**Marketing Plan**

**Target Market:**

Mystic Soundz is a product based company that attracts people between the ages of fifteen and twenty-five. It appeals to males who have a sporty, goofy, and artistic style that want to add a touch of humor and individuality to their everyday life. Our target market is national, as well as international, and our headquarters will be based in Mission Viejo, California at 25025 Chrisanta Drive.

**Industrial Analysis:**

Our product market is growing and will continue to flourish as long as headphones and Bluetooth devices continue to advance technologically. The use of headphones has been in effect since the Walkman in the early 1980s, and has been a popular commodity ever since. Our product will be successful due to the substantial quantity of people who would like to express their personal style, and use headphones and Bluetooth devices.

Unlike our competition, Mystic Soundz’s products allow you to rotate out different styles of ears at your convenience. Also, you can express your individuality and interests though sports, movie characters, or animal ears. One of our strengths is our ability to connect with customers of any age, and help them bring out their creative side through technology. However, one of our major weaknesses is the declining economy. To help counteract the effects of this on our business, we stay current with popular demand and trends, making a product that is fun and original to all ages and personalities.

**Product Market:**

Through various forms of advertising we will be able to attract our target market, as well as keep them interested in our product. We will draw this market through our web site, [www.mysticsoundz.com](http://www.mysticsoundz.com), Facebook, Twitter, Google Ads, and YouTube. Through these websites, we will be able to reach a large group of individuals including young adults in high school and college, as well as the successful, hardworking men and women of today’s current business world.

Our main form of advertising would be guerilla marketing: a technique used to target consumers in unexpected places using unconventional methods. We will combine this method with social networking sites to reach a plethora of people over a vast demographic area. Guerilla marketing will create a buzz among prospective buyers without spending large amounts of money on commercial and radio advertisements. We will implement this technique by creating magnetic pictures of our ears, and placing them around Los Angeles on advertisements on busses and movie posters over a two week period. At the end of the two weeks, we would create a flash dance to our theme song “Whoop! ’Ear it is” at Universal City Walk in Los Angeles, California. In addition, there would be a chalk drawing of the Mystic Soundz’s logo located in front of our flash dancers. This drawing would serve as explanation to the ears placed around the city, and to the reason why the dancers are wearing the ears. The flash dance would be recorded and placed on YouTube as a way to market our product across the world without having to create flash dances in every major city.

**Pricing Strategy:**

Our Enchanted Package costs $20.64 to produce, but is sold for $50, which gives a profit of $29.36. The Whimsical Package costs $3.20 to make, and is sold for $100, giving us a $96.80 profit. The Mystic Package costs $53.20 to make, and is sold for $200, giving us a profit of $146.80. In order to drive sales in teenagers, a 10% student discount will be given to each student that presents his/ her school identification card when purchasing one of our products.

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| Packages | Price |
| Enchanted Package | $50-$60 |
| Whimsical Package | $100 |
| Mystic Package | $200 |
| Party Package | $500-$3150 |

Package Description-

**Enchanted Package**

1. One pair of headphones + one set of ears = $50
2. One Bluetooth + one set of ears = $60

**Whimsical Package**

* Five sets of ears from any category = $100

**Mystic Package**

* One Bluetooth and one headphone set
* Five pairs of ears

**Party Package**

1. **25 people**
2. 25 sets of ears =$500
3. 25 headphones + 25 ears = $1100
4. 25 Bluetooth’s + 25 sets of ears =$1250
5. 25 Bluetooth’s + 25 sets of ears + 25 headphones = $1750
6. **35 people**
7. 35 Sets of ears = $700
8. 35 Headphones + 35 sets of ears = $1400
9. 35 Bluetooth’s +35 sets of ears = $1750
10. 35 Bluetooth’s, 35 headphones, and 35 sets of ears =$2450
11. **45 people**
12. 45 sets of ears = $900
13. 45 headphones and 45 sets of ears= $1700
14. 45 Bluetooth’s and 45 sets of ears = $2250
15. 45 Bluetooth’s, 45 headphones, and 45 sets of ears =$3150