

Introduction:

With Australia's vast array of forestry, beaches, and beautiful environments, camping is a prominent hobby in the country. Our company will be introducing a product called B-Telly, a portable campfire. This helps protect the environment and allows campers to have a campfire, even when the forest fire risk is high. You can turn it on and off at your convenience and use it for whatever your camping experience desires. B-Telly's market plan below discusses all necessary aspects of the product, its pricing and distribution, and more.

Target Market:

Age:

The first variable we have chosen is age. We will be specifically targeting people between the ages of 30 and 49. Australia has a total population of 26,005,500 people, of which 7,134,700 are between 30 and 49 years old ("Population, Total Population: Australia") and ("Population: Australia"). This group accounts for approximately 27% of Australia's population ($7,134,700 / 26,005,500 * 100 = 27.4\%$). The individuals in this age range represent the majority of campsite bookers at 56%, meaning they are a primary market for consuming recreational equipment ("Australia: Campsite Bookers by Age Group 2023").

Gender:

The second variable we have chosen is gender. Over 50% of Australian campsite bookers are men; thus, males would have a higher demand for camping/recreation supplies than the other genders ("Australia: Campsite Bookers by Gender 2023"). Males also make up almost half of the Australian population ($12,907,200 / 26,005,500 * 100 = 49.6\%$) ("Population, Male Population:

Australia”). It is evident that men are the majority of campers and make up a significant portion of the population; therefore, this group is an ideal market to target.

Geography:

The third variable we will consider is geography. Most top-rated camping and caravanning sites are in New South Wales and Queensland; therefore, we will cover Sydney and Brisbane's biggest cities in those territories. Sydney is the most populous city in Australia, with 5,297,089 people, while Brisbane is the third most populous Australian city, with 2,628,083 people (Australian Bureau of Statistics). The population of these two cities makes up about 30% of Australia's population $((5,297,089 + 2,628,083) / 26,005,500 * 100 = 30.47\%)$. These two cities present many opportunities for marketing to a wide variety of consumers close to many locations where our product can be used.

Target Marketing Using Chain Ratio Method:

Australia's population is 26,005,500 people, where 27.4% are between 30 and 49 years old, 49.6% are male, and 30.47% live in Sydney and Brisbane. The target market estimate is $26,005,500 \times .274 \times .496 \times .3047 = 1,094,558$. This equates to about 4.21% of the total population $(1,094,558 / 26,005,500 * 100 = 4.21\%)$

Product Name and Logo:



The name of our product is B-Telly. B-Telly is about the common Australian slang word for campfire or outdoor fire, Bush telly.

The name is supposed to draw consumers in through curiosity, as the reference to B could mean many things. This would be beneficial when building the brand image by using positive reinforcement marketing techniques using the letter B and associating it with our brand image. This could look something like **“B-Brave B-Bold, B-Telly.”** B-Telly will be represented by a capital B with small flames outlined behind it. The logo will be embellished on the bottom left of every product, and on larger boxes with vents at the bottom, the vent holes will spell TELLY. Typical Australian outdoor gear is designed with a minimalistic approach and neutral colors. We want our box to stand out by being bold in design and recognizable to those passing by. All packages are made of a black ammo can with a green lid, resembling the typical color associated with the outdoors. The sleekness and simplicity of the design are aimed to be universal and discreet for any nature lover, whether in the woods, desert, beach or wherever you find yourself outdoors.

Packaging:

The driving idea that informed the features, colors, and other design decisions was that this was “indestructible.” We wanted the product to look even more extraordinary as it aged, burned, dropped, was exposed to the elements, etc. We wanted it to have a utilitarian vibe with an aesthetic feel but in an understated way. The product is made of stainless steel to withstand the high heat of fire and still be a manageable weight. The product will be offered in its baseline regular steel and a few (high heat paint) colorway options: charred black, sand tan, and earth green. There are a few different B-Telly size options. Thus, the weight will depend on the selection. The most portable option, the “tabletop” B-Telly, is approximately 3.4 kgs.

In contrast, the most significant choice is 11 kgs. The mid-range size option (the original) is 3.9 kg. The packaging will be minimal boxes that are just a little bigger than the B-Telly itself, as well as just enough packing material for it not to shift; however, as the product itself is not fragile, the padding is less for protection and more so that the steel doesn't cut through the box.

Product Looks and Label Requirement:

Regarding the aesthetics of the packaging, we want it to be minimal but rugged. We want the product to come in a standard, recycled, brown cardboard box with our label stamped. Since our target market is outdoor/Earth-loving men, we prioritize utilizing sustainable/recyclable/reusable packaging elements wherever possible. The priority for this product's packaging would be functional but eco-friendly.

Regarding the label requirements, since this is not a food product, we have much more leniency in what must be included in the packaging by regulation. The main stipulations are if the product is being imported, it needs to be labeled with the following information: clearly state where the goods were made or produced – referred to as a “country of origin statement,” include a “true description” of the goods, and all of this must be in legible, prominent English. (“Australian Border Force Website”). The Australian Competition & Consumer Commission also has a list of “mandatory standards,” of which the purpose is “to make particular safety or information features on products compulsory for legal supply of the product into the Australian market.” (Australian Competition and Consumer Commission) However, since the Lava Box does not have incendiary components (the customer purchases the propane separately and connects it themselves), it does not require additional labeling.

Sales Promotion:

Sales Promotion: B-Telly Adventure Bundle

Offer Details:

Purchase a B-Telly Portable Campfire and receive an Adventure Bundle for free! The Adventure Bundle includes a high-quality camping stove, a set of eco-friendly cookware, and a durable outdoor backpack. This bundle equips outdoor enthusiasts with everything they need for a perfect camping adventure.

Duration:

The sales promotion will run for one month, encouraging customers to make a purchase within that timeframe to avail of the Adventure Bundle offer.

Promotion Cost:

1. Cost of B-Telly Portable Campfire: \$150 per unit (wholesale price).
2. Cost of Adventure Bundle: \$50 per bundle (including camping stove, cookware, and backpack).
3. Marketing and Promotion: \$5,000 (social media ads, email marketing, website banners).
(Brown)
4. Shipping and Handling: \$10 per unit (domestic shipping within Australia).

Total Promotion Cost:

- Cost of B-Telly Portable Campfire (500 units): $150 \times 500 = \$75,000$
- Cost of Adventure Bundles (500 bundles): $50 \times 500 = \$25,000$
- Marketing and Promotion: \$5,000
- Shipping and Handling: $10 \times 500 = \$5,000$

Total Promotion Cost: \$110,000

Yearly Cost:

If the B-Telly Adventure Bundle promotion runs quarterly (four times a year), the yearly cost would be $\$110,000 \times 4 = \$440,000$ per year