



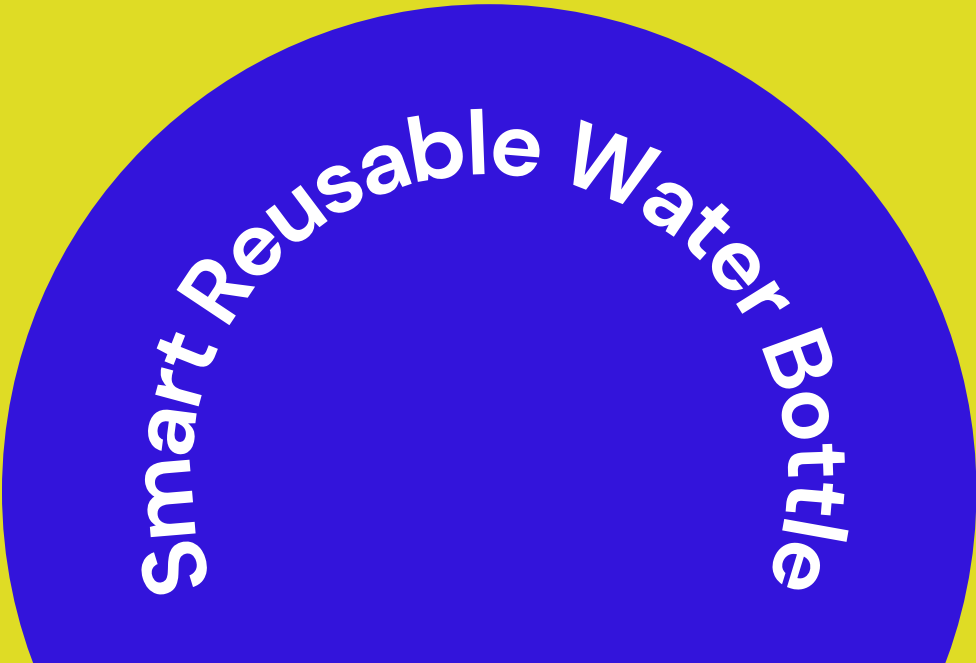
Smart Reusable Water Bottle

Presented by
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PRODUCT LAUNCH PLAN

One Bottle
Endless Impact



AGENDA

- Overview
- Launch Timeline
- Market Research
- Product Overview

- Pricing Strategy
- Budget Overview
- Budget Details
- Conclusion



Smart Reusable Water Bottle

OVERVIEW

Smart reusable water bottle designed to help people stay hydrated while reducing plastic waste. Our launch plan outlines how we will bring this innovative, eco-friendly product to market in a clear and impactful way

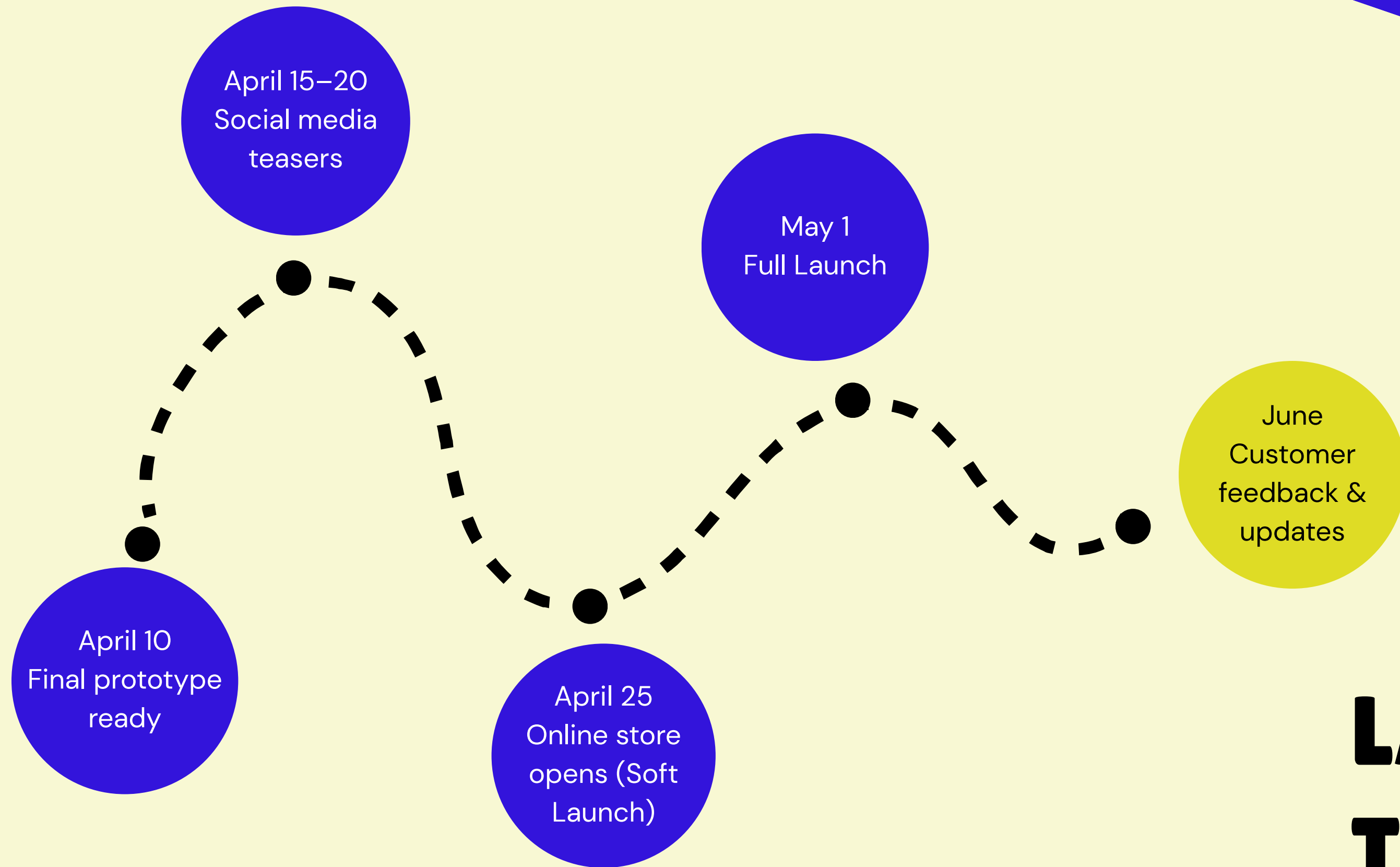
Smart Reusable Water Bottle



we just want to help people drink more water, waste less plastic, and feel good doing it.



Smart Reusable Water Bottle



LAUNCH TIMELINE

MARKET RESEARCH

Larana, Inc.



STUDENTS



OFFICE WORKERS



FITNESS LOVERS

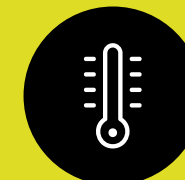
Why They'll Love
FreshBottle



Eco-friendly & stylish



Tracks water intake



Keeps drinks hot/cold

Smart Reusable Water Bottle

Smart Reusable Water Bottle

PRODUCT OVERVIEW

PRODUCT FRESHBOTTLE



SMART HYDRATION REMINDER

Sends gentle alerts to help you stay consistently hydrated throughout the day.



TEMPERATURE DISPLAY

Built-in screen shows the real-time temperature of your drink hot, warm, or cold



LEAK-PROOF & BPA-FREE

Made from safe, eco-friendly materials with a secure design that prevents spills.



PRICING STRATEGY

RETAIL PRICE

\$25

per FreshBottle

Standard price offering full value with smart features and eco design

LAUNCH OFFER

\$20

first 100 customers

Early bird discount to generate excitement and quick adoption

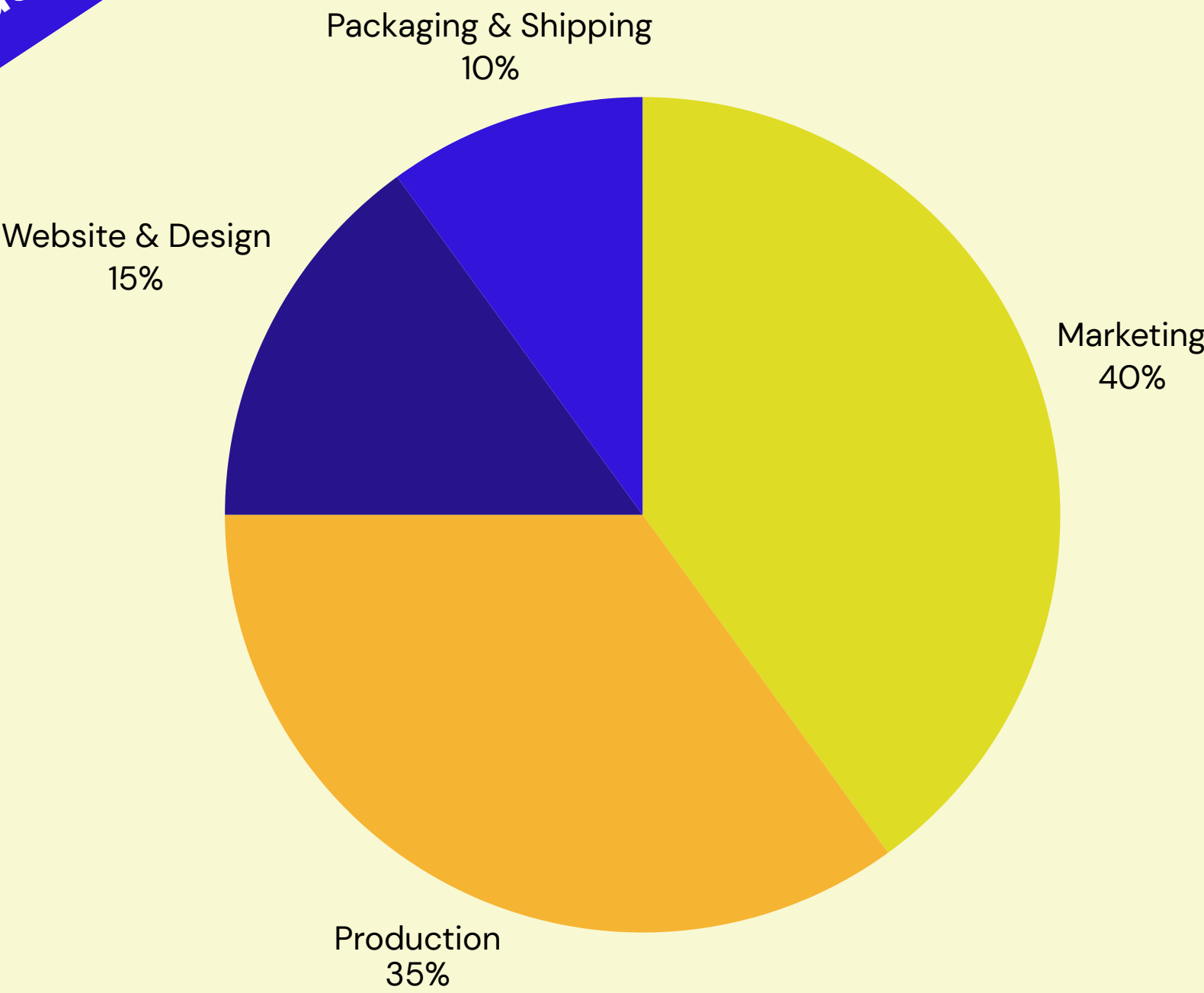
BUNDLE DEAL

\$45

2 bottles + free straw

Ideal for sharing encourages larger purchases while promoting sustainability

BUDGET OVERVIEW



\$10
Total Budget

To ensure a smooth and impactful product launch, we have allocated our total budget of \$10,000 across four key areas



CONCLUSION

It's a simple, smart, and eco-friendly water bottle designed for everyday use. The product offers clear benefits it helps people stay hydrated, reduces plastic waste, and fits into any lifestyle.

With an affordable price and modern design, Fresh Bottle is perfect for young, active, and eco-conscious users.

Smart Reusable Water Bottle

 Larana, Inc.