the vitamin. VitaSun wants to communicate clearly to their customers what ingredients goes into the vitamins and how they can help protect against the harsh sun.

### **Warranty:**

VitaSun offers a one month warranty for customers not completely satisfied with their purchase or any defects that occur at purchase. If defects are present, VitaSun will replace the product free of charge, or offer a full refund. This warranty also includes a full refund of the purchase price and shipping costs. A competitor, Neutrogena offers only a refund of purchase price within 30 days of purchase.<sup>18</sup>

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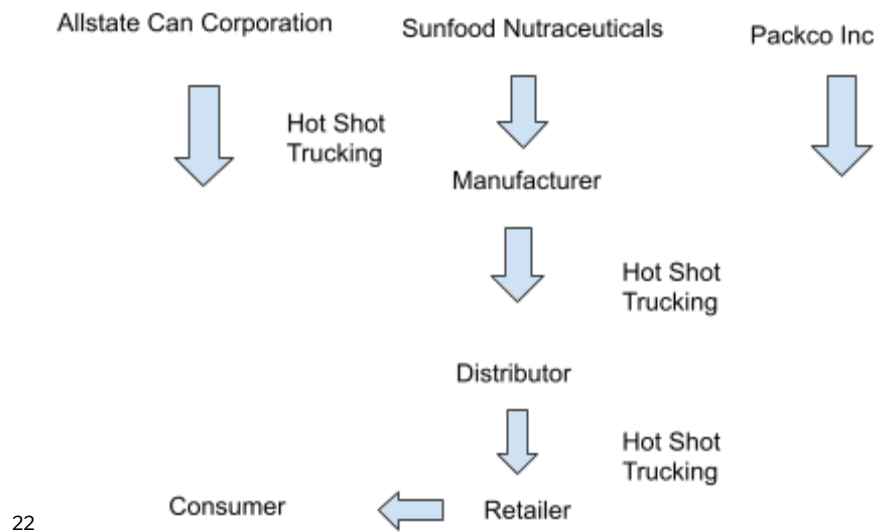
<sup>18</sup> Neutrogena, 2019



## Distribution Strategy

### **Channel Strategy:**

VitaSun will partner with three manufacturing companies in creation and assembly of the product. First, the tin can that holds the vitamins will be manufactured by Allstate Can Corporation (ACC). ACC is a domestic manufacturer for decorative and industrial tins. Committed to sustainable packaging solutions, ACC maximizes its use of renewable and recycled source materials- all scraped metal is collected and reclaimed.<sup>19</sup> ACC, located in Carson City, Nevada and Parsippany, New Jersey, works with both U.S. and international distributors to provide packaging manufacturing throughout the world. Next, our drawstring bag that encloses the tin will be manufactured by Packco Inc., a leading company for high quality heat sealing equipment and packaging supplies. Packco Inc., located in Lake Ozark, Missouri, will be able to manufacture these 100% woven cotton bags at an affordable and efficient cost<sup>20</sup>. Finally, the actual vitamin will be manufactured by Sunfood Nutraceuticals. It will be mass produced in the form of a capsule. This is a US based manufacturer and is therefore well versed in the US regulatory standards. The Sunfood Nutraceuticals facility abides by strict GMP compliant processes and has FDA approval<sup>21</sup>. Sunfood Nutraceuticals is a private label supplement manufacturing company located in El Cajon, California that uses reverse engineering



22.

<sup>19</sup> Allstate Can Corporation, 2019

<sup>20</sup> Packco Inc., 2015-2019

<sup>21</sup> Sunfood Nutraceuticals, 2019

<sup>22</sup> Sunfood Nutraceuticals, 2019

**Transportation:**

\_\_\_\_\_ Since all VitaSun's suppliers are located in California or very close to California, Nevada and Missouri, the cheapest and fastest way for transportation for all the would be through Hot Shot Trucking company. Hot Shot Trucking would be able to do "immediate hot shot shipping by ground or air via dedicated services to the other side of the country".<sup>23</sup> Once in San Luis Obispo, VitaSun and all the other supplies will be transported to the distribution center which then will be selective distributed to all of VitaSun's retailers throughout the United States<sup>24</sup>.

**Channel Management:**

\_\_\_\_\_ The VitaSun distribution channel will be entirely managed by CVS Health Corporation to make sure the transportation is effective. VitaSun partnered with CVS due to the fact that they are the largest pharmacy health care provider in the U.S.<sup>25</sup> Once VitaSun product is produced and delivered to CVS, CVS will then be responsible for any damages and liability associated with the product.

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<sup>23</sup> Hot Shot Trucking, 2019

<sup>24</sup> (ABI Inform, 2019)

<sup>25</sup> (CVS Health, 2019)



## Promotion Strategy

### **Pull Strategy:**

VitaSun's slogan is "Ban The Tan." This slogan shows the products' capability of protecting consumers' body from the sun's harmful rays while outside. Skin cancer "remains the most prevalent of all cancers in the United States, more common than all other cancer diagnoses combined".<sup>26</sup> This type of cancer commonly occurs through tanning and sun exposure. This is caused by, "overexposure to ultraviolet (UV) light produced by the sun."<sup>27</sup> In 2015, there was a study that showed that 84% of adults in the U.S. believed excessive sun exposure has a significant effect on the average person developing cancer.<sup>28</sup>

VitaSun will utilize online ads, specifically on social media sites such as Facebook and Instagram. VitaSun will also be promoting with Television, Magazine, and Newspaper Ads. While promoting this product to our consumers, VitaSun will make an appearance at multiple surf contests across the United States. A variety of games such as a prize wheel and sample giveaways will attract clientele and introduce the product. This will help to promote VitaSun while raising awareness on the harmful effects the sun may cause on one's body. One of the largest surf competitions across the world is the U.S. Open located in Huntington Beach, California, having over half a million people.<sup>29</sup> On a smaller scale, VitaSun will reach their target market through pop-up booths at a variety of sports tournaments, from youth lacrosse tournaments to collegiate events, where a need for sunscreen is fierce. This will be an effective way to promote Vitasun to the everyday person and what this product has to offer to consumers.

### **Push Strategy:**

\_\_\_\_\_ VitaSun will market the product in a variety of convenience, grocery, and outdoor activity stores. Well known places such as CVS, Whole Foods, and REI. By selling in these stores with a lot of locations available across the whole country, selling VitaSun will give the public easy access to the product. This push strategy will ensure that VitaSun will reach all target markets. Since VitaSun is a product needed

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<sup>26</sup> City of Hope, 2019

<sup>27</sup> Cancer Treatment, 2019

<sup>28</sup> Statista, 2015

<sup>29</sup> US Open, 2019



for outdoor activity they wanted to make sure that it will be sold at any stores near or far from any possible time in the sun. Since VitaSun is all about making it easier for their consumers, these stores will optimize convenience for the customers.

VitaSun will be retailing in CVS Pharmacy. Due to CVS being the largest pharmacy health care provider in the U.S. and the affinity of CVS stores, the consumer can conveniently locate VitaSun<sup>30</sup>. To incentivize consumers, VitaSun will offer savings on 10% of every purchase following a consumers first purchase. This coupon will start at the beginning of the month following their first purchase and end on the last day of that month. VitaSun will be partnering with dermatologists across the country to advertise the healthy benefit of 100% full coverage - a characteristic all other products lack. Dermatologists push this product fiercely onto patients concerned with their skincare which will spread the word to our health-concerned target market with potential of contracting skin cancer.

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<sup>30</sup> CVS Health, 2019



## Pricing Strategy

VitaSun will cost \$1.55 to manufacture per unit. This includes \$0.40 for each tin can<sup>31</sup>, \$0.15 for each cloth bag<sup>32</sup>, \$0.60 for each label and \$0.02 for each capsule (20 capsules per unit)<sup>33</sup>. The data from the survey shows that VitaSun has an elastic demand of 7.6601% considering that every 1% increase in price, the quantity demanded will decrease by 7.6601% due to our discount for intent being 15.14%. Therefore, VitaSun is sensitive to the price of a product. As a result, between the prices of \$10 and \$18, VitaSun will sell for \$10 because it'll generate a higher profit of \$12,793.30 while \$18 profits \$2,906.80.<sup>34</sup>

## Financials

Once VitaSun is manufactured, it will be sold to drugstores and merchandise commercial stores, Rite Aid and Target, for a price of \$8 per unit. To incentivize purchases, a 20% discount is offered if stores purchase over 180 units. Retailers will sell VitaSun to consumers for \$10 per unit. Once VitaSun shares its product, Target will purchase 3000 units for \$24,000, Rite Aid will purchase 5000 units for \$40,000, and CVS will purchase 1,600 units for \$12,800. These stores will distribute VitaSun to their other locations.

VitaSun has a marketing expense of \$43,000 the first year and \$44,600 the second year. One marketing expense is Facebook advertisements. Facebook charges \$0.27 everytime someone clicks on the advertisement.<sup>35</sup> VitaSun is expecting 11,111 clicks the first year averaging out to \$3,000. The second year VitaSun will receive 18,518 clicks averaging out to \$5,000. VitaSun will also use Instagram who currently charges \$1.00 per click<sup>36</sup>. VitaSun is expecting 3,000 clicks which will cost VitaSun \$3,000 for year 1. For year 2, once VitaSun is well known, they will average around 4,600 clicks costing \$4,600. VitaSun will also be advertising through television ads. This will cost VitaSun \$5.00 per 1,000 viewers.<sup>37</sup> If VitaSun has 5,000 viewers the first year and 5,400 the second, that will cost

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<sup>31</sup> (Cost of Tin Can, 2019)

<sup>32</sup> (Cost of bag, 2019)

<sup>33</sup> (Cost of capsule, 2019)

<sup>34</sup> (Qualtrics, 2019)

<sup>35</sup> (Disruptive Facebook Ad, 2017)

<sup>36</sup> (Instagram Ads, 2019)

<sup>37</sup> (Local and National TV ad, 2019)



\$25,000 and \$27,000 respectively. Lastly, a majority of the target market read newspapers so \$10,000 will be invested on newspaper advertising for the first year. Unfortunately, newspaper use is declining. Thus, VitaSun will invest \$9,000 for the second year.<sup>38</sup>

For the promotional discount, VitaSun can give back 10% of every sale for a consumers next purchase. This coupon will start at the beginning of the month following their first purchase and end on the last day of that month. Since VitaSun is expected to sell \$76,800 in year 1, it's expected to distribute \$7,680 in coupons assuming their customers took advantage of this process.

\_\_\_\_ Once VitaSun shows success and sells to a bigger variety of companies, VitaSun is expected to sell 70% more units the second year. This is due to word of mouth and VitaSun's increase in Facebook, Instagram, Newspaper, and television advertising.

	<b>Year 1</b>	<b>Year 2</b>
<b><u>Revenue</u></b>	\$ 76,800.00	\$ 130,560.00
<b><u>Costs of Goods Sold</u></b>	\$ 14,880.00	\$25,296.00
<b><u>Number of units Sold</u></b>	9,600	16,320
<b><u>Gross Profit</u></b>	\$ 61,920.00	\$ 105,264.00
<b><u>Expenses</u></b>		
<b><u>Marketing Expenses</u></b>		
<b><u>Facebook AD</u></b>	\$ 3,000.00	\$ 5,000.00
<b><u>Instagram AD</u></b>	\$ 3,000.00	\$ 4,600.00
<b><u>Newspaper/ Magazines Ads</u></b>	\$10,000.00	\$ 9,000.00
<b><u>Television Ads</u></b>	\$ 25,000.00	\$ 27,000.00
<b><u>Total Marketing Expenses</u></b>	\$ 43,000.00	\$ 44,600.00
<b><u>Promotional Discount</u></b>	\$7,600.00	\$13,056.00
<b><u>Total Expenses</u></b>	\$50,600.00	\$57,656.00
<b><u>Net Profit (Loss)</u></b>	\$11,320	\$47,608

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<sup>38</sup> (Newspaper Ads, 2018)





## Qualtrics Analysis

**Figure 1:** Which of the following ways would you expect to purchase VitaSun?

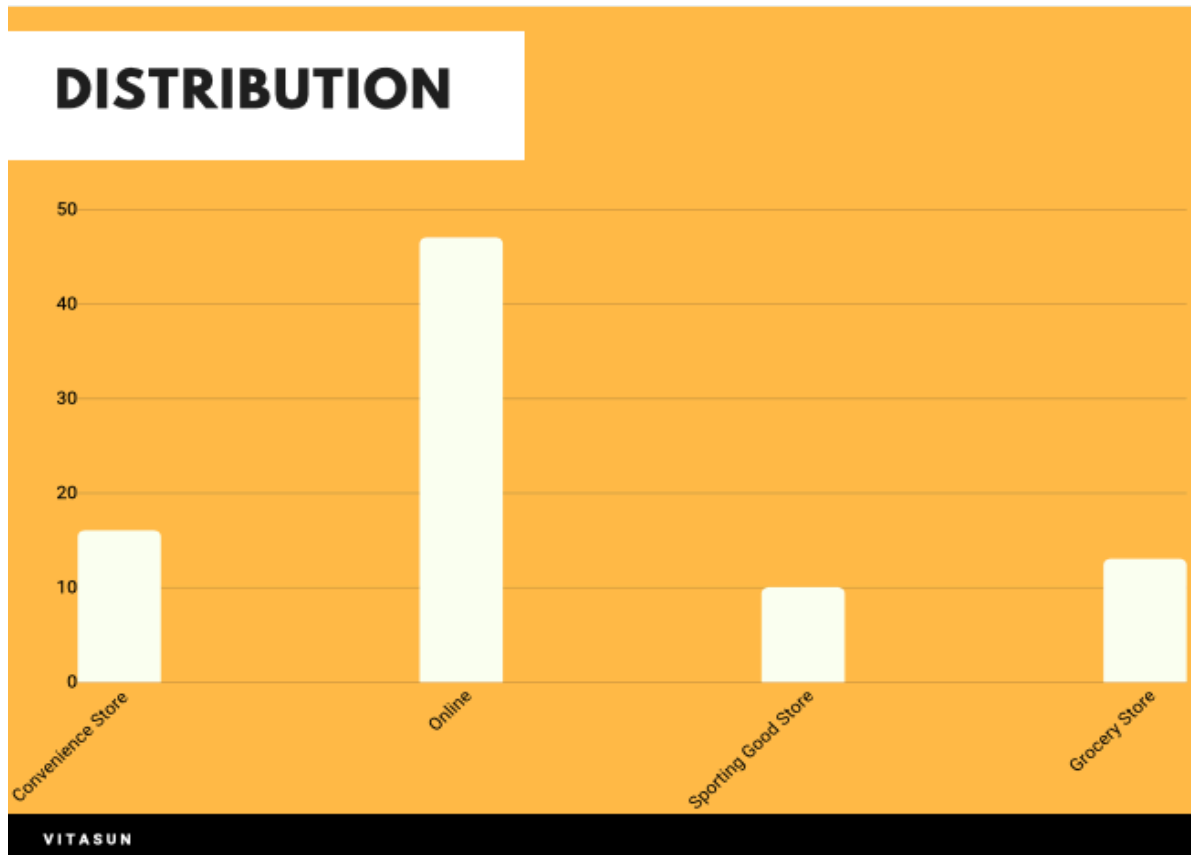


Figure 1 displays Qualtrics survey respondents purchasing preferences while buying Vitasun. This data is necessary to determine which channels are most compelling in reaching our target market and a broader spectrum of consumers. Survey shows that online purchasing is the most effective way to reach our target market.



**Figure 2:** How likely would you be to buy Vitasun for \$10?

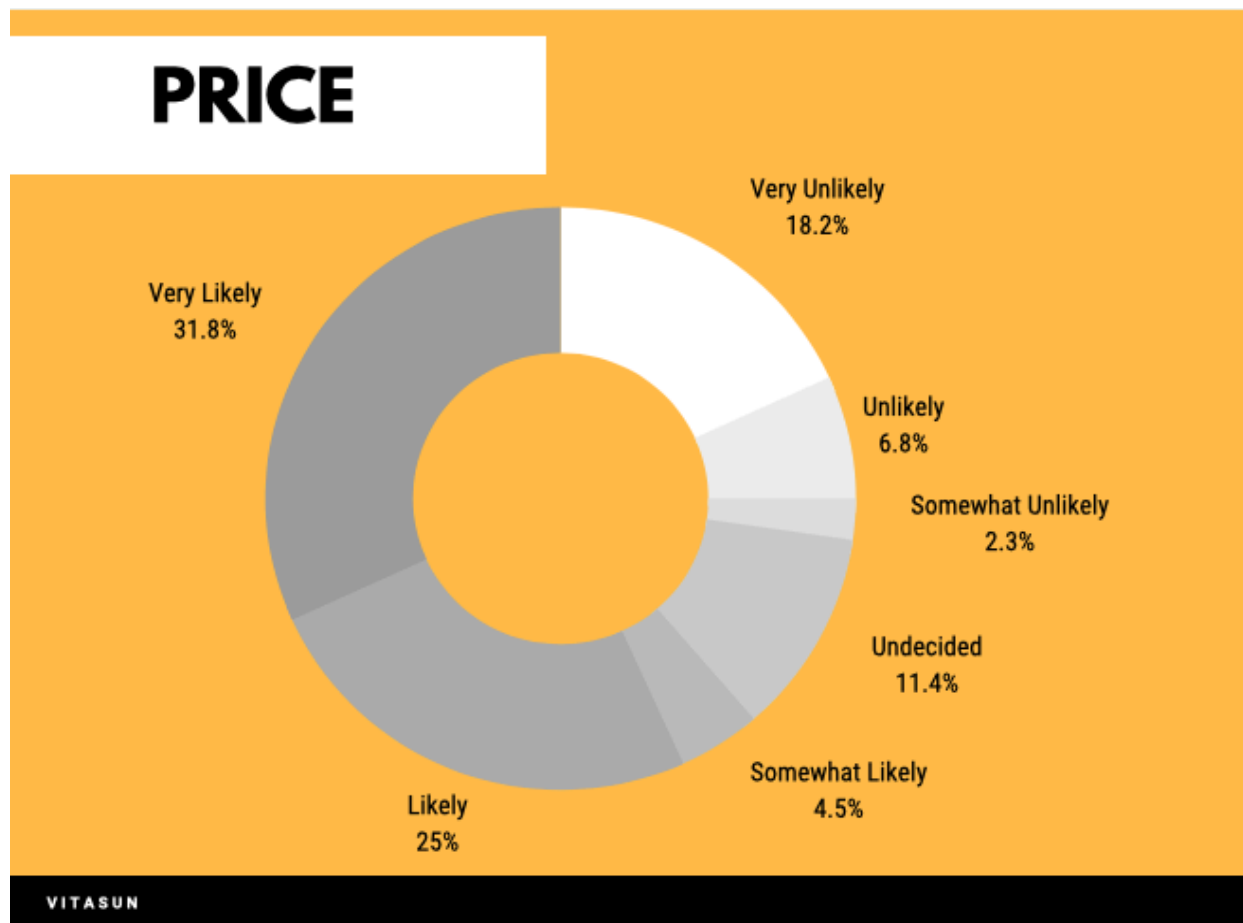


Figure 2 shows surveyors responses to the possibility of purchasing Vitasun for \$10.

This data is a good indicator of consumer price point for VitaSun. Since 31% reported very likely to paying \$10 for VitaSun with analysis of other price points, VitaSun is able to maximize revenue.



**Figure 3:** Please rate each of the following in terms of the list of attributes.

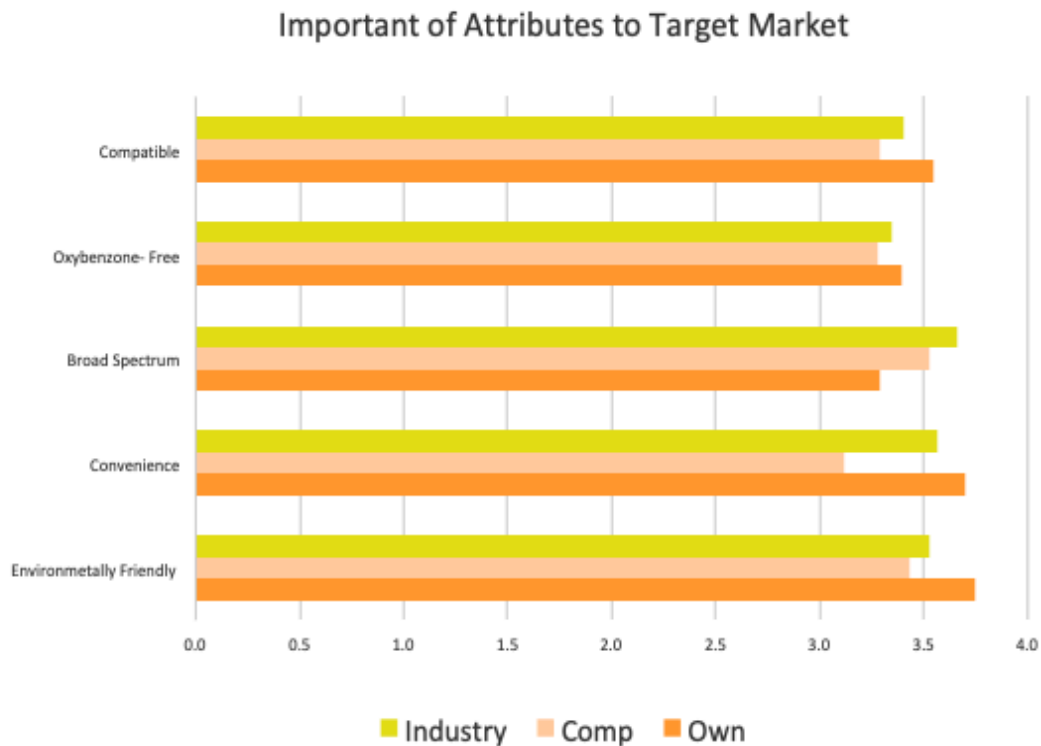


Figure 3 displays respondents' value of attributes for Vitasun vs. Sun Bum. This figure shows that Vitasun ranks higher than Sun Bum in environmentally friendly, compatibility, and convenience. However, consumers ranked Sun Bum as higher in a broad spectrum than Vitasun- this is most likely due to the wide variety of Sun Bum products available on the market.



**Figure 4:** Which of the following ways would you expect to hear about Vitasun?

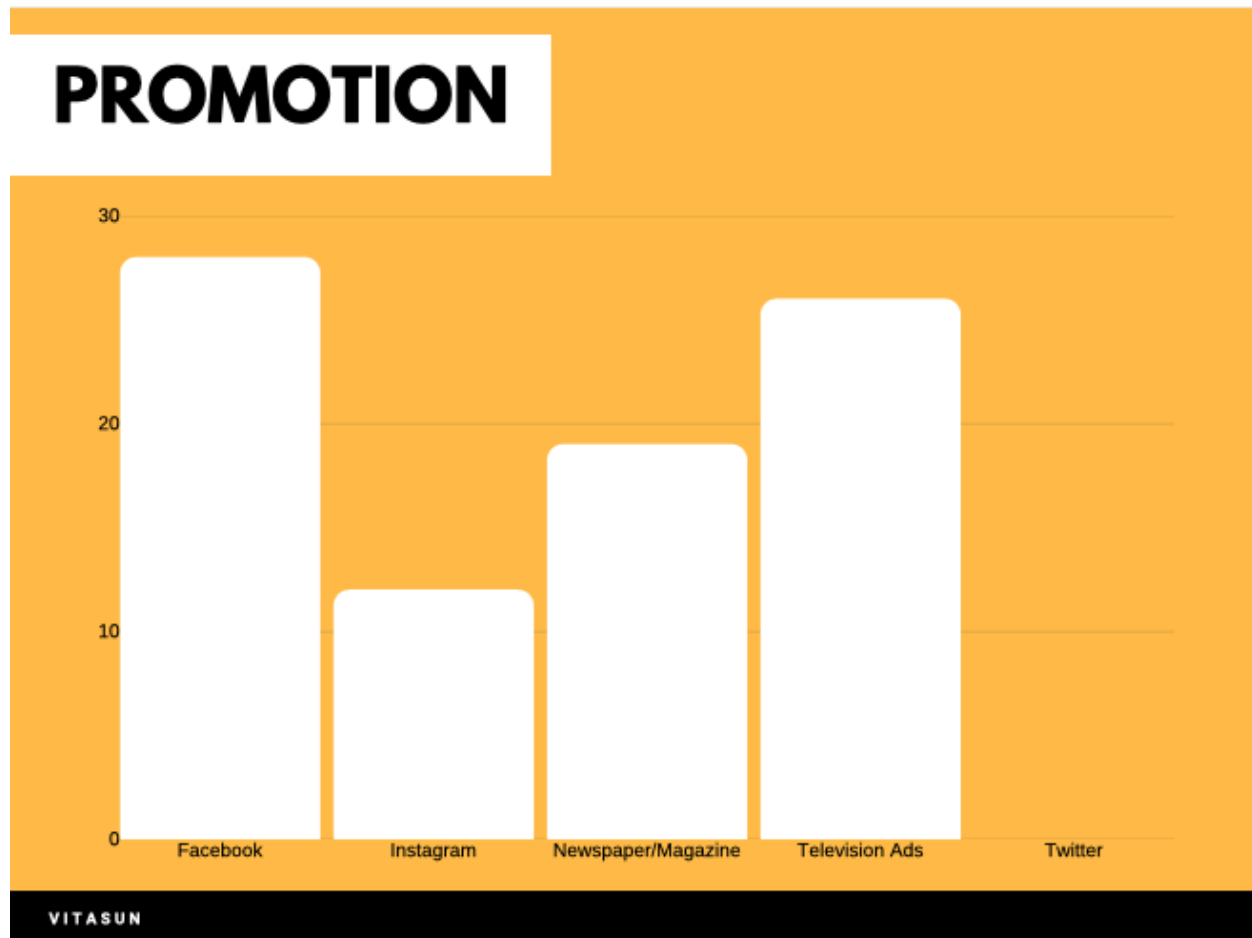


Figure 4 illustrates consumer expectations for VitaSun's advertisements. The qualtrics results above show that our customers prefer Facebook ads, followed by television ads and then newspaper and magazine ads. This information is important for VitaSun so that they effectively reach their market.



**Figure 5:** How much do you value sun protection?

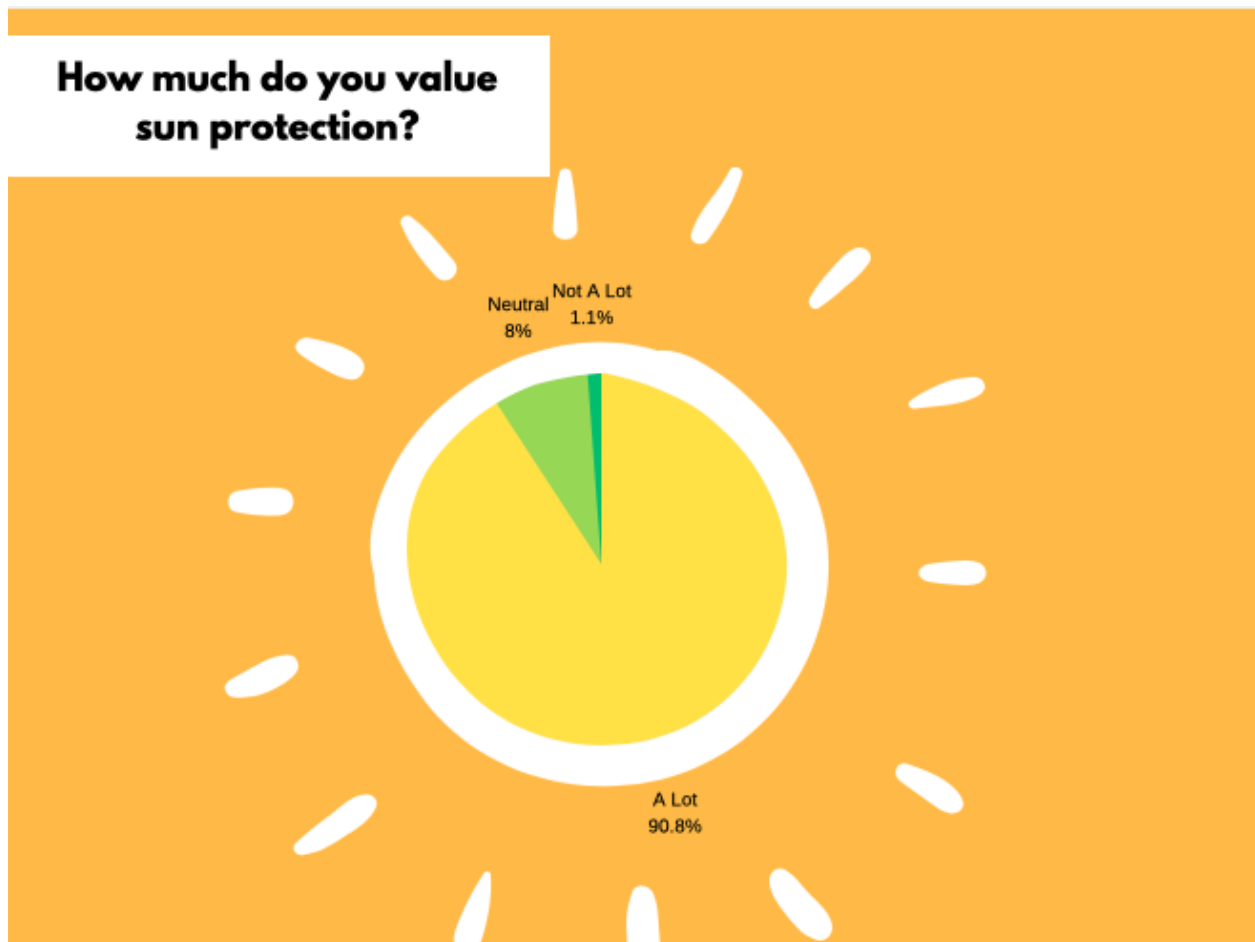


Figure 5 showcases how much our consumers value protection from the sun. As you can see 90% highly value protection from the sun which is vital information for VitaSun. With knowing this information, VitaSun is able to really capitalize the opportunity to provide their customers with sun protection.



**Figure 6:** How old are you?

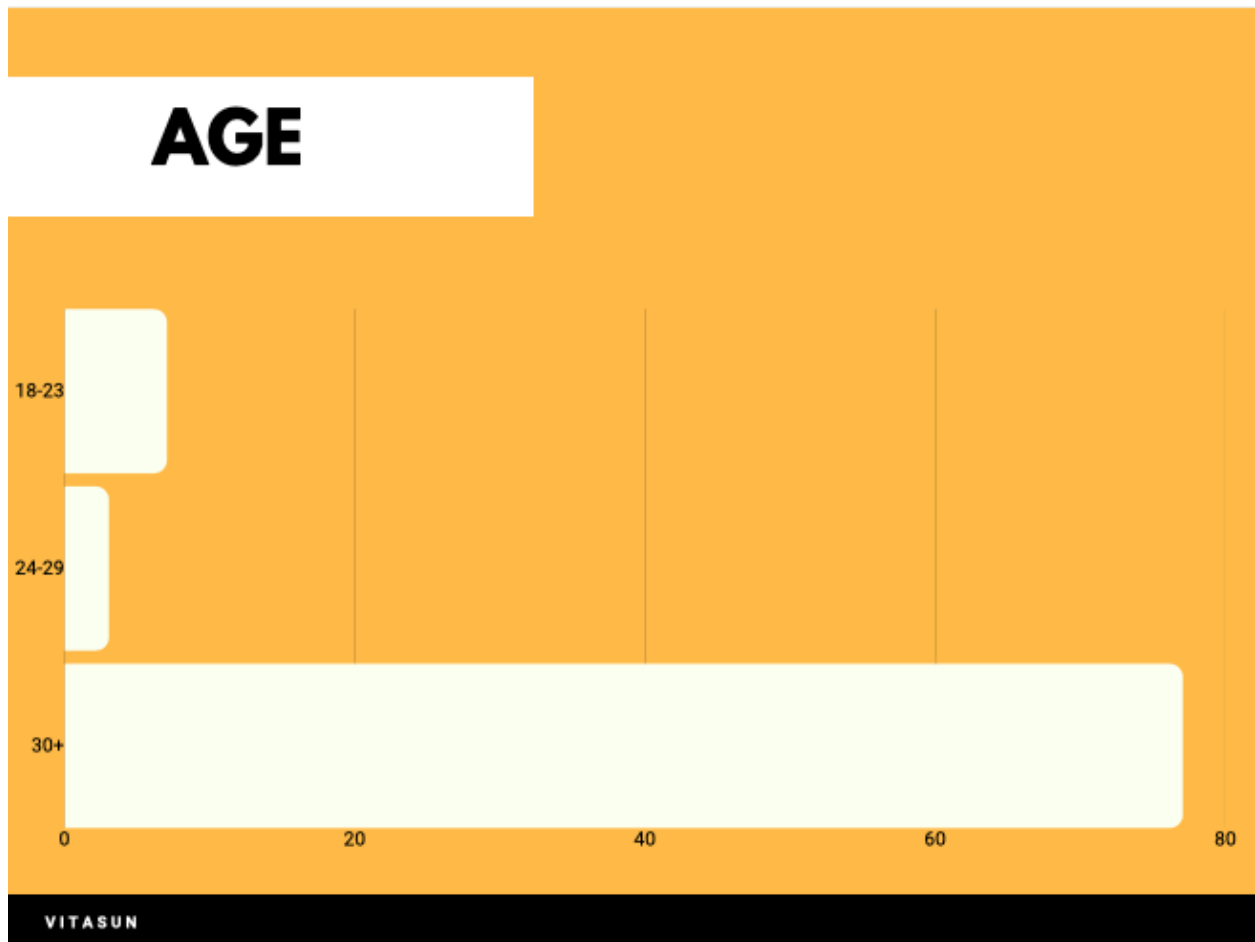


Figure 6 shows Qualtrics' respondents to their age range while taking this survey. More than 70% of surveyors were of the ages thirty and above, the desired target market. This data is important because it provides accurate answers to help please the target market for Vitasun.



**Figure 7:** How often do you engage in outdoor activities?

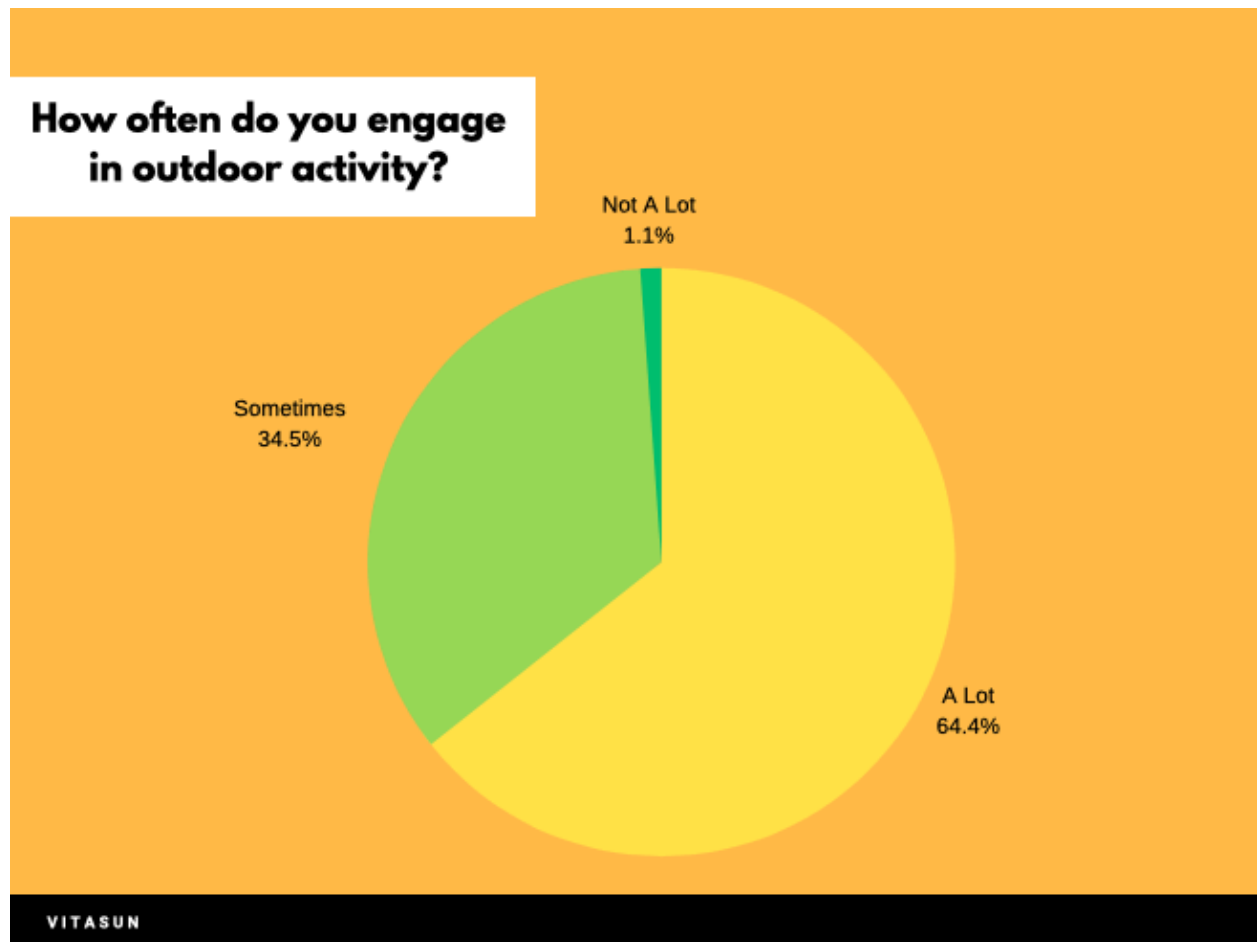


Figure 7 shows the amount of time spent outside doing outdoor activities among the respondents. Those who responded “A lot”, 64.4%, are showing the importance of Vitasun and will therefore be more likely to purchase this product.

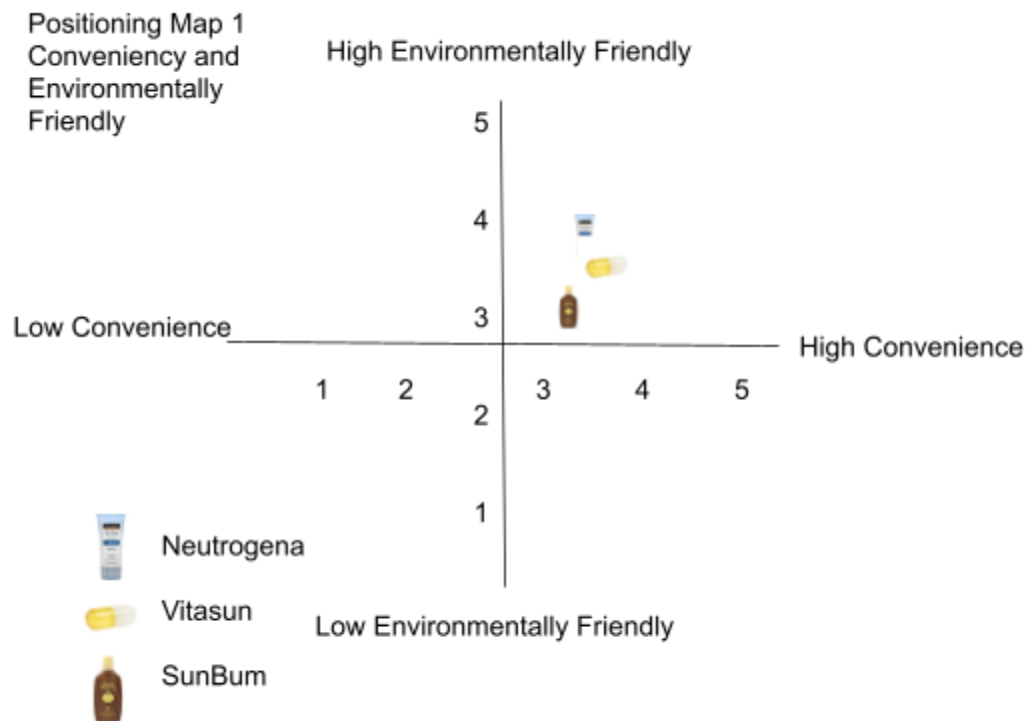


## Appendix

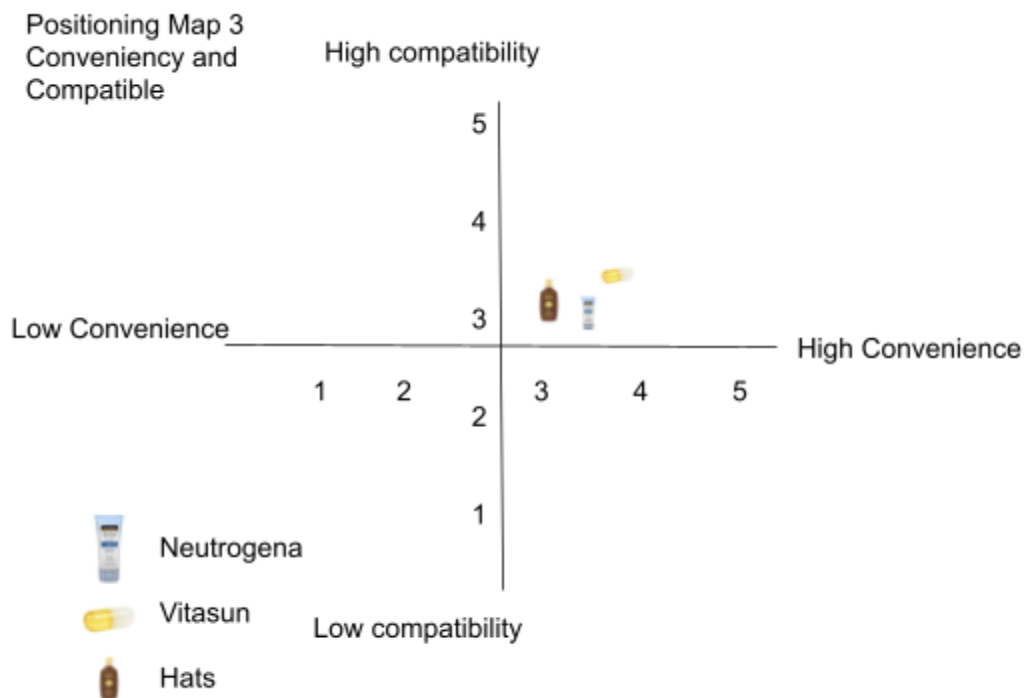
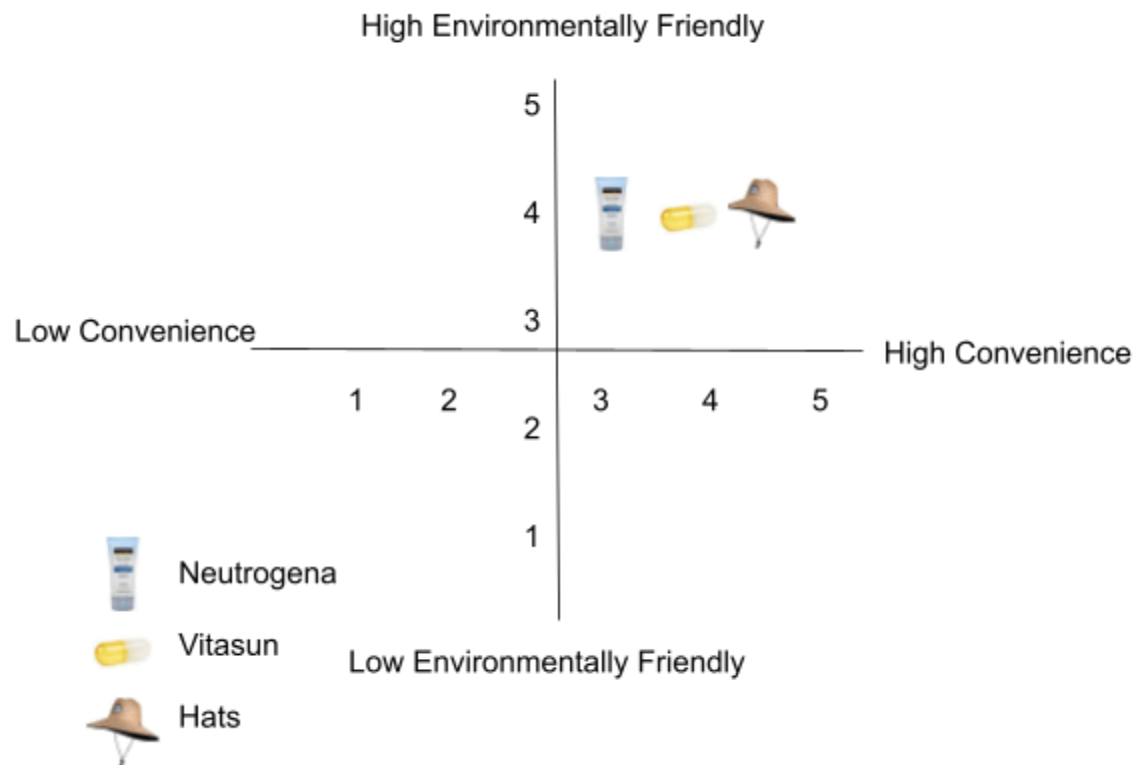
### Logo:



### Positioning Maps:









## **Financials:**

### Income Statement:

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<b><u>Revenue</u></b>	\$ 76,800.00	\$ 130,560.00
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### **Prototype:**



### **Discount For Intent:**

\$10	\$18
$14 \times .25 = 3.5$	$3 \times .25 = .75$
$11 \times .05 = .55$	$7 \times .05 = .35$
$2 \times .01 = .02$	$8 \times .01 = .08$
$4.09 / 27 = .1514$	$1.18 / 18 = .0655$
$.1514 = 15.14\%$	$.065 = 6.5\%$

### **Price Elasticity of Demand:**

$(0.1514 - 0.0344) / 0.0344 = \mathbf{3.40116279}$
$(10 - 18) / 18 = \mathbf{  -0.4444  }$
$3.4011 / -0.4444 = \mathbf{  -7.6601   = 7.6601}$

Price Elasticity of Demand:  $7.6601 > 1$  = Elastic Demand



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