

MarketingMix

NEW PAX

Product

Our product has many facilities. It is a bracelet made of special pearls and beads. However, it has a double effect. It can be used as an ordinary bracelet, but it can also be used for oral use. Maybe you have heard of this, but there are already sex toys where you put pearls in the vagina for extra feeling / pleasure. Our bracelet can also take care of this as it is made of platinum. We are the only country that produces platinum, so this is how we ensure an exclusive product. The design would look like an ordinary bracelet with nice pearls on and of course our symbol engraved on it.

Place

Since we are the only country that produces platinum, production is carried out entirely in our factories. This is also where we will keep our stock. Tourists visiting NewPax will also be able to buy a bracelet and take it home with them. We will not transport it to other countries as we want it to remain an exclusive product.

Promotion

We were going to promote in our country. Sometimes this will also go abroad, so that we reach them, but this is not the main goal. We are not going to work with samples as this does not work for our product. As far as hygiene is concerned, this is not really a good idea either. We would also offer tours of our factories so that people can actually experience the process.

Price

We would focus on an affordable product, yet with an exclusive side. The product would cost about 35\$. In addition, there is a possibility that we could also produce some more exclusive bracelets. These will then differ in colour and size.