



BRUSH HERO[®]
THE ULTIMATE DETAIL BRUSH

IKBA

CONSULTING

Marketing Plan for: Pam Culver

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Product

The Brush Hero is a unique, thoughtfully designed, water-powered cleaning machine. There's truly nothing else like it on the market. It is entirely water-powered and was also designed with water conservation in mind. The Brush Hero uses about 50% of the water used than the hose running on idle, but it scrubs with an incredible amount of torque! The Brush Hero is an excellent detailing brush to help with all cleaning needs of a detailing business from professional to a self-car wash.

Core offering includes

- Complete Water Spinning Brush
- Cleans
- Water Pressured Brush

Value-added offerings include

- Steady Torque
- Easy Hose Hookup
- Extremely Lightweight
- 50% of water used compared to a normal water hose
- Extra accessories and parts

| | | |
|-------|--------------------------|--|
| | | Breadth |
| | Brush Hero: | Brush Hero Brush Muck Buster Accessories |
| Depth | Sun Joe Rotary: | Rotary Brush Pressure Washer Lawn Care |
| | Hurricane Spin Scrubber: | Spin Scrubber |

The strength of the Brush Hero is able to be one of the only brushes on the market to be able to use 50% less water and only be driven by water itself. Brush Hero already has a fan base, and this could help promote the product to get detailing companies to buy the brush for their own use. Our brand personality is to have the best-detailing brush on the market. This helps when promoting to self-car washes or the professional detailing companies.

The strategies of Brush hero are Umbrella branding to sell the washing products such as the car care soap and soap with high suds for some of the accessories that the company carries. Brand extension is huge for the Brush Hero because they have some accessories to help with the brush by making it longer and also having some tubing that gives it an angle. Finally, Brush Hero uses co-branding to help promote the products of Sonax and Wicked Wash. These are

campiest that make car wash products to be used with the Brush Hero when you are cleaning or detailing a car or other type of vehicle.

Compared to the other brands Brush Hero has the most equity of the companies with its line of accessories and other cleaning products helping detailing companies with car care. With all these different products it helps bring the capital of Brush Hero to a point which is higher than the Sun Joe or the Hurricane Spin Scrubber.

Targeting

Segment A- Powersport Enthusiasts

Segment B- Everyday Household Cleaners

Segment C- Detailing Companies

The **strengths** for detailing companies are that they all use cleaning products for their business, so the Brush Hero is a great product to have in their business. The **Weaknesses** of detailing companies is some are automatic, so this would not have the use for the Brush Hero. Some **opportunities** of detailing companies are they can have the Brush Hero is the self-serve car washes for customers trying to clean small dirty places with an easy to use tool. Finally, the **threats** for Brush hero in detailing companies is that some are automatic, and this will draw away businesses from buying the product.

The **strengths** for everyday household cleaners if the ability to have an easy to use brush with a less demanding physical strain on your body. However, some **weaknesses** would be that individuals simply don't care to use a self-turning brush or don't need the use for one at all. Some **opportunities** would be that the Brush Hero can provide cleaning for multiple applications outside of just detailing cars and motorcycles. It can clean things like barbecues, lawnmowers, motorcycles, pool tile, engines, gutters, lawn furniture, wicker, pets, and countless other things. Finally, the **threats** would be that individuals may just use regular cleaning kits such as a rag and spray bottle.

The **strengths** of the powersports industry using Brush Hero is this market is based off-road and as a result, is generally a very messy one. A majority of people involved in Powersports get their vehicles extremely dirty. This mud and grease all need to come off when it comes to cleaning the vehicles and can be a real pain at times. The wheels and underneath fenders are where the Brush Hero can really come in handy. The **weaknesses** in this segment have to do with a lot of vehicle owners use pressure washers when it comes to cleaning, due to most bodywork being plastic and can handle high water pressure. Also, a lot of owners don't care to get their vehicles spotless when they clean them because they will get dirty again the next time they use them. This leads to the limited use of the Brush Hero. Some **opportunities** are that all off-road vehicles need to be cleaned at some point, some more than others. This puts a need in the market for cleaning supplies which the Brush Hero and its stiff bristles fit. Some **threats** are the fact that for most of these vehicles, people will just use a hose or pressure washer to clean them. As mentioned before, Powersports enthusiasts are likely just to go get their vehicles dirty again so precise; complete detailing isn't very necessary.

Competitive Analysis

Many of the competitors for **detailing companies** are automatic car washes. This allows the customer not to have to worry about using a brush to clean the vehicle or having the detailing company use a brush for the car. Other competitors of detailing companies are other types of cleaning methods such as cleaning your own car at home. This makes the customer reach smaller, but many people still use self-car washes or professional detailers to clean their vehicles.

Competitors for everyday **household cleaners** can vary from powered brushes to a simple rag and spray bottle. Individuals may not have access to a water hose to hook up the Brush Hero which is where a spray bottle product and a cloth become the only option a household owner will have. Prospects that do have a water hose connection could be attracted to our competitors that have a lower pricing option. This can give us a disadvantage in certain areas against particular products.

Lastly, competitors for the Brush Hero in the **powersports industry** are not necessarily similar products, but rather products that most owners of these vehicles already have access to. Some have pressure washers a most at least have a hose and a spray nozzle. Because a lot of power-sports enthusiasts will just take their toys out and get them dirty again so precise detailing isn't always necessary. A hose or a pressure washer can be used to get all the big chunks of mud and dirt off, and that is enough until the owner takes the vehicle out again.

Strategic Segment Comparison

| Segment | Size | Growth | Competitors | Fit | Profitability | Rank Out of 1-10 |
|-------------------|--------|--|--|---------------------|------------------------|------------------|
| Detailing Company | 66,077 | 3.6 annual growth with a percent in self-serve and in-bay car washes | Fairly competitive with a little over half using | Good fit to keep in | Okay market to grow in | 8 |

| Segment | Size | Growth | Competitors | Fit | Profitability | Rank Out of 1-10 |
|-----------------------|--------------------------|----------------------|--|----------|--|------------------|
| Personal use cleaners | \$3971.4 million in 2004 | 6% from 2014 to 2020 | Sun Joe Rotary Wash Brush Kit, and the Hurricane Spin Scrubber | Good fit | Okay, market to grow in because 54% of individuals want an easy to use product | 7 |

| Segment | Size | Growth | Competitors | Fit | Profitability | Rank Out of 1-10 |
|----------------------|------------------------|-----------------------------------|-----------------------------------|----------|--|------------------|
| Powersports industry | \$10.5 billion in 2017 | 4% annual increase from 2017-2027 | Any pressure washer or spray hose | Okay fit | Decent market to grow in. Has good and bad characteristics | 7 |

Information Links:

Detailing Company:

<https://www.ibisworld.com/industry-trends/market-research-reports/other-services-except-public-administration/repair-maintenance/car-wash-auto-detailing.html>

<https://www.carwash.org/car-wash-show/thecarwashshow/for-exhibitors/exhibit>

Personal use cleaners:

<https://www.packagedfacts.com/Household-Cleaning-Products-1079259/>

<https://www.nielsen.com/us/en/insights/news/2016/consumers-come-clean-about-cleaning-product-preferences.html>

Powersports Industry

<https://www.marketwatch.com/press-release/powersports-market-2018-size-share-trends-opportunities-growth-factors-key-players-and-regional-forecast-2027-research-report-2018-07-31>

<https://www.gminsights.com/pressrelease/powersports-market>

<https://brandongaille.com/29-powersports-industry-statistics-trends-analysis/>

The size of the detailing company is 66,077, but this includes automatic car washes also. So, to put in perspective of how many cars washed, there are for the Brush Hero to be a part of it is around two-thirds of that number so approximately 40,000.

According to the latest market research report released by Technavio, the global household cleaning products market is expected to accelerate at over 5% until 2022. As well as this, another report according to Richard Caines says that “given the projected increase in their numbers over the next five years, numbers are expected to rise from 9 million in 2014 from 9.5 million in 2019, this group will become even more important.” These numbers are gathered from a variety of different aspects ranging from surface cleaners and tools, dishwashing products, other cleaning agents (bleach). With our product only being a subcategory, our target number will be significantly reduced from the growth of 9.5 million. With our product being a very particular target in this category and having such a wide variety of competitiveness, we know we can be successful selling to these end-users but feel we should take our priority target market elsewhere.

The size of the Powersports is valued at \$10.5 billion this year and is expected to grow by an estimated 4% each year due to the increased worldwide recreational demand. It is a huge market to get into, and the Brush Hero would do well in certain aspects. With the majority of off-roading products in this industry, the product will sell, but we don't see an overwhelming demand for the Brush Hero.

Competition

The companies who are some of the direct competitors for the Brush Hero make devices that spin with water but lack the smaller brush to get into smaller spots that many powersport enthusiasts would need. Some products we found online that are similar are Sun Joe Rotary Wash Brush Kit, and the Hurricane Spin Scrubber. In the cleaning market there is a vast number of indirect competitors to the Brush Hero such as Armor All, Rain-X, Mothers cleaning supplies, Turtle Wax, Meguiar's, and 3M. These indirect competitors offer many cleaning equipment, but nothing is close to the Brush Hero in the way the water spins the brush. There is no room for cannibalization for the Brush Heron because, the only possibility would be coming out with new versions with better materials/ improvised technology that would replace previous versions

| Competing Product | Strengths | Weaknesses | Price | Distribution | Unique Selling Point | Website |
|---|----------------------|------------------------|---|---------------------------------|-----------------------------|--|
| Sun Joe Rotary Brush | Competitive Price | Needs Pressure Washer | \$16.00 | Walmart and other retail stores | Electric Pressure Washer | Sun Joe |
| Hurricane Spin Scrubber | Competitive Price | Needs Pressure Washer | \$39.99 | Target and other retail stores | Spin Scrubber | Hurricane Spin Scrubber |
| In- Direct Competition such as: Armor All, Rain-X, Mothers cleaning supplies, Turtle Wax, Meguiar's, and 3M | Cheaper alternatives | Non-spinning scrubbers | Varies from Manufacturer but as low as \$5.00 | All major Retail stores | Available almost everywhere | Armor all Rain-X Mothers Cleaning Turtle Wax Meguiar's 3M |

Some characteristics of the consumers who are buying the Brush Hero right now are Age 25 – 65, Male, and with a disposable income greater than \$300 who live in residential/urban areas with water hose accessibility. Most will use it to clean their vehicles and only use it when they think cleaning needs to be done. There could possibly be three target segments for the Brush Hero;

Segment A – Powersport enthusiast who like to have personal vehicles clean.

Demographics:

- Gender: Male.
- Age: 16- 40
- Social group: Automotive.

Geographic:

- All locations of the United States

Psychographic:

- Attention to detail of product they are cleaning.
- Precise/ cleansed attitude.
- Value a clean product.

Behavioral:

- Users who want an easier time cleaning.
- Users who want a faster cleaning time of product.
- Want a product they can trust to be reliable

Segment B – Individuals who like to have personal equipment clean. (Grills, dogs, outdoor furniture, gutters, etc.)

Demographics:

- Gender: Male and Female
- Age: 20-60.
- Occupation: Average Household Jobs

Geographic:

- All locations of the United States

Psychographic:

- Attention to detail of product they are cleaning.
- Precise/ cleansed attitude.
- Value a clean product.

Behavioral:

- Users who want an easier time cleaning.
- Users who want a faster cleaning time of product.
- Want a product they can trust to be reliable

Segment C- Detailing companies

Demographics:

- Gender: Male.
- Age: 25-60.
- Occupation: Business owners.
- Social group: Automotive.

Geographic:

- Cities of 15,000 or more.
- Businesses within 20-30 miles of designated cities.
- United States.

Psychographic:

- Attention to detail of product they are cleaning.
- Precise/ cleansed attitude.
- Value a clean product.

Behavioral:

- Users who want an easier time cleaning.
- Users who want a faster cleaning time of product.
- Want a product they can trust to be reliable

With these segments Brush Hero could capitalize on markets like the Detailing companies or people who are looking for a way to clean everyday materials such as outdoor furniture or even a deck. We believe that Brush Hero, with its unique design and performance, will have the competitive advantage against other products in the industry to out-way the market.

Positioning

For our customer segment we are looking to target detailing companies that are using cleaning products and tools for their automotive detail businesses. They can vary from chain business owners who have their own hired detailers, self-serve stations, and even local shops. Some factors that may be included in the segmentation are:

Demographics:

- Gender: Male.
- Age: 25-60.
- Occupation: Business owners.
- Social group: Automotive.

Geographic:

- Cities of 15,000 or more.
- Businesses within 20-30 miles of designated cities.
- United States.

Psychographic:

- Attention to detail of product they are cleaning.
- Precise/ cleansed attitude.
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Behavioral:

- Users who want an easier time cleaning.
- Users who want a faster cleaning time of product.
- Want a product they can trust to be reliable

The advantages of the Brush Hero it is the only brush on the market to be entirely water-powered and was also designed with water conservation in mind. With a great starting price of only 29.99 this product is great for detailing companies to buy. The brush hero is very easy to use cause all you have to do it attach it to a hose and then turn the water on. Compared to other spinning brushes on the market that have to use a pressure washer the Brush Hero cuts it out of the equation. While the product is great for all those things our perceptual maps showed that the detailing companies would be the best segment to target for the Brush Hero. This target could be professional detailing companies or self-car washes that could use a brush hero with its easability, durability, great price, and where it can be bought online or in the distributors catalog.

For the Brush Hero we are going to position the product on the using promotions on the low-price side because the product retails for around \$34.99. Using the wide distribution channel to allow the Brush Hero to be seen by all. As a company we would like to use promotions on the heavy any low side depending on what type of detailing businesses we are targeting. The quality of the promotions will be low and high also depending on the types of promotion we are running and what segment we are targeting to.

Place

Our product is using an intensive distribution method through our supply channels based on the ability of it being simple, relatively inexpensive, and easy to transport. Places like Amazon have no intermediaries other than the manufacturer, wholesaler and then to consumer. This offers Brush Hero as a company to allow a greater profit margin more room for sale price within the manufacturer site which can be an effective way to gain volume in sales. Stores in the channel like Auto stores which would be carried through the channel from manufacturer to wholesaler to retailer and then finally to consumer may not be as cost effective. While this lowers the effectiveness for profit margin because both the manufacturer and retail need to have a positive turn around, this still proves to be efficient because of the awareness to all potential end consumers. It creates and awareness of the product that places like Amazon can't target because it is them visualizing it in the store rather than searching on the website.

Brush Hero provides the pull strategy method by advertising to consumers by using promotions, price discounts, and distributing it widely. It is effective because it brings awareness and attention to the potential consumers by pulling their interest in to buying the product. When the attention is gained through things like promotion advertisements it moves the prospect along the AIDA model into the interest category where they then learn more about it, if interested, then desire it, and essentially make action purchasing it from a retailer or more so an online wholesaler.

A push strategy Brush Hero may provide by targeting consumers in these selected retail stores that the product is located at. By distributing it a little more selectively into these locations and through the use of a sales force offering various price and quality discounts, Brush Hero is able to target the average shopper within in these stores in hopes to push a sale through the stores location and already established brand/credit/foundation name.

The retailing price for the standard Brush Hero bundle is \$39.99. The revenue sharing for each distribution channel would be the contributors who are putting the products on the shelves or into the online store and that are answering the questions that are needed to be answered. The people who are most responsible for the retailing costs are the contributors to how the Brush Hero is getting to the customers who could either be shipping or the online sales of the Brush Hero.

The Brush Hero is vertically integrated because we have our products and we can distribute the products ourselves to help with getting our products to more of the customers who are in our target market. There is no room for the Brush Hero to private label because we already have our product and do not need a third party to make the product for us. We do not need another company to make the product and allow us to privately label the product to sell it as our own.

We feel that the Brush Hero's perfect retail outlet would be places like Walmart, Walgreens, Auto part stores, and other similar chain and non-chain retail stores. These stores usually carry heavy foot traffic for all social classes and income. Stores like these offer other products that individuals may not necessary be shopping for specifically but come across when browsing the area within the store. For instance, having the Brush Hero in the automotive department of Walmart would grab attention for anyone interested in anything pertaining to a cleaning tool to use for their vehicle. The level of service would not be of much upkeep as long as the product is stocked properly by employees. We would like to assort the Brush Hero product into various categories as well. Not only would it have to be found in the automotive department, but it could

also be displayed in areas like lawn and garden and outdoors department. With our product in display at a retail stores like Walmart or the others listed above, it would gain awareness of our product and essentially sales considered by the population sizes attracted to these areas.

When it comes to franchising there is no room for the Brush Hero to go and become a franchise. Considering that franchises could be an agent selling the Brush Hero and that there is only one version of the Brush Hero that this type of distribution channel would not work out. E-commerce would be one of the best types of distribution channels for the Brush Hero to sell their products. Allowing for online sales can be the best way to generate a large number of sales with the right types of promotions to draw in the specific kind of demographic. One of the other great types of distribution channels that would be great for the Brush Hero is catalog sales. This would be great because it would allow the Detailing companies to look through catalogs and see what types of brushes would work best for these types of services. Finally, Salesforce could be one distribution channel that could work great for the Brush Hero. Salesforce would work great because it would allow for a sales force to target huge detailing companies to sell the Brush Hero in large quantities.

Pricing

Price sensitivity can be defined as a way a consumer's behaviors are affected by the price of the product or service. Price sensitivity is also known as price elasticity of demand and this means the extent to which sale of a particular product or service is affected. Most customers in most markets are sensitive to the price of a product or service, and the assumption is that more people will buy the product or service if it's cheaper and less will buy it if it's more expensive. Another way of explaining price sensitivity is by understanding that the consumer demand for a product is changed by the cost of the product. Refer to this equation when relating to price elasticity:

$$\text{Price elasticity of demand} = \frac{\text{Percentage change in quantity demanded}}{\text{Percentage change in price}}$$

We believe that if our price goes up too much, then the demand will likely go down. The Brush Hero isn't a product that customers will be as interested in if they have to pay a lot for it. We believe that our product would be considered perfectly elastic. The reason for this is because the customers have no real attachment to the commodity. As much as we don't want to admit it, our product is not a necessity for a consumer, this means that if it's something that is changed in price, we would assume to see an even higher change in quantity demanded. This is a product we want people to see and think that it's a great value and something that will help them out. If we raise the price and lose that value, we expect to sell less. There aren't a lot of direct substitutes for the Brush Hero but it's not a product that everyone needs to have in order to survive. Like previously stated, if we increase our price too much, we believe we will lose that value that attracts new customers. We would like to have the pricing remain pretty constant for the most part. We believe our value is right at \$34.99 and our customers like that price as well.

The value of the Brush Hero is \$34.99 which is able to hit the price right in the sweet spot for our target's demographic. The value in which detailing companies put into the product has to be that the equipment is able to be reliable, easy to use, and dependable. These qualities are able to show that the Brush Hero is the correct product for detailing companies and are able to qualify for all of their needs. The impacts that affect the value of the Brush Hero is its reliability

and dependability. These are both qualities the Brush Hero excels in and are able to add great value to the overall product. The prices of the closest competition to the Brush Hero are close with prices at 39.99 for the Hurricane Spin Scrubber and 19.99 for the Sun Joe Rotary wash brush. Although these are competitive prices the Brush Hero is a way better product due to its reliable, easy to use, and dependability. The pricing strategies that the companies are both using are the break even, so they know what price they need to make the item, so customers are going to buy the product and they are able to cover their costs in the end. The different pricing strategies could affect the way customers see our product. The low pricing strategy could make the product seem too cheap and inexpensive to be able to work for the application it was made for. The middle which is the best pricing strategy for the Brush Hero which is what is best allows the price to be set around the competition so the products seem reliable and they will work for the application. Finally, high pricing strategy could affect the Brush Hero because it shows the price is higher than the competition and could affect the way that the customer view and or purchase the product.

We would use an introductory pricing of offering a lower price to the desired prospects. By offering a lower pricing strategy it will attract our target market in a way that they could use the product at a price that would be obtainable to them. Using lower pricing will create volume and awareness of the product and offer a competitive advantage. These pricing incentives of lower prices will affect the bottom line profit to start, but we intend on moving our profit margin to a point that is suitable for us to gain profit. While our profit margin won't be as sufficient to start, by creating volume will lead to better sales which we can then make a transition to moving it to our standard price.

Our focus for pricing would be to create viable option that offers the companies we are selling to a price that would interest them but also allow us to maintain a fair profit margin. We would offer a lower price to start out towards these prospects, so we could create volume of getting the product awareness out there. By focusing on volume, we can get the potential clients, which in this case would be detailing companies, to use our product and get an understanding if it is something that would suit their company. By focusing on volume at a lower price, we are able to offer that to the companies at a cost that the businesses would potentially be able to handle when testing our product. All in all, we are looking find the most effective and most efficient way possible so at one point, Brush Hero, would eventually be able to pursue finding a happy medium in pricing.

Conclusion

To conclude, our product the Brush Hero is a unique, thoughtfully designed, water-powered cleaning machine. There's truly nothing else like it on the market. It is entirely water-powered and was also designed with water conservation in mind. The Brush Hero uses about 50% of the water used than the hose running on idle, but it scrubs with an incredible amount of torque! The Brush Hero is an excellent detailing brush to help with all cleaning needs of a detailing business from professional to a self-car wash. After reviewing this report, we hope we have created an in-depth overview of our class project on the product, Brush Hero, and as well gained awareness on future segmenting possibilities and strategic marketing opportunities.

Thank you,

