

Merchandise Portofolio: The BlendZ Tumbler Cup



Product Details

Item: 16 oz. Acrylic Cafe Tumbler

Sizes & Fit: One Size. 16 oz.

Decoration Method: Screen Printing

Delivery Time: Free 2-week / Rush 10-day

Minimum Order: 72 pieces

Keep your beverage nice and cold in this hip Tumbler!

Your group can go green with this durable tumbler, no more paper cups! Hand wash only.

- Acrylic
- Double walled insulation to keep drinks cold
- Matching color straw
- Screw-top lid
- BPA Free
- Hand wash recommended

First Survey:

Yes:

Students:///// ///// ///// ///

Teachers: ////

No:

Students: ///

Teacher:

Observations:

The customers (students) who agreed to purchasing the cup were loyal customers- - customers who would purchase often. The customers (teachers) were also very enthusiastic in hearing the preview of the BlendZ tumbler cup and said they would definitely purchase it. However the customers who disagreed with the cup said that it was because they don't purchase very often. In regards to the pricing of the cup I asked the customers what price would they pay for and they all said between s/.20 to s/.25.

Costs for the cup:

The cost for BlendZ to purchase the cup is \$5.60; however, the lowest quantity of customized cups we can order is 72. Meaning that the price in total for the cups would have to be \$403.2.

Therefore the big question is do we believe in this merchandise?

The cost of the tumbler cup in other places such as starbucks peru is around \$10. In Gamara they don't have tumbler cups, they have regular plastic cups.

Positive outcomes:

As Mr. Akin has mentioned to us before: BlendZ causes a severe trash problem after a sale. This is due to their cups. Once they are thrown away the fruit flies are attracted to the cups and their leftovers. Also wasting so many cups and polluting the environment like that is against BlendZ's beliefs. Therefore the BlendZ cup would help eliminate this problem by giving the possibility of a reusable cup. Also a benefit for the customer is that once purchasing the cup each next purchase for BlendZ is s/. 1 less. Keep in mind that this would also be a great way to market BlendZ through the cup.

Negative out come:

Unknown

Problems with the purchase:

Since the supplier cannot ship the merchandise to Peru they would have to ship it somewhere in the United States, the time for the shipment is 2 weeks or less and it is free.

Also will we be willing to spend \$403.2 on BlendZ cups?

Keep in mind that if we sell the cup for s/. 25 we would be making a profit of s/.7.65 because it cost s/.17.35 to make the cup.

Are you convinced yet?

