

MeBox Business Plan

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Summary:

MeBox is a monthly subscription box that provides necessities like snacks, toiletries, makeup, surprises, and more. The box is customizable and has different themes for people to choose from. MeBox College edition allows parents to connect with their children and know they have what they need to survive college. Students can also purchase it for themselves if they do not have transportation or time to go out. This subscription box solves the problems of not having transportation or time and helps ensure that students have everything they need for college.

MeBox is viable because it is based on the subscription-based model and will provide buyers with products that are cheaper than for what they are sold. Additionally, many new companies may want to sponsor and provide products to get their names out there. MeBox has a large target audience, targeting both college students and parents. It is feasible because it competes with companies like Amazon since people can send this box as a gift and do not have to keep going online to purchase it. What makes it unique is that it will contain little surprises in it when ordered. Subscribers may also set small preferences for what they would like in it, such as makeup colors. Also, there will be different boxes for males and females. This product is desirable because college students often run out of necessities, and with MeBox, they do not have to worry about going out, finding transportation, or wasting time. Also, most college students love receiving packages in the mail, and it will make parents happy to be able to send their children something each month to let them know they are thinking of them.

Organizational Goals:

Our goal with MeBox is to help people receive their basic necessities that may not have the means of transportation to do so. Our vision is to make people's lives easier and bring smiles to their faces when they receive our subscription box in the mail. Our box also helps connect parents to their children while they are away at college.

Partners:

Some key partners we will have for makeup will be small companies, like Elf, that have cheap products and want to get their products out there. We will also have items like toiletries and need to partner with hair product companies, toothpaste, tissues, and more. Additionally, we will partner with snack companies, such as Lays, Skinny Pop, and Welch's. Also, school supplies companies like Paper Mate, Staples, Expo, Post-It, Sharpie, and Bic. A possible partnership that we could have is with the veterans by having them help with packaging the boxes. Lastly, colleges can sponsor their schools and give discounts to students who promote it.

Target Market:

Our target market for MeBox will be any young adult that needs time saved during the month. MeBox college has a segmented market where parents are the primary customer, and students are the secondary customer. Parents desire to make their children happy and don't want to worry about their happiness, so they want a box that has high-quality items. Students want fast delivery, and high-quality and convenient items.

Competitors:

MeBox competes with other subscription boxes, such as Fab Fit Fun and Birch Box. It also competes with Amazon, which can send people items monthly if that option is selected. To compete with these companies, we propose competitive pricing while maintaining high-quality items. We believe that with the products and sponsors, MeBox will be around \$25 to \$30, while Fab Fit Fun is \$50 a month. Also, we provide necessities, while other subscription boxes typically provide only cute items or makeup. Because it provides essentials, we save time for busy people like students. We also offer the value of newness because there is not a box-like MeBox out there currently, and the variety of items in our box sets us apart.

Sales and Channels:

MeBox will be self-service and sold on the website only, where customers can subscribe to us and set preferences/choose their box. Customers will also be able to contact a representative on the website during the sales process if they have questions. Our primary channel is the mail. Our communication channels include emails, social media, and the website.

Content Marketing:

The kind of content that our customers need is emails, social media posts (Facebook and Instagram), and promotional mail. For instance, a card in the mail can have a list of the ten best ways to connect to your college student, and one of the methods will be through MeBox. Also, we can bring in more customers with YouTube reviews. There are many family channels and channels by college students. We could sponsor the YouTubers to review our box in a video on their channel so that more people can see the box and what they think of it. Lastly, we can deliver our message with a commercial. Our story would be a mom running across the lawn, taking a plane, and delivering the package to her child in college. However, when the student takes the box, it is revealed that the mom is actually a delivery person. This commercial emphasizes that they are reaching out even if they cannot do so physically.

Persona:

Name: Karen Wilks

Age: 50 years old

Gender: Female

Status: Single mother of 2

Location: Lititz, PA

Personal Information:

- Children are in college
- Occupation: Banker
- Education: None and did not go to college.



Psychographics:

- She uses her laptop to purchase MeBox

Frustrations:

- She is worried about her children and does not know how to connect with them while they are away at college. She is also worried that they will not have what they need each month since she is not there to get them the necessities.

Goals:

- Connect with children in college
- Not worry
- Ensure children have everything they need

Quote:

- “Since I have never been to college, I do not know what to expect for my children and need something to put my mind at ease.”

Business Model Canvas:

Key Partners: Will need partnerships with companies that supply:

- Makeup, like Elf.
- Toiletries - Hair product companies, toothpaste, tissues, etc.
- Snacks - Lays, Trail Mix, Granola Bars, Welch's Fruit Snacks
- School Supplies- Paper Mate, Staples, Expo, Post-It, Sharpie, Bic

Key Activities:

- Strong customer relationship
- Community relations
- Discounts
- Promotions
- Advertising
- Purchasing

Key Resources:

- Physical
 - The main physical resources are the box and the various items in the box, such as shampoo, conditioner, tissues, toothpaste, snacks, etc.
- Intellectual
 - Our brand must maintain its name by fulfilling its value propositions and having good customer service.
- Human
 - Our business relies on its employees that work to create new boxes, themes, and put the boxes together. It also relies on management to handle the financial decision making. Delivery workers are also crucial to the success of the business. Also, website developers are very important to keep the site up to date with new boxes and options.
- Financial
 - We need to maintain a steady income to account for wages and provide resources for the boxes.

Revenue Streams:

- Subscription Fees - Generated by selling continuing access to the service with a monthly subscription

Cost Structure:

- Cost Driven - We focus on having the lowest prices possible with the most possible amount of items in the boxes and maintaining their value. The prices cannot be too low that the items are no longer high quality, but has to be low enough that college students can afford it and it can compete with sites like Amazon.
- Around \$20-\$25 a month (Fab Fit Fun is \$50)

Value Propositions:

- Competitive pricing
- Provides necessities
- Saves time
- Newness
- Solves problems- Students that do not have a car and cannot travel for products
- Strong branding
- Convenient and accessible

Customer Relationships:

- Self Service - Customers go online themselves to subscribe to the box.
- Personal Assistance - Customers can contact a representative for help during the sales process. They can get help through email or by phone.

Channels:

Owned Channels

- Web sales - How customers can subscribe to the product
- Mail is the channel of our product
- Ecommerce channel and Ecommerce relationship

Communication Channels

- Email
- Website

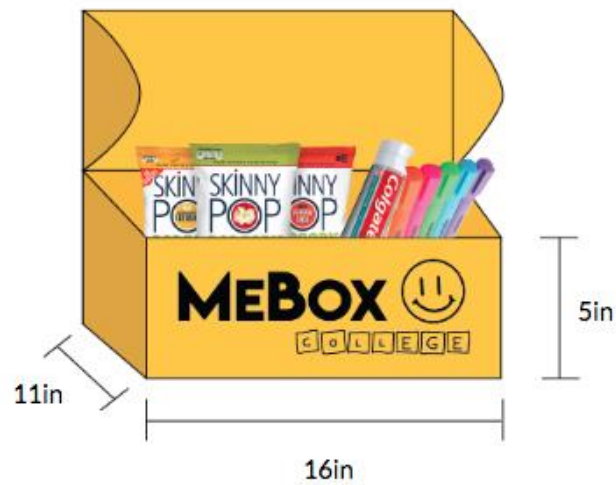
Customer Segments:

Segmented Market:

- College students - want fast delivery, high quality items, good service
- Parents - want child to be happy, not worry about child, high quality items

Prototype:

Refined Sketch:



Physical Prototype:



Conclusion:

In conclusion, MeBox will be a successful business because it is unique to its subscription box competitors. It offers items specific to a college student that will benefit both the students, parents, and sponsored brands. The price of the box is a competitive advantage because the new business that want to sponsor the box could provide those products for a much lower price. Additionally, it solves the migraine problem of students not having transportation at college and not being able to get their necessities. With MeBox, parents will no longer have to worry about their children while they are away at school.