SCRUB DADDY

Tangible factors: yellow, smiley face, rough texture, bright hue

Intangible factors: warranty, delivery

To go to Malaysia, we are going to ADAPT our current product to fit the new market

we are choosing this technique because in Malaysia, the selling of yellow clothing is illegal so this sentiment of dislike will probably be carried on to other products and parts of life. Therefore, we will need to change the color of the scrub daddy to a neutral orange.

Product Positioning

we are going to position our product by billboards targeting women and placing advertisements during soap operas. Our competition our other things that use scrubs to clean, which is direct competition. The attributes of Scrub Daddy is an orange scrub with a 5 inch diameter. The price will line up with competitor prices and the quality is higher than other scrubs are direct competitors.

Grey Market

Scrub Mommy

The quality decreases so that the orange color fades away faster and doesn't have the strength that the Scrub Daddy has.

The price would reduce dramatically from $15 USD to $2 USD

Target Market: Moms

Competition: Scrub Free

Price: $2

Product Package

Family Brand: Scrub Daddy

sells: soap Scrub-dub-dub

