

A man with a beard and short hair is looking down. He is wearing a white t-shirt. A stream of bright blue liquid is pouring over his right shoulder, splashing and running down his chest. The background is a plain, light grey color.

LIC

**Hydrophobic**  
**.com**

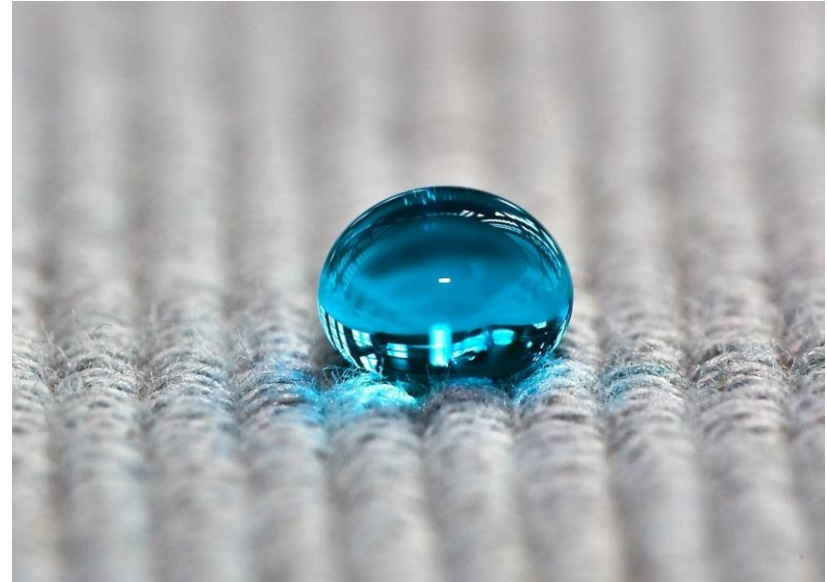
Get wet, get dirty!

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# Description of our business-technology

We're an apparel company pioneering a new era of everyday essential apparel. Our aesthetic is made up of core essentials designed completely from the ground up. We're obsessed with the finer details of our fit and design. It all started with the obsession to create the perfect t-shirt using an ***advanced hydrophobic nanotechnology*** application that makes our fabric water-resistant and stain-repellent. ***Our technology allows dirt and water to simply run off the surface of the fabric.*** It was inspired by the natural self-cleaning of the lotus leaf. What this means for you better ***clothes that repel liquids, stains and odors.*** While it's not 100% waterproof or stain-proof it will stay dryer and cleaner than regular cotton. We focus on producing only the essentials and creating a line of apparel that is unparalleled in terms of ***quality, functionality and style.***



# Business Idea - Value Proposition

Our vision is to offer a high-tech clothing that will help people enjoy more water-related activities.

Our strategic goal is to become leaders in the niche market, with highly recognised brand and attract potential buyers of the company.

Our aim is to provide happiness and relief to people when they are wet or dirty.

We want to solve the problems of being angry, sad, stressed and maybe sick after getting wet.

Key activities to achieve our goals is to build strong relationships with key partners and provide superior customer service.



# What the business offers





Female and male people all age,  
that are engaged with water-related  
or dirt activities/sports

Babies and children age 1 year and  
above

# Competitors



**We are new in the market with no competitors offering the same or similar technology to potential customers.**

# Digital SWOT Analysis

## Strengths

*Service that target's human feelings*  
*Innovative*  
*Uniqueness*  
*Lots of alternatives for clothing*  
*Direct selling*

## Weaknesses

*New brand – built brand awareness*  
*New technology to the market – training of personnel & customers*

# SWOT

## Threats

*Unstable economic & political environment*  
*Competitors may react quickly*

## Opportunities

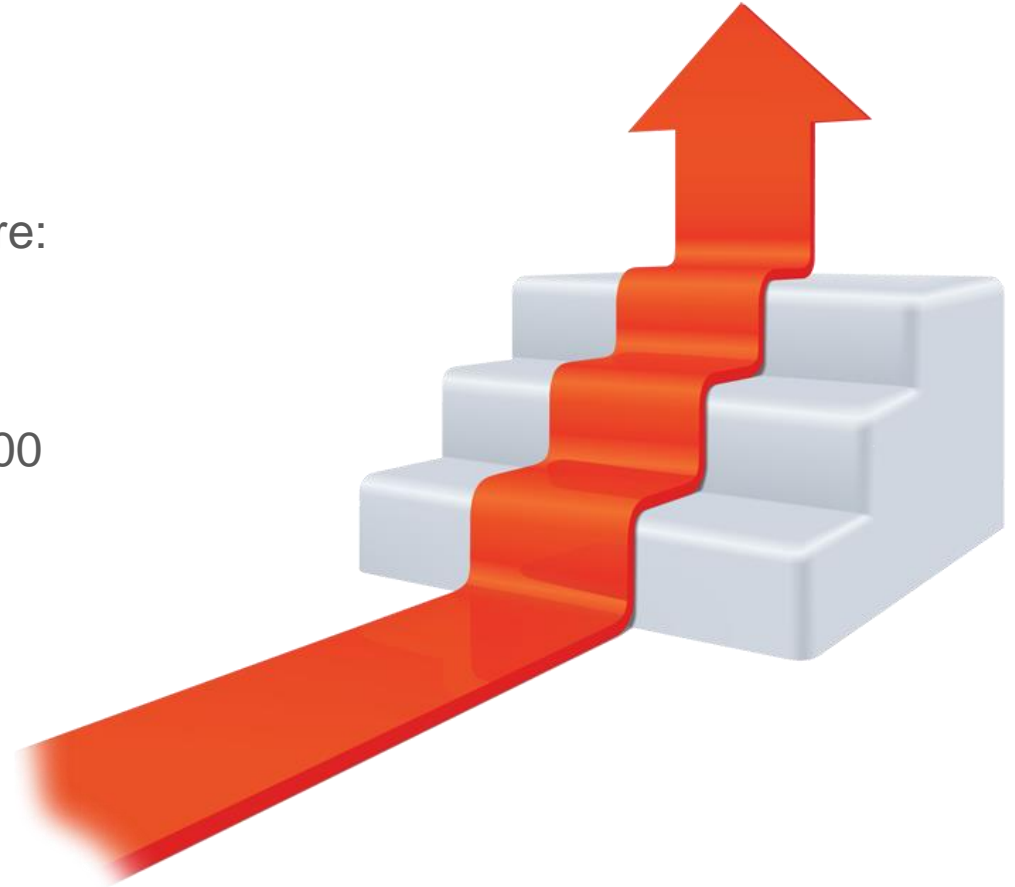
*Brand recognition – new to the market*  
*Achieve customer loyalty*  
*International expansion*



Our objectives for the first 3 years are:

Average Sales 764.400

Average Digital Market Share 7.400  
impressions for clothes



# Budgeting

TASK	EUROS
E-SHOP PLATFORM	<p>This is a sample of a digital marketing plan which continued in action during our training course....</p> <p>Want to be part of this digital experience?</p> <p>Join us at <a href="http://digital.hau.gr">http://digital.hau.gr</a></p>
SEO OPTIMIZATION & HOSTING	
GOOGLE ADWORDS	
DIGITAL ADVERTISING	
SOCIAL MEDIA	
CONTENT MARKETING	
E-MAIL MARKETING	
MOBILE MARKETING	
TOTAL	

# GET WET!! GET DIRTY!!



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