

PROMENAID HANDRAIL

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SUMMARY

Key Issue

Recommendation

Assumptions

Analysis

Strategy

Implementation

Financial

Risk and Mitigation

KEY ISSUE

How should PromenAid manage its growth strategy to achieve the \$15.7 Mi sales by 2020

RECOMMENDATION

Invest in a marketing plan to **create brand awareness** and **intensify sales** through Big Box Stores and e-commerce

ASSUMPTIONS

People want eternal mobility

People with disabilities want to feel included

There is stigma and negative stereotype regarding handrail

Design is a powerful tool to promote inclusion

SWOT

		Strengths				Weaknesses	
		Health Care Experience	Subcontracted Manufacturing	ADA Compliance	Affordability and Ease of Installation	Retail Experience	Marketing structure
Opportunities	Occupational Therapists Influence	✓		✓			
	Impaired Mobility High Demand			✓	✓		✗
	Big Box Stores		✓		✓	✗	
Threats	Cash Flow with Growth pace		✓		✓		!
	Stair lifts substitution	✓		✓			
	Users' value perception			✓	✓		✗

ALTERNATIVES - POSITIONING

	ROI	Strenghts	Weaknesses
Build awareness through content marketing	✓	✓	✗
Outsource marketing deparment	✓	!	✗
Pricing Positioning	!	!	✗

ALTERNATIVES - CHANNELS

	ROI	Strengths	Weaknesses
Partner with Big Box Stores	✓	✓	✗
Lowe's e-commerce partnership	✓	!	!
Owned Stores	✓	✗	✗
In-house manufacturing and distribution	✗	!	✗
Develop Amazon marketplace	!	!	✗

MARKET ANALYSIS

30% of North American households:

- 65+ y.o.
- Mobility impairment

Falls are the direct cause for 95% of all hip fractures – 20% lead to death

People don't see the difference between competitors products

150 k occupational therapists in North America don't know PromenAid

MARKETING STRATEGY

Value the product

- Strong
- Easy to install
- Affordable
- Minimal disruption
- Good aesthetics
- Code compliant

Value the lifestyle

- Freedom: Hold on to what matters
- Stay mobile
- Remove the stereotypes

MARKETING STRATEGY

Marketing Campaign

Medical

Contractors

End users

IMPLEMENTATION – MARKETING



Medical

- Brochures in medical practices
- Sponsor medical events
- Name official ambassadors

Contractors

- Value aesthetics
- Reinforce the easy and cheap installation
- Commission to architects

End users

- Act in early stages
- DIY trainings in point of sales
- Content marketing channels

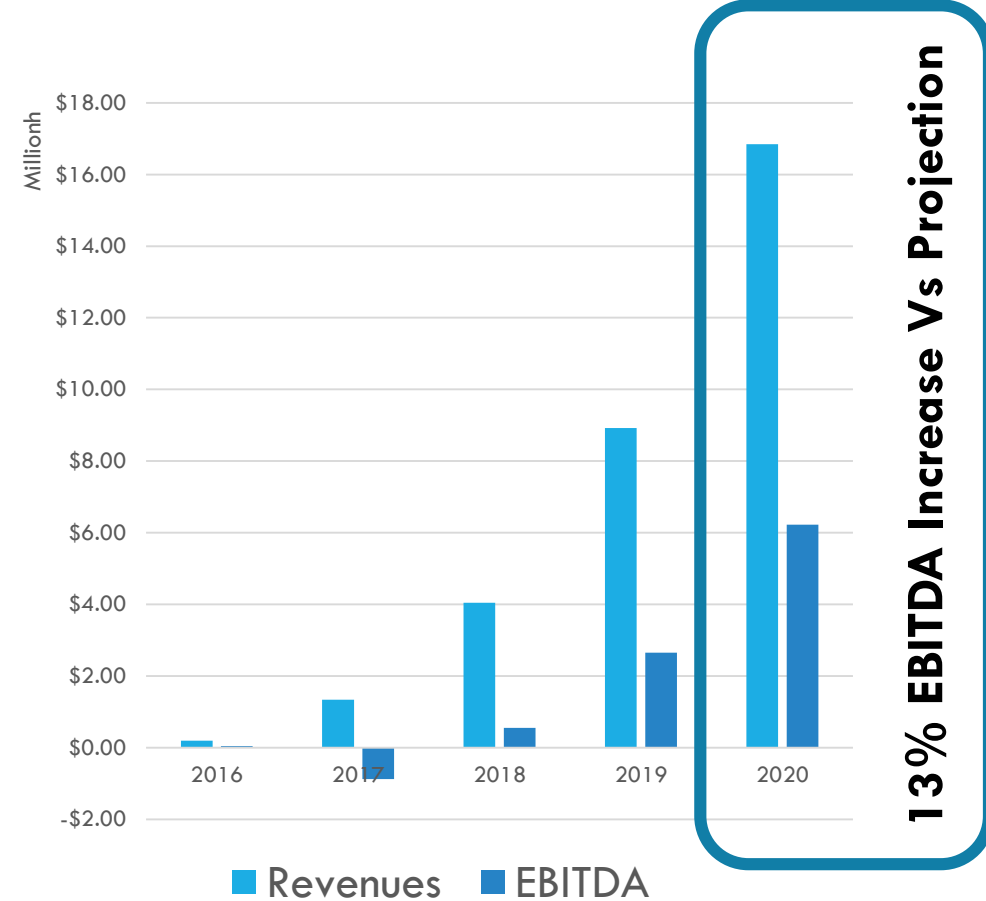
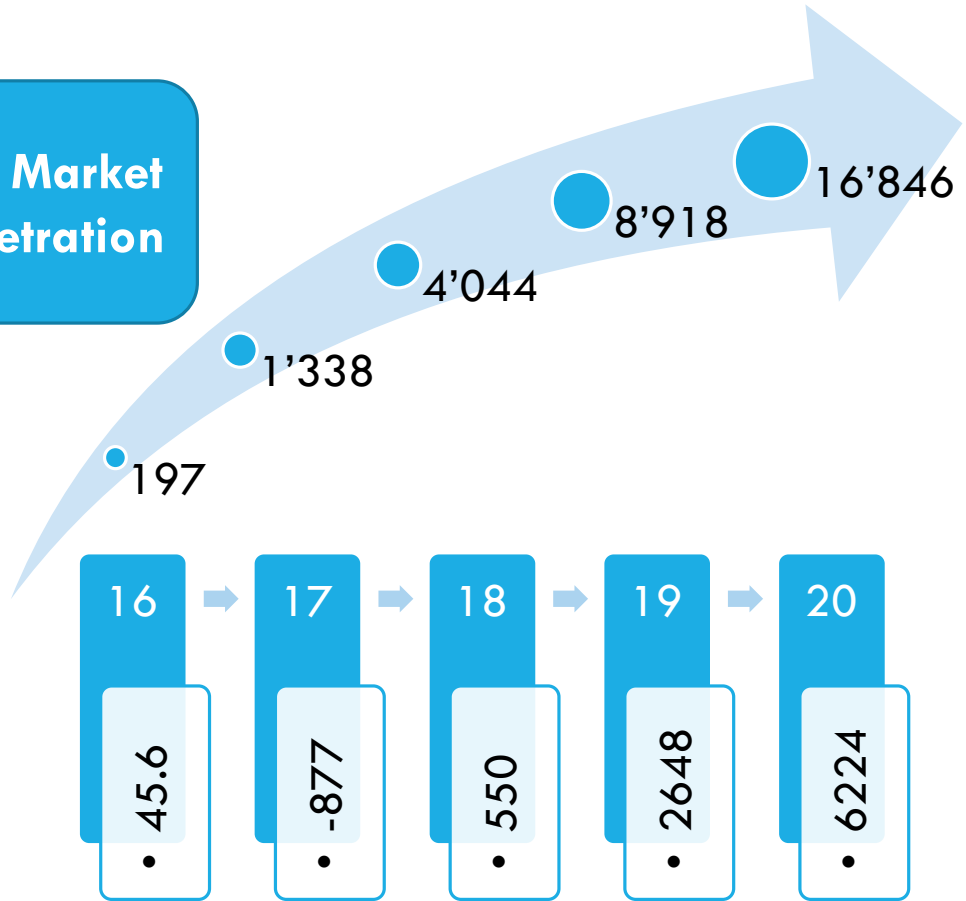
IMPLEMENTATION PLAN

	2017				2018				Investment (k CAD)
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Build team structure	■				■				40
Partnership with Big Box Stores	■			■				■	50
Develop marketing plan	■				■				60
PR Agency		■		■				■	150
Advertising Agency		■	■	■	■	■	■	■	300
Marketing activation actions		■	■	■	■	■	■	■	400
Rolling forecast		■		■		■		■	

Total yearly investment: 1 mi CAD

IMPLEMENTATION - FINANCIAL

1% Market Penetration



RISK & MITIGATION

Risk	Mitigation	Severity	Investment
Customers don't perceive product differentiation	Reevaluate communication strategy/agency	H	\$100 K
Difficulties to partner with Big Box stores	Renegotiate contracts	M	\$50 K
Low return from medical and constructors targets	Budget reallocation to medical targets	L	\$80 K
Potential mitigation cost			\$230 K

CONCLUSION

Brand
Positioning

1% Market
Penetration

Distribution
Channel

7% Gross
Profit
Increase

\$16.8 Mi Sales
in 2020

13% EBITDA
Increase Vs Plan