

Strategic Marketing Plan: EcoFlow Reusable Water Bottle

McKara Street

Benson School of Business, Southern Wesleyan University

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Professor David Williams

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I. Introduction

A new product will be introduced to the country of Japan according to the Japanese mindset and culture (Green & Keegan, 2019). The product chosen is called EcoFlow. EcoFlow is a reusable water bottle with a sleek, modern, and aesthetic design. EcoFlow also includes a comfort handle for ease of travel. Additionally, EcoFlow has an option of straw or sip to match preferences of the Japanese. EcoFlow aligns with the needs and preferences of the Japanese and therefore will be advertised as such. One marketing EcoFlow will consider the country's culture and laws to produce an effectively marketed product in the country of Japan (Green & Keegan, 2019).

II. Executive Summary

EcoFlow is a reusable water bottle that will be introduced to the country of Japan. This water bottle will cater to Japanese mindsets of sustainability and sleek designs (Davies & Ikeno, 2002). EcoFlow will also be convenient for the Japanese, as most of the population uses public travel daily, especially in urban areas such as Tokyo, Osaka, and Nagoya (Devee, 2018). As for marketing EcoFlow, digital ads will be used to target these urban areas that have high usage of mobile devices (Green & Keegan, 2019). As for promotions, EcoFlow will be 20% off a consumer's first purchase and after 6 months a bundle option will become available (Green & Keegan, 2019). Thermos and Zojirushi are the closest competitors of EcoFlow (Green & Keegan, 2019; Thermos Brand, n.d.; Zojirushi, n.d.). Furthermore, annual sales of EcoFlow are expected to reach \$200 million with a market share of 2% (Green & Keegan, 2019). As for sustainability, EcoFlow will align with the policies and programs of JETRO and Ministry of the Environment (Government of Japan, n.d.; *JETRO*, n.d.).

III. The Product

A. EcoFlow water bottle will provide consumers of Japan with a stylish and sustainable way to stay hydrated. EcoFlow has a convenient and high-quality comfort handle on its side, to allow for ease of travel (Devee, 2018). Along with its handle, EcoFlow has a leak-proof lid allowing for ease of travel without concern for spills (Devee, 2018). EcoFlow also has the option of preference of straw or sip at any time. EcoFlow is made of stainless steel and is dishwasher safe, making it easy to keep clean as well as double-walled insulation that keeps contents cold for up to 12 hours. EcoFlow has four options of design: light blue with white accents, pink with light pink accents, gray with light gray accents, or pastel yellow with white accents. The design of EcoFlow is sleek and stylish, allowing for a good cup to take on the job or for a fun outing (Davies & Ikeno, 2002). Most of all, EcoFlow is eco-friendly. With EcoFlow, the use of plastic water bottles will not be necessary, reducing plastic waste (Davies & Ikeno, 2002).

- a. Consumers of Japan value sustainability, innovation, and functionality (Davies & Ikeno, 2002). EcoFlow is a sustainable option and innovative solution to reducing plastic waste. Consumers of Japan also value convenience and practicality, which EcoFlow will provide with its comfort handle, double-walled insulation, and stainless-steel material (Davies & Ikeno, 2002).
- b. Japan has high standards and strict laws on sustainability (Watanabe, 2020). Japanese consumers are increasingly looking for ways to live more sustainably to protect the environment of their country (Davies & Ikeno, 2002). EcoFlow will fit in with Japanese lifestyles for sustainability. Additionally, consumers of Japan

prefer sleek, modern, and aesthetically pleasing designs, which EcoFlow will also provide (Davies & Ikeno, 2002).

- c. EcoFlow has a low complexity level. Consumers may simply fill the water bottle, and it is ready for use. Furthermore, the water bottle is dishwasher safe, making it even easier to clean and use. The packaging of EcoFlow will reflect its low level of complexity with easy-to-understand and simple packaging (Green & Keegan, 2019)
 - d. For trialability, EcoFlow will be available physically in stores for consumers to handle and inspect before purchasing (Davies & Ikeno, 2002; Green & Keegan, 2019). Additionally, the product will have a money-back guarantee with the return of the water bottle.
 - e. EcoFlow's abilities can be easily noticed by others. The high quality of the product and reusability are some benefits that are easily noticed from an outside point of view. The product is also attractive in its sleek and modern design, making word-of-mouth referrals more common.
- B. The major problems and resistance to product acceptance of EcoFlow may include price, convenience of single-use plastics, and behavioral habits (Green & Keegan, 2019). The price of EcoFlow is more expensive considering its high-quality material and reusability. Consumers must weigh the benefits of paying more money for a reusable product. Furthermore, single-use plastics may be more convenient to consumers than EcoFlow, making the EcoFlow challenging to purchase. Additionally, Japanese consumers may not be willing to change their habits of single-use and on-the-go plastic water bottles (Green & Keegan, 2019).

IV. The Market

- A. For EcoFlow, the target regions will be major urban areas such as Tokyo, Osaka, and Nagoya (Devee, 2018). These regions will produce the highest demand because consumers in these areas are the most concerned about sustainability and eco-friendly lifestyles. These regions also have a large population with high disposable income (Devee, 2018).
- B. Transportation systems in Japan include public transport such as buses and bullet trains (Devee, 2018). Japan also has high internet access and strong mobile usage. This fosters a consumer base that will be easily marketed via digital marketing (Devee, 2018).
- C. Consumers in Japan are conscious of their environmental impact which direct positive attitudes toward sustainable products such as EcoFlow (Devee, 2018). Japanese consumers also prefer durable products with a modern and aesthetic design (Davies & Ikeno, 2002).
 - a. Japanese consumers travel publicly often, making EcoFlow an important and convenient product for use (Devee, 2018). EcoFlow is lightweight and easy to carry with its comfort handle. Japanese consumers also travel for large amounts of time, meaning the double-walled insulation of EcoFlow will be of great use to these consumers. The steel construction of the product also makes for ease of cleaning, perfect for a busy consumer (Devee, 2018).
 - b. Features of EcoFlow that appeal to Japanese consumers include its sleek and modern design, with pastel color options (Davies & Ikeno, 2002). This caters to consumers' minimalistic design preferences (Davies & Ikeno, 2002).

- c. Japanese consumers typically shop for household and lifestyle goods in department stores and convenience stores (Davies & Ikeno, 2002). Additionally, Japanese consumers also use online shopping platforms for purchasing products. Offering EcoFlow in department stores, convenience stores, and online stores will cater to these shopping habits (Davies & Ikeno, 2002).

D. Distribution

- a. EcoFlow will be sold in department stores such as Isetan and Tokyo Hands (Davies & Ikeno, 2002). For online stores, the EcoFlow will also be sold on Amazon Japan and Rakuten. Japanese consumers that have sustainable attitudes will easily find EcoFlow in stores where they already shop (Davies & Ikeno, 2002).
- b. It will be considered to partner with eco-friendly specialty stores, online marketplaces, and local stores to expand consumer reach (Green & Keegan, 2019). The stores must align with the image of EcoFlow, being reusable and eco-friendly (Davies & Ikeno, 2002).

E. Advertising & Promotion

- a. EcoFlow will be advertised on Instagram and by influencers that hold the same values as EcoFlow's image (Green & Keegan, 2019). This platform will be able to reach urban Japanese consumers with an eco-friendly lifestyle (Davies & Ikeno, 2002). Digital ads will also be distributed on mobile, considering the high usage in urban areas (Green & Keegan, 2019).
- b. EcoFlow will be 20% off for a consumer's first purchase (Green & Keegan, 2019). This discount will last for 6 months after the product has been released to

give consumers an incentive to try out the product. Social media giveaways will also be conducted during the first 6 months of release to excite consumers about the product. Furthermore, EcoFlow will be presented physically in stores for consumers to handle and inspect before purchasing (Green & Keegan, 2019).

F. Pricing Strategy

- a. The common markup for high-quality, eco-friendly goods in Japan is around 30-40% (Green & Keegan, 2019). For EcoFlow, markup will begin at 30%. The pricing will be justified by its reusability, durability, and ease of cleaning.
- b. Bundling discounts will be presented after the product has already been released for 6 months. EcoFlow will be presented in bundles of two for a discount of 30% overall. This will encourage purchases without forsaking brand value (Green & Keegan, 2002).

G. Thermos and Zojirushi are the closest competitors of EcoFlow, though neither offer equal products (Green & Keegan, 2019; Thermos Brand, n.d.; Zojirushi, n.d.). Both companies offer reusable, lightweight, and insulating products. Thermos is most well-known for keeping products warm rather than cold. Thermos also does not have a sleek and modern design, even when sold in Japan. Zojirushi offers products that are closer to being sleek and modern; however, they remove the handle when it comes to sleek designs which makes its convenience decrease (Green & Keegan, 2019; Thermos Brand, n.d.; Zojirushi, n.d.).

H. EcoFlow is projected to grow steadily as brand awareness increases. Annual sales for EcoFlow are expected to reach \$200 million (Green & Keegan, 2019).

- I. The product is expected to reach a market share of 2%. Through sustainability-focused campaigns, EcoFlow will easily reach this goal (Green & Keegan, 2019).
- J. Some agencies that will aid in the sales of EcoFlow include JETRO and the Ministry of the Environment (Government of Japan, n.d.; *JETRO*, n.d.). JETRO promoted trade and investment between Japan and the world. The Ministry of the Environment organizes environmental policies and programs (Government of Japan, n.d.; *JETRO*, n.d.).
- K. For importing EcoFlow from the US to Japan, an import permit must be obtained first. Additionally, one must pay Customs duty and excise tax (International Trade Administration, 2024). EcoFlow must also follow Japan's Environmental Sanitation Act, which regulates standards for packaging, processing, and distributing products. The packaging will be easily recyclable and include clear labeling for recycling (International Trade Administration, 2024).

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