

# Nerd Love

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# Who are we?

- 👤 Annie Son- creator
- 👤 Ashley Vang- main communicator
- 👤 Mary Yang- seller
- 👤 Priscilla Tuyen- treasurer

# Mission Statement

We as business partners plan to make creative merchandises to satisfy others. Our products are earth friendly because it is made from recycled materials, and it is harmless and highly fashionable. We also plan to gain an experience towards the business community.

# How we came up with this product?

- Not many matching lanyards
  - “Couple” lanyards
  - “Best friend(s)” lanyards

# Goals

- 🍷 Finish product
- 🍷 Sell to consumers
  - 🍷 School
  - 🍷 Family
  - 🍷 Friends
  - 🍷 Other schools
- 🍷 Maintain good sells
- 🍷 Expand, Expand, Expand!!!!

# What product are we making?

- 👤 Lanyard
  - 👤 Different colors
  - 👤 Hold keys/key chains
  - 👤 Different designs
  - 👤 Push Charm

# Marketing Plan

 Price

 Advertising

 Word of Mouth

 Posters

 Flyers

 Placement

 Quad (Hiram Johnson)

# Marketing Material

-  Posters
-  Flyers
-  Web Page
-  Social Networking

# What is unique about it?

- Simple everyday thing turned into a fashionable item.
- Enhance your appearance

# Costs and Profits

 \$8.00

 Couple – Two for \$15.00

 Best friend – Two for \$15.00