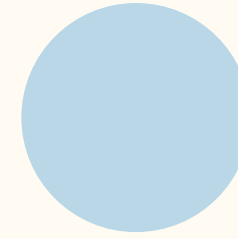




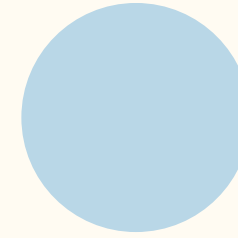
Sales Team #4

Maayan Malul, Nicolas Klar, Laura Jimenez,
Ana M. Imreh, Berjana Henry, Mia Lim

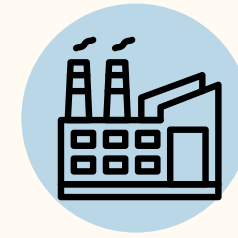
TABLE OF CONTENTS



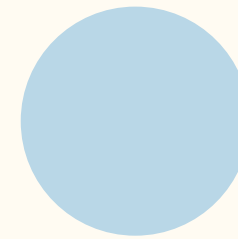
Ecobubbles & Shampoo Bar



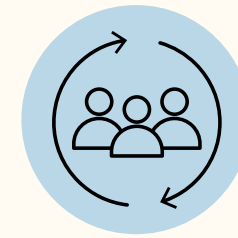
Mission Statement



Company Background



Target Market & Location



Positioning & Value Proposition



Marketing Strategies

PURPOSE

- Introducing EcoBubbles sustainable shampoo bar to Orlando hair salons
- Sharing EcoBubbles competitive advantage in the market
- Incorporating EcoBubbles through marketing strategies





Shampoo Cleansing Bar

For All Hair Types

Cleanses, hydrates, and restores hair's natural balance through eco-conscious practices, contributing to environmental sustainability.



Biodegradable
Packaging



Long
Lifespan



Natural
Ingredients



OUR MISSION

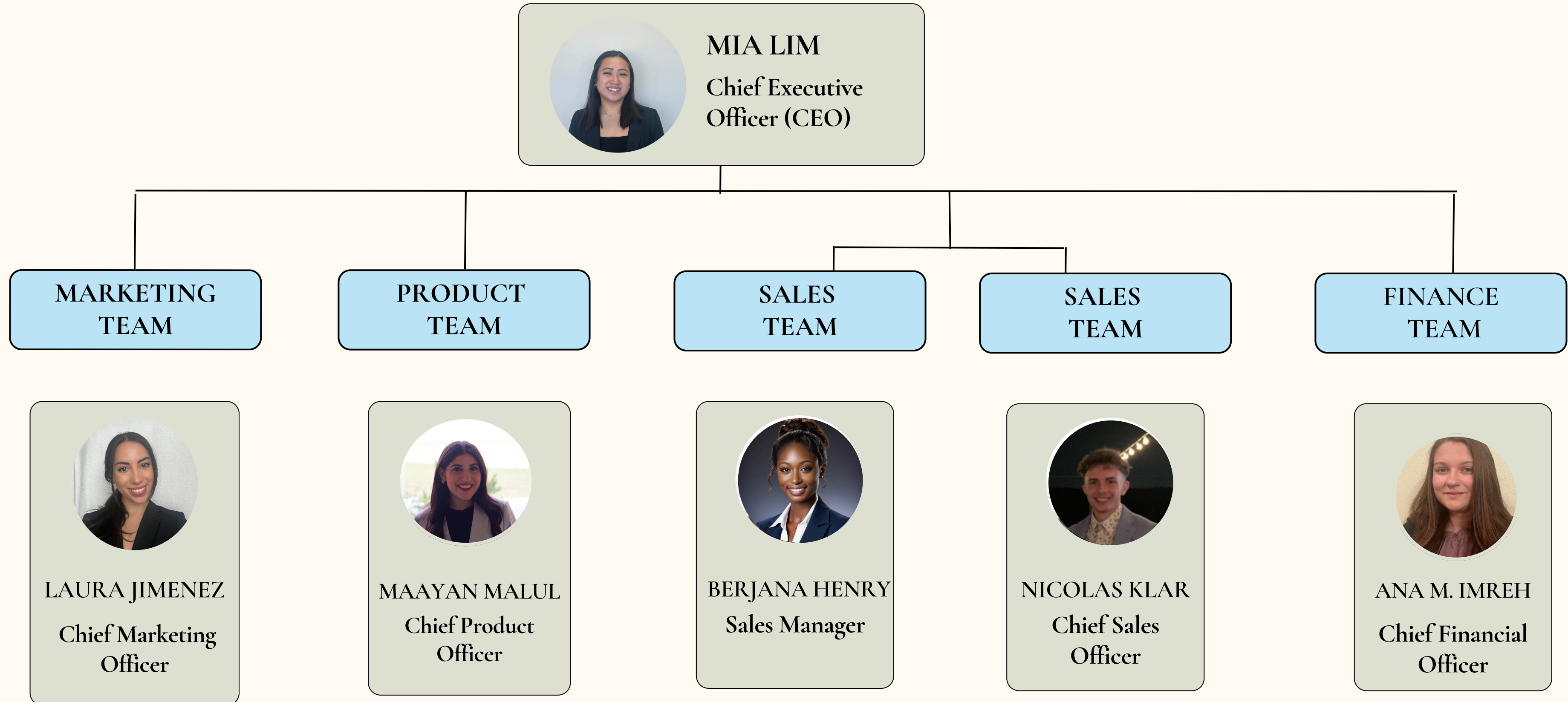
“At EcoBubbles, we supply hair salons with luxurious, sustainable shampoo bars made from natural ingredients, promoting beauty and health-conscious practices.”



COMPANY BACKGROUND

- **When-** Junior year of college at the University of Central Florida
- **Where-** On a study abroad trip to Italy
- **Who-** Maayan, Mia, Ana, Berjana, Laura, and Nick
- **Why-** Experienced TSA issues at the airport

ECOBUBBLES ORGANIZATIONAL CHART



TARGET INDUSTRY & MARKET

INDUSTRY COMPANY



BEAUTY INDUSTRY

TARGET COMPANY



HAIR SALONS

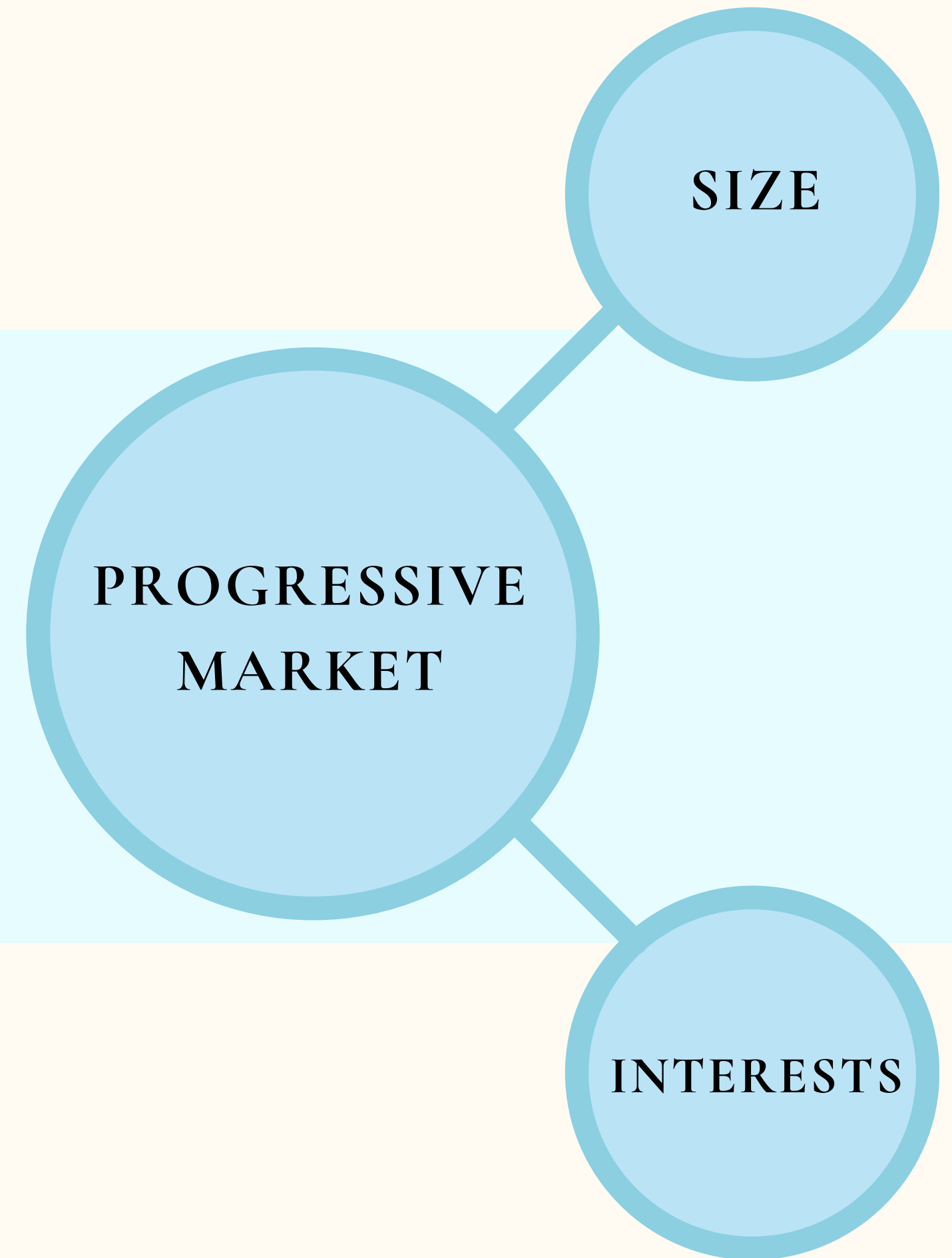
NAICS CODE

81211

CODE FOR HAIR AND
SKIN CARE SERVICES

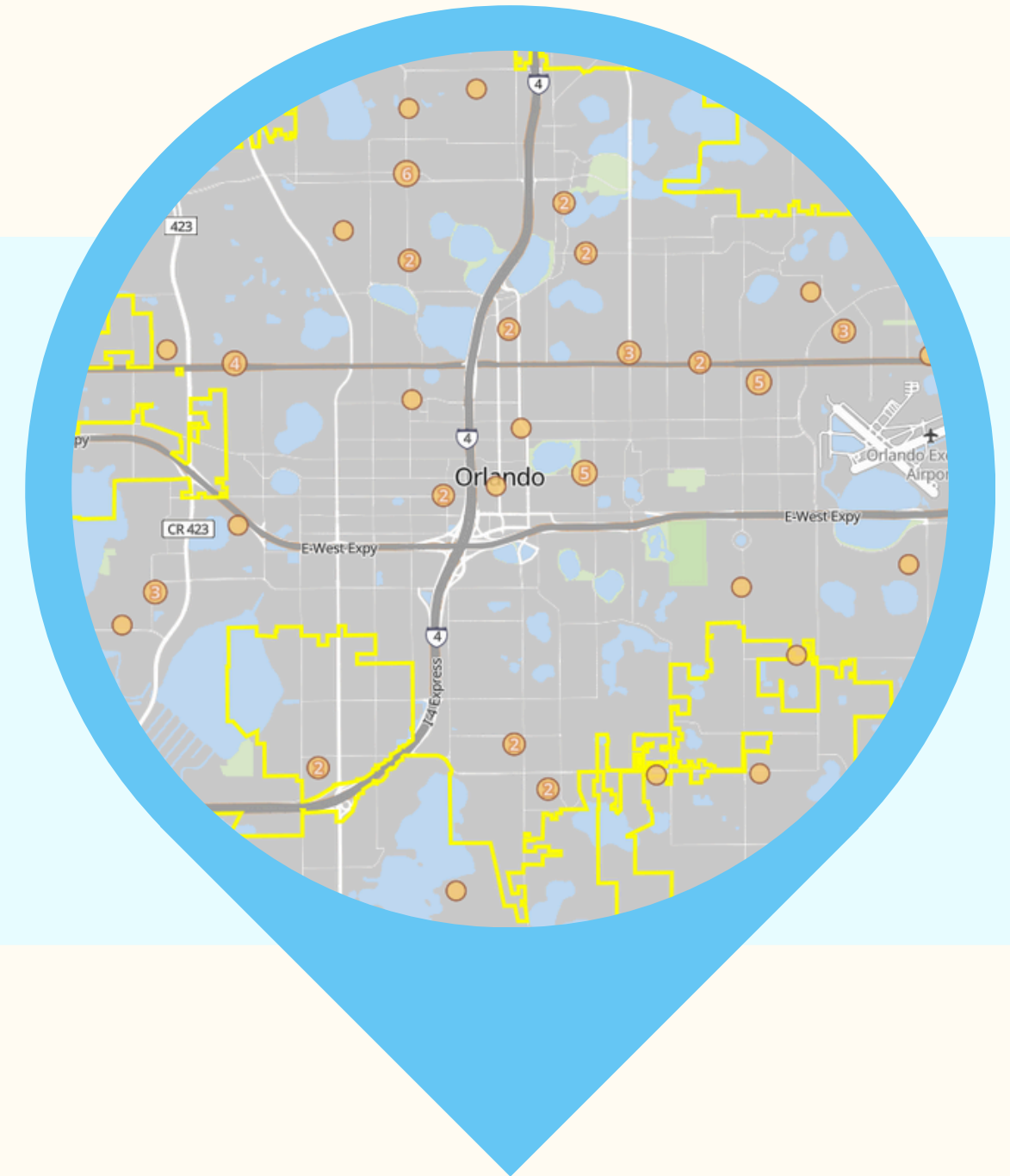
TARGET MARKET CRITERIA

- Market is versatile and innovative
- Orlando population has a 9.5% cumulative growth
- Area provides stable opportunity for growth within a new market



TARGET MARKET LOCATION:

- Central Orlando, Florida
- From 2022-2023, Orlando added nearly 55,000 new residents
- Selected location is a fast-paced and growing area.





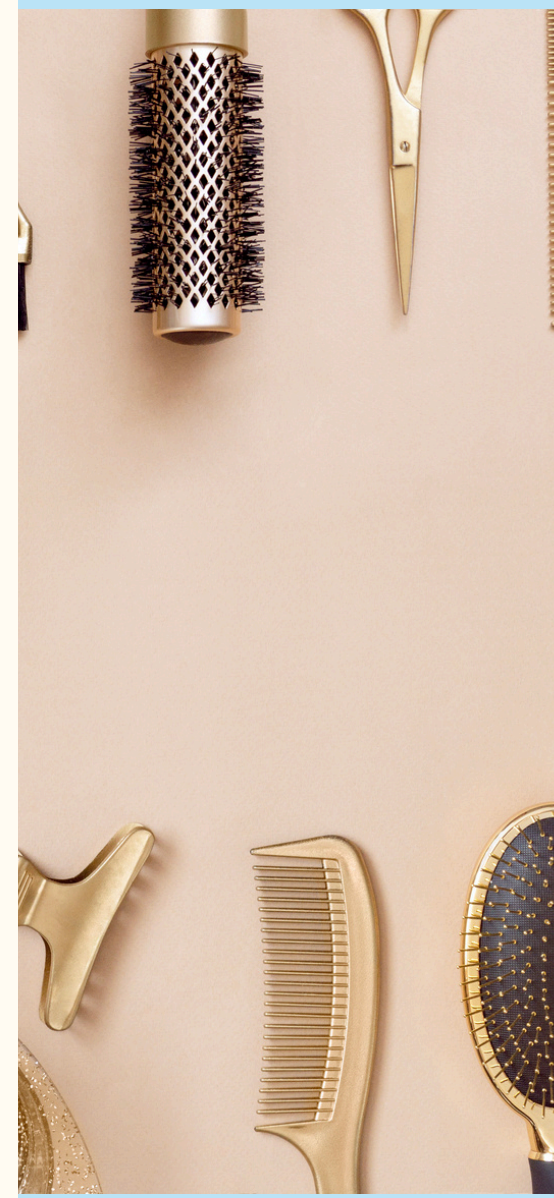
 Lake Eola

Atelier Hair Salon

Central Florida boutique salon
specializing in hair styling and tailoring
beauty to meet all client satisfaction.

SUPPORTING DATA

- Service specialization values
- Population location growth: 1.62% in 2023
- Revenue: \$5 Million





Downtown Orlando

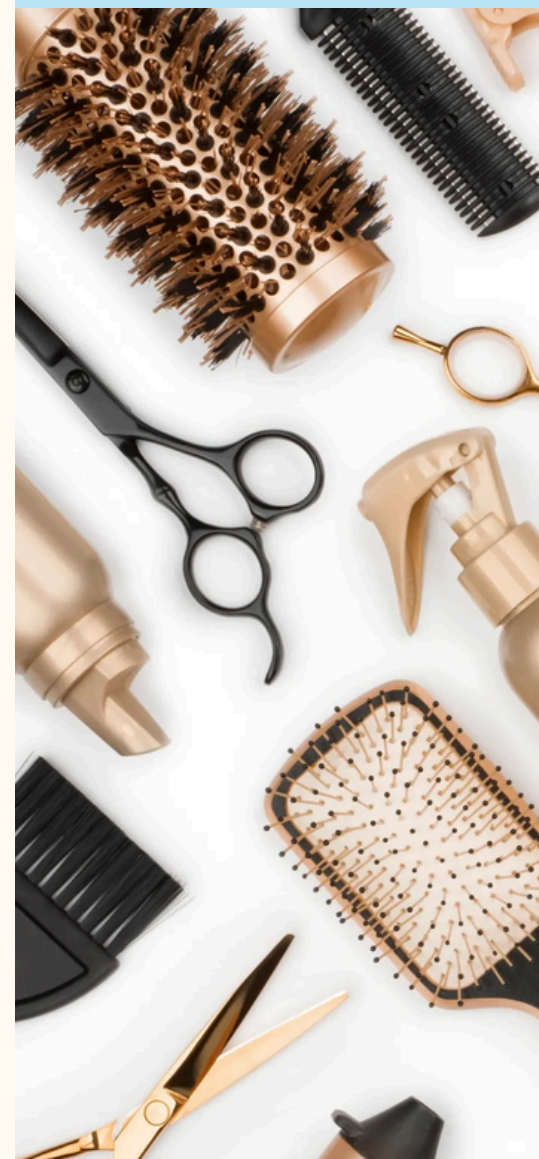
Privé Salon

Central Florida luxury salon offers haircuts, coloring, and styling treatments using high-quality products.

SUPPORTING DATA

- Attracts affluent clients desiring premium service and privacy.
- Maintains a prestigious reputation
- Annual revenue: \$4.7 million.

PRIVÉ
SALON



Trend Studios

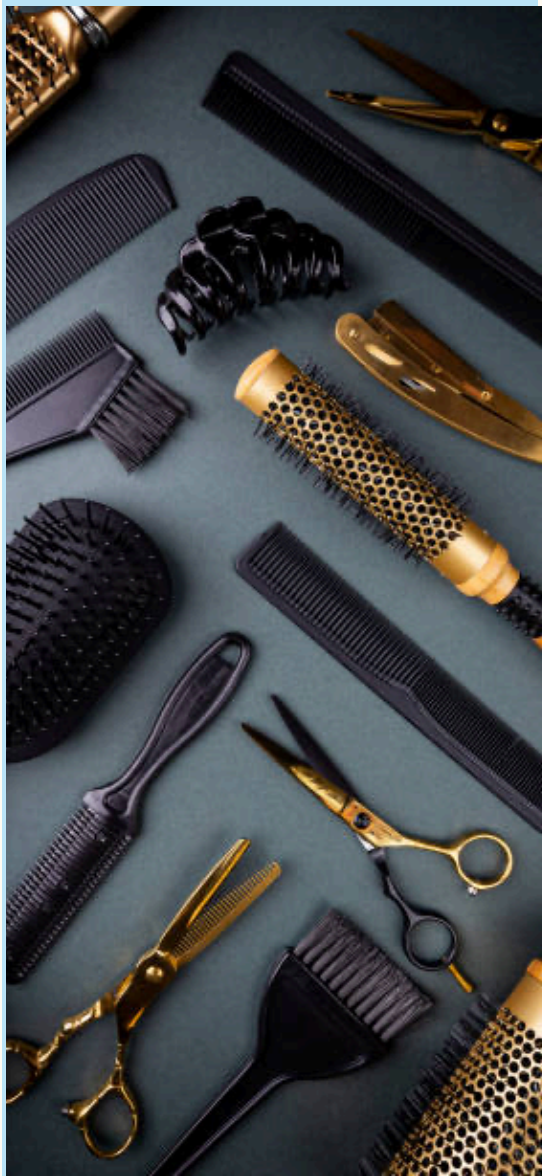
Sleek salon that is popular among stylish, youthful clients. Offering top-notch services using premium products.

SUPPORTING DATA

- Prime Location with high foot traffic.
- Mainly targets young, fashion-conscious clients .
- Positive Reviews on Yelp and Google (4.5+ stars).

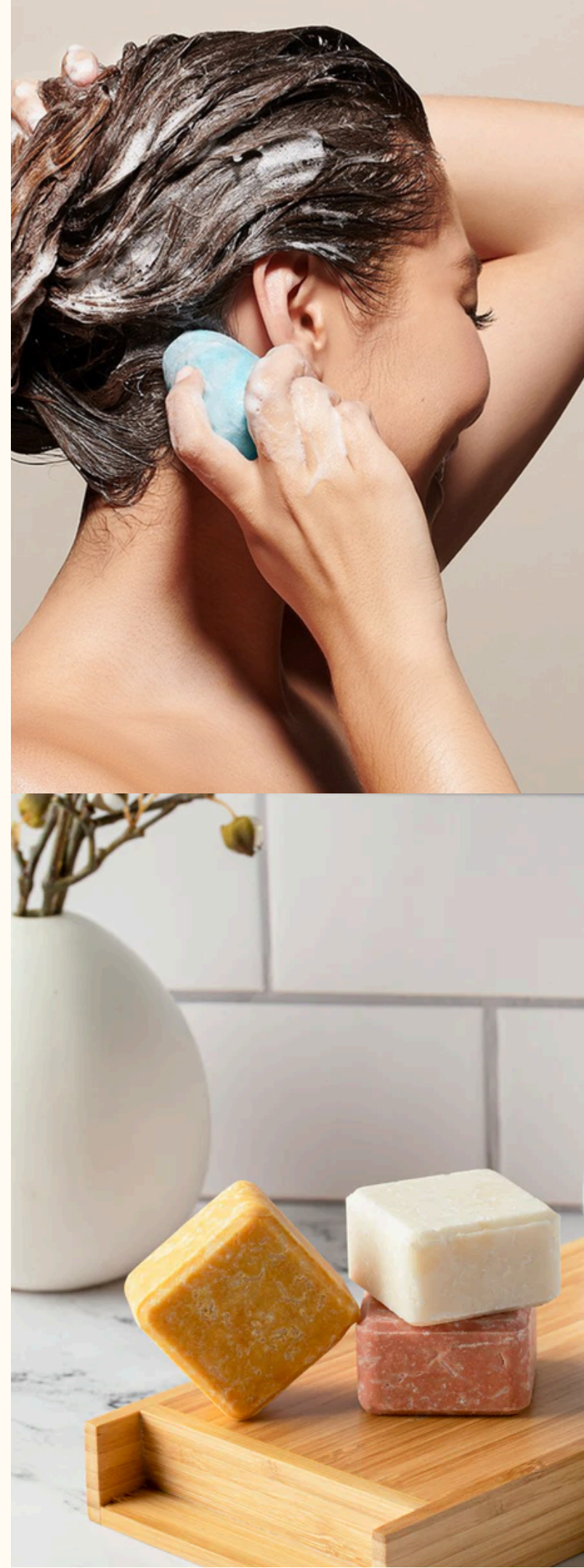


Lake Eola



POSITIONING STATEMENT

"Empower your salon with
eco-friendly excellence: our
shampoo bars redefine
sustainable luxury."



ABOUT:

- Luxury
- Eco-friendly
- Top-Tier hair product

VALUE PROPOSITION

“Eco Bubbles: Salon-quality hair care, naturally gentle on you and the planet. ”



ABOUT:

- **Natural & Eco-Friendly:** Gentle formulas for healthy hair and a greener planet.
- **Sustainability:** Cruelty-free products in biodegradable packaging.
- **Peace of Mind:** Beautiful hair with sustainable, cruelty-free choices.

COMPETITIVE ADVANTAGE

1. ENVIRONMENTALLY FRIENDLY

- Shampoo bars are packaged in recyclable or biodegradable materials
- Requires less packaging than traditional shampoo bottles



2. CONVENIENT SIZE

- Shampoo bars are functional
- Easy on-the-go travel size

THE EARTHLING CO.



Positive lifestyle brand that focuses on offering affordable, plastic-free alternatives to everyday products

Products /Services

- Hair care products
- Body care products
- Organic skincare products

/kit·sch/



Known for its innovative, eco-friendly hair care solutions. These bars are designed to replace traditional liquid shampoos, offering a sustainable alternative without compromising quality or performance

Products /Services

- Skincare Tools
- Hair Accessories
- Conditioner Bars

EVENT MARKETING

What?

- We will attend the Premiere Beauty Show.

When/How?

- Annually at the Orlando Convention Center

Why?

- Able to interact directly with salons
- Creates a sense of authenticity
- Lead Quality: 79% say events generate high-quality leads
- Direct Engagement: 74% more likely to buy after events



EMAIL MARKETING

What?

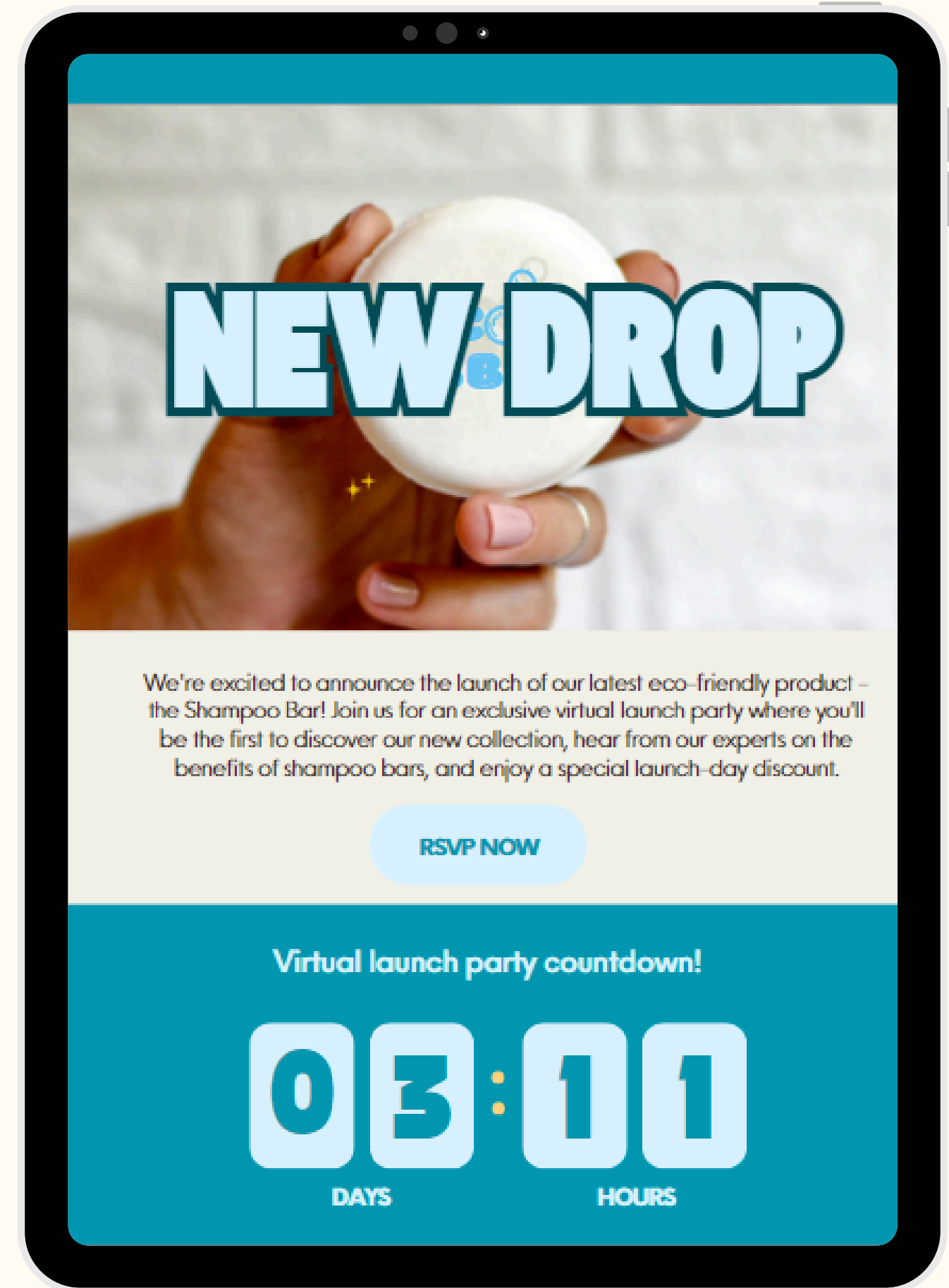
- Segmented personalized automated email campaign with varied content

When / How?

- Weekly through email

Why?

- Engagement: 58% of revenue from segmented emails
- ROI: \$42 per \$1 spent
- Leads: 20% more sales opportunities
- Retention: 90% rate



DIRECT MAIL STRATEGY

What?

- Administering Tangible flyers to Salons

When/How?

- Monthly through mail

Why?

- Proven to have 6x to prospect conversion rates
- Increases ROI
- Increases customer conversion rates by 3.5 times

ECO BUBBLES

“empower your salon with eco-friendly excellence”



Order now and save 20% off your first order

CONCLUSION



THANK YOU!



(407) 823-2000



ecobubbles@outlook.com



www.ecobubbles.com



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Orlando, FL 32816



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