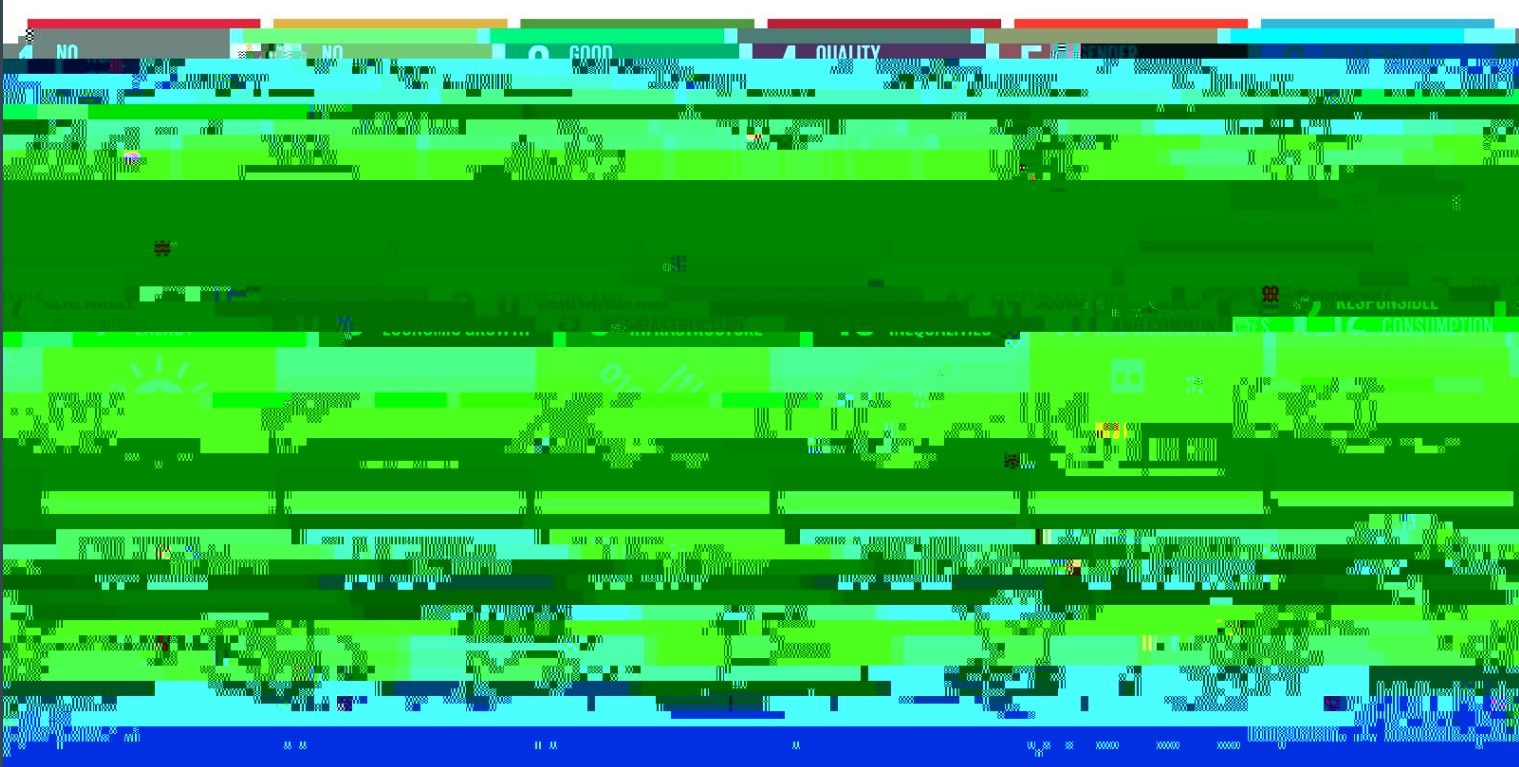




Emily Esserman
Gabriel Geesey
Clara Logan
Jorge Membreno

Link to Sustainable Development Goal's



SWOT ANALYSIS

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Increased Customer Value
Captures Untapped Market
CDC Compliant

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Market Newcomer
Established Brands
Lack of focus on
International Market

SWOT ANALYSIS

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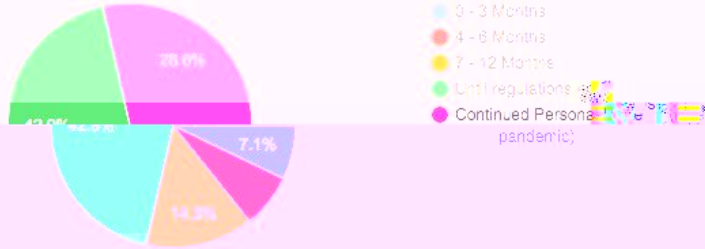
Global Pandemic increases demand in the market
Lack of options in current market
Charity donations increase brand awareness and reputation

I] gZVi h

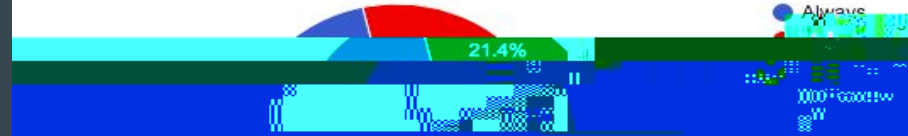
Decline in Mask Usage
Price Wars
Indirect Competition

Research Results

8. How long do you believe you will be wearing a facemask?



9. How often do you wear your mask publicly?



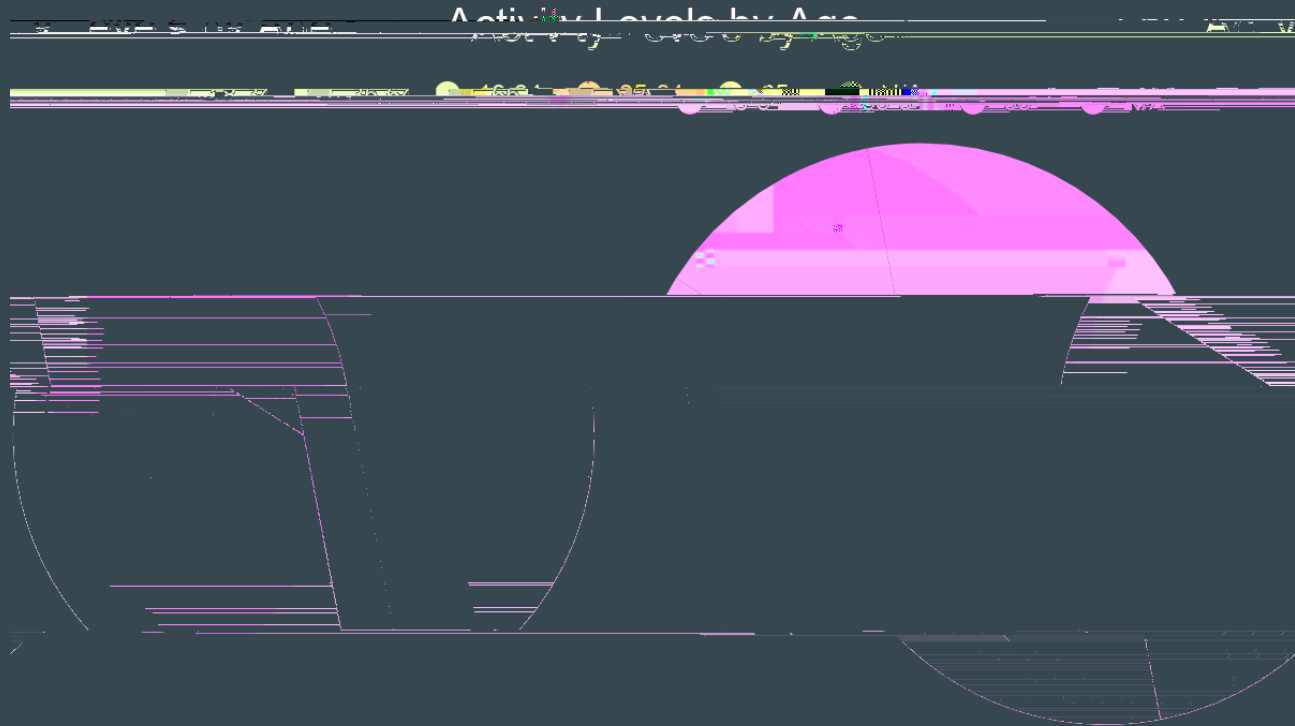
9. Are you aware of recycling programs in your area?



10. If part of the proceeds were donated to recycling used in your area, would you be more likely to use it?



Segmentation, Targeting and Positioning



71% of 18-29
year olds use
Instagram

Why Social
Media?

60% discover
new products on
Instagram

75% take action
after clicking on
Instagram ads

- Website Launch
- Social media accounts will



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Acknowledgement

Thank you Dr. Judith Richards for
your instrumental help in guiding
our project!

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