

Asutra*

BUILDING A STRONG REVENUE STREAM THROUGH CORPORATE GIFTING

Group 2



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Gabelli School
of Business



EXECUTIVE SUMMARY

DEAR STEPHANIE (CEO),

OUR CONSULTING FIRM HAS IDENTIFIED A SIGNIFICANT OPPORTUNITY FOR ASUTRA IN THE EXPANDING SELF-CARE MARKET, PARTICULARLY IN PERSONALIZED WELLNESS AND WOMEN'S DAY PRODUCTS. OUR RESEARCH INDICATES A GAP IN THE MARKET FOR CUSTOMIZED WELLNESS EXPERIENCES, A NICHE ASUTRA IS WELL-POSITIONED TO FILL WITH ITS NATURAL, ECO-FRIENDLY PRODUCT LINE.

WE RECOMMEND LEVERAGING THIS GAP BY INTRODUCING CURATED CORPORATE BOXES AND FORMING CO-BRANDING PARTNERSHIPS WITH PREMIUM HOTEL CHAINS LIKE MARRIOTT. THESE STEPS ALIGN WITH ASUTRA'S STRENGTHS AND MARKET TRENDS, PROMISING TO ENHANCE BRAND VISIBILITY AND CUSTOMER ENGAGEMENT.

SINCERELY,
GROUP 2

CONSUMER TREND

SELF-CARE RITUALS FOR WOMEN

THE SURGE IN SELF-CARE RITUALS AMONG CONSUMERS OFFERS ASUTRA A REMARKABLE OPPORTUNITY IN THE WELLNESS AND SELF-CARE INDUSTRY

Product expansion

Customization

Wellness bundles

Educational content

User-generated content



Subscription services

Collaborations

Exclusive self-care events

Holistic wellness integration

Corporate gifting

STRATEGIC GOAL

CORPORATE GIFTING



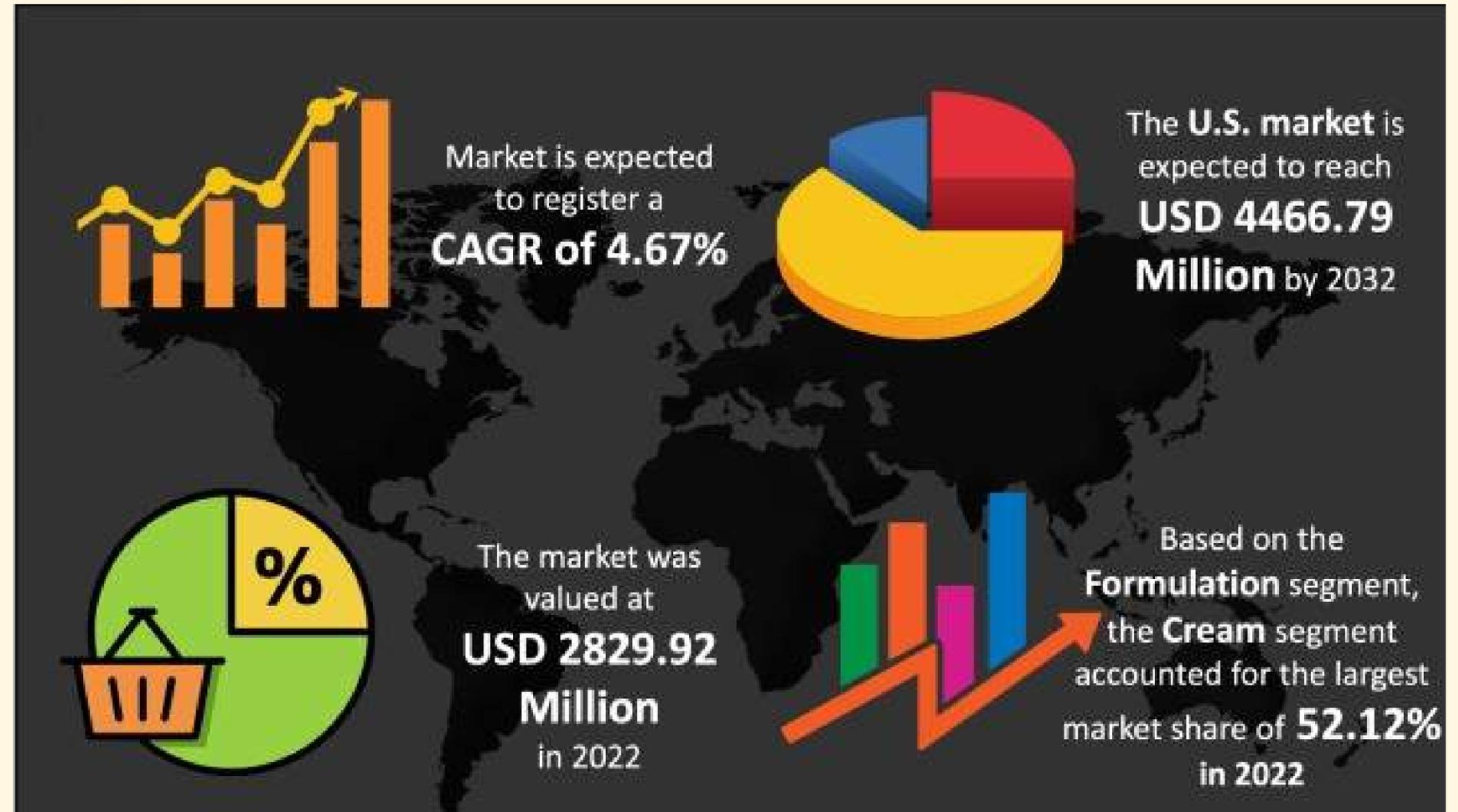
- Increase precise audience reach
- Increase awareness and recognition
- Enhance reputation and image
- Foster loyalty with partners and clients
- Communicate mission and value
- Generate WOM
- Reinforce strategic goals

MARKET ANALYSIS

PAIN RELIEF

Increased scrutiny from regulators to ensure that claims on effectiveness made by natural products are verified

Popularity of magnesium-infused pain relief offerings has increased exponentially, leading to high market growth

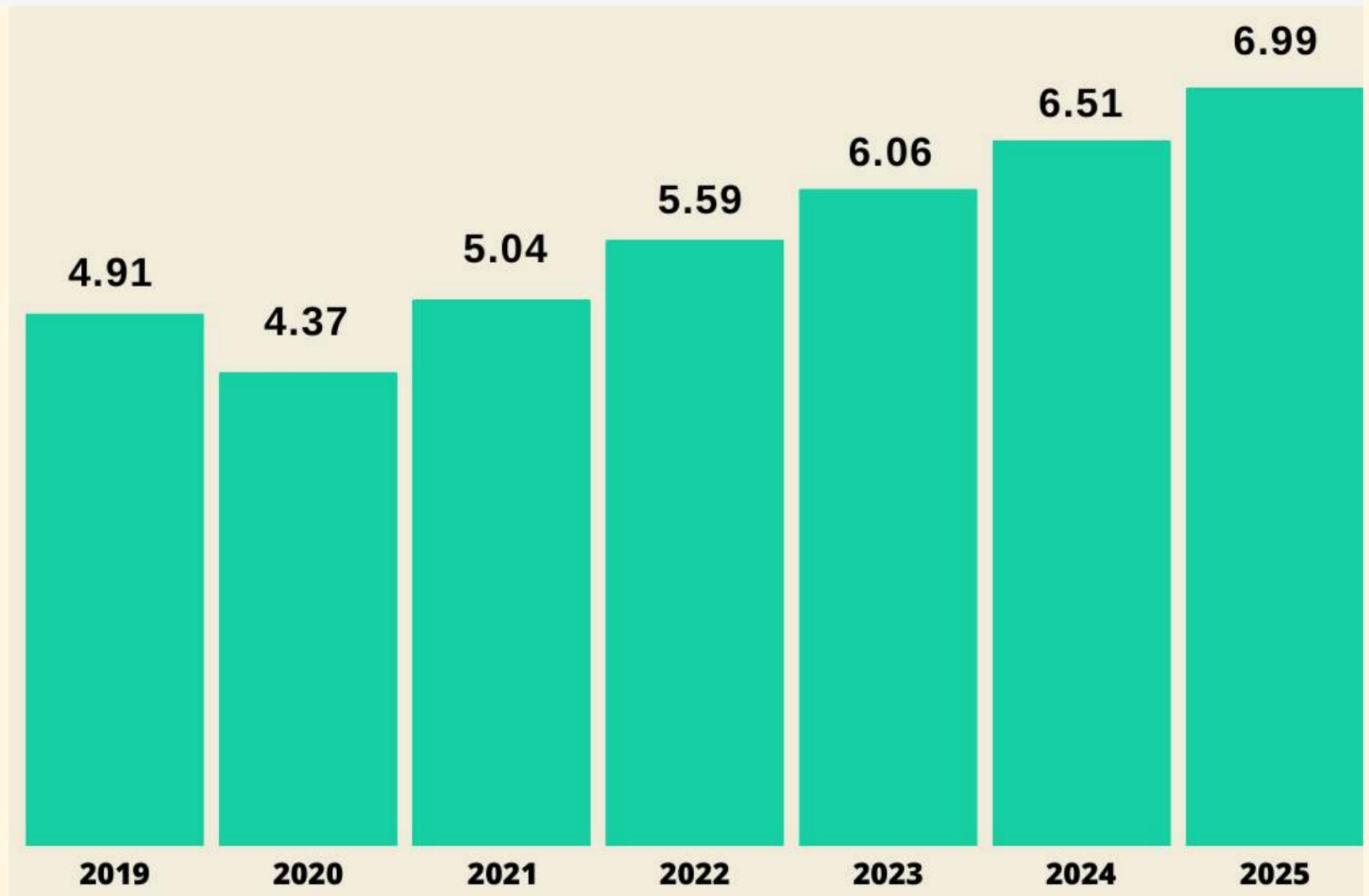


MARKET ANALYSIS

WELLNESS

The size of Wellness Market is projected to grow to almost 7 Trillion US Dollars by 2025

Size of the wellness market worldwide in 2019 and 2020, with a forecast to 2025 (in trillion U.S. dollars)



Sources
Global Wellness Institute; Hospitality Net
© Statista 2023

Additional Information:
Worldwide; Global Wellness Institute; 2017 to 2020

BETH

THE MILLENNIAL WORKING WOMAN

Meet Beth, a 40-year-old urban lawyer and Pilates aficionado. With an income of \$250,000, she values work-life balance and seeks stress relief and self-care. ASUTRA, the wellness brand, is tailor-made for Beth, offering solutions for her active lifestyle and wellness goals.

DEMOGRAPHIC INFORMATION

Age: 40
Occupation: Lawyer
Income: \$250,000
Location: Urban areas
Education: Masters

PERSONALITY

Active Pilates Practitioner

PROBLEMS

Stress, self-neglect, work-life balance

CHALLENGES

Sleep related Challenges

GOALS AND NEEDS

Reduce stress, self-care, and a more fulfilling life
Reduce Sleep-Related Issues



JESSICA

THE BUSY MOM

Meet Jessica, a 50-year-old full-time marketing manager and loving mother of two. Balancing a sedentary lifestyle with the demands of work and family, Jessica seeks relaxation, self-reconnection, and self-care in her bustling life. ASUTRA, the wellness brand, aligns perfectly with Jessica's goals, offering tailored solutions to address her unique needs.

PERSONALITY

Sedentary Lifestyle

PROBLEMS

Stress, self-neglect, work-life balance

CHALLENGES

Pain in the Hip

DEMOGRAPHIC INFORMATION

Age: 50

Single, Mother of 2

Occupation: Full-time marketing manager

Income: \$190,000

Location: Suburban or urban areas

Education: College degree

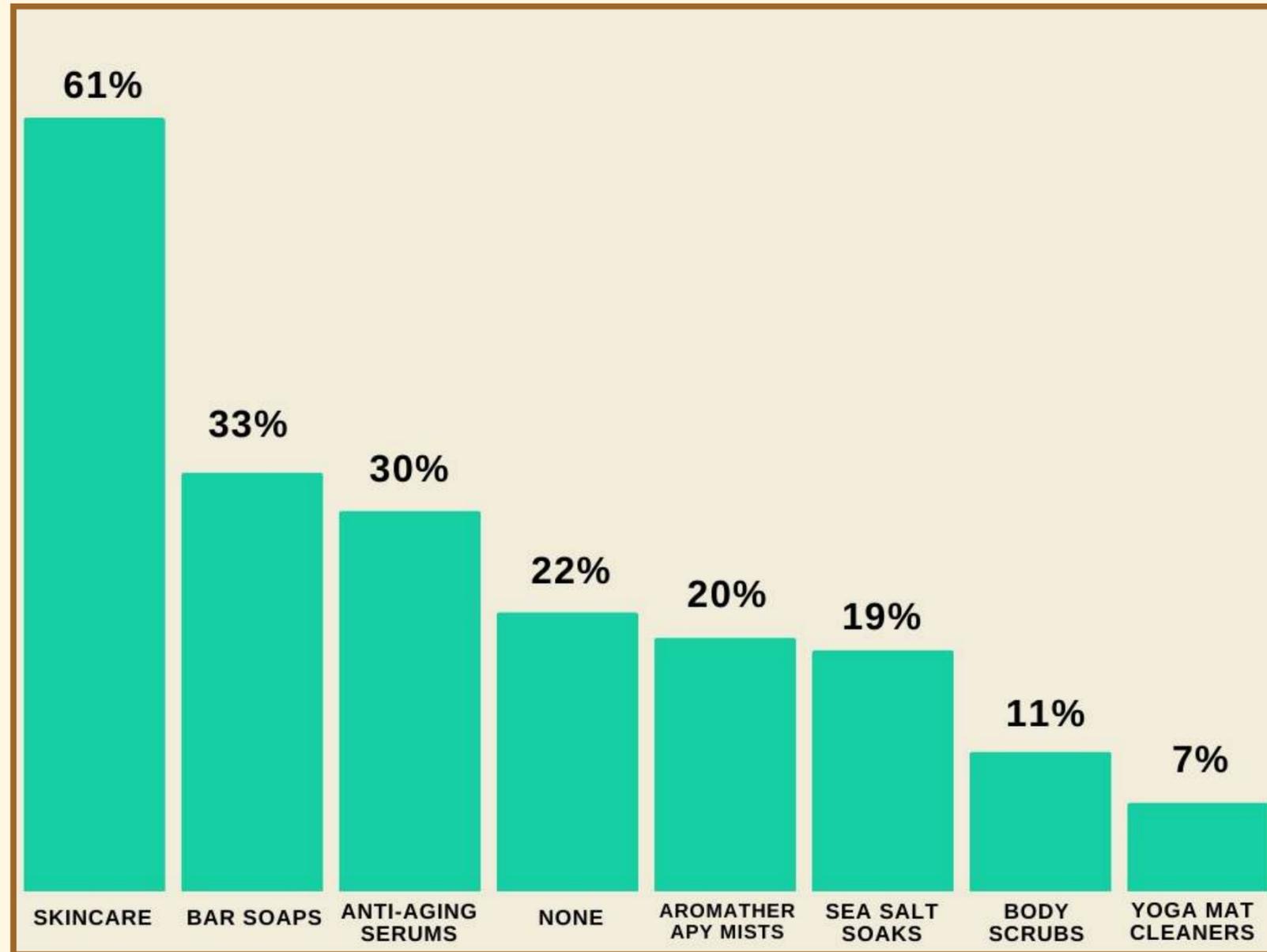
GOALS AND NEEDS

Relaxation, self-reconnection,
self-care in a busy life

Pain relief



“CAPTIVATING 60% OF THE POPULATION DIVES INTO SKINCARE!”

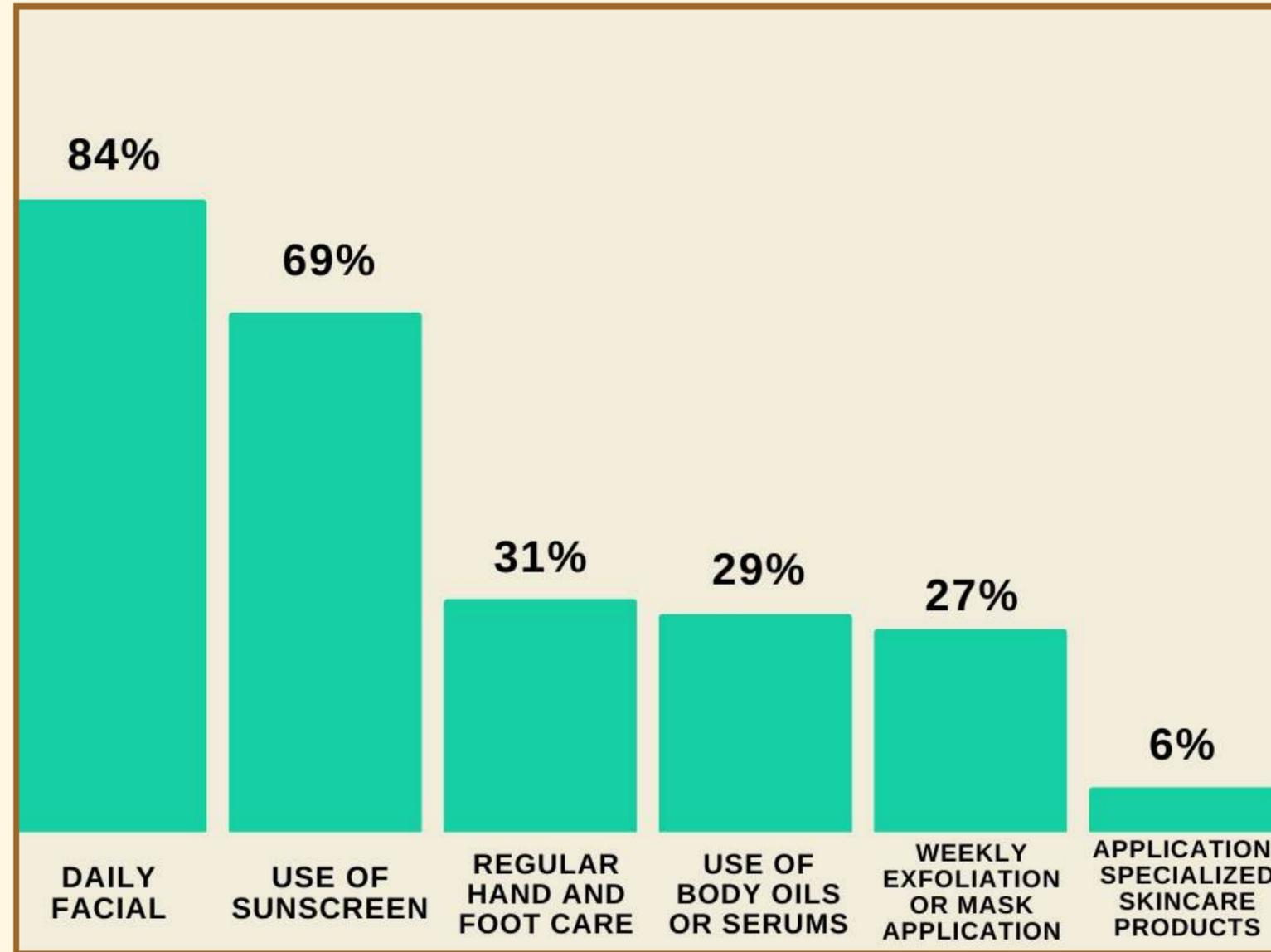


WHICH OF THE FOLLOWING PRODUCTS DO YOU TYPICALLY USE?

SAMPLE SIZE: 54

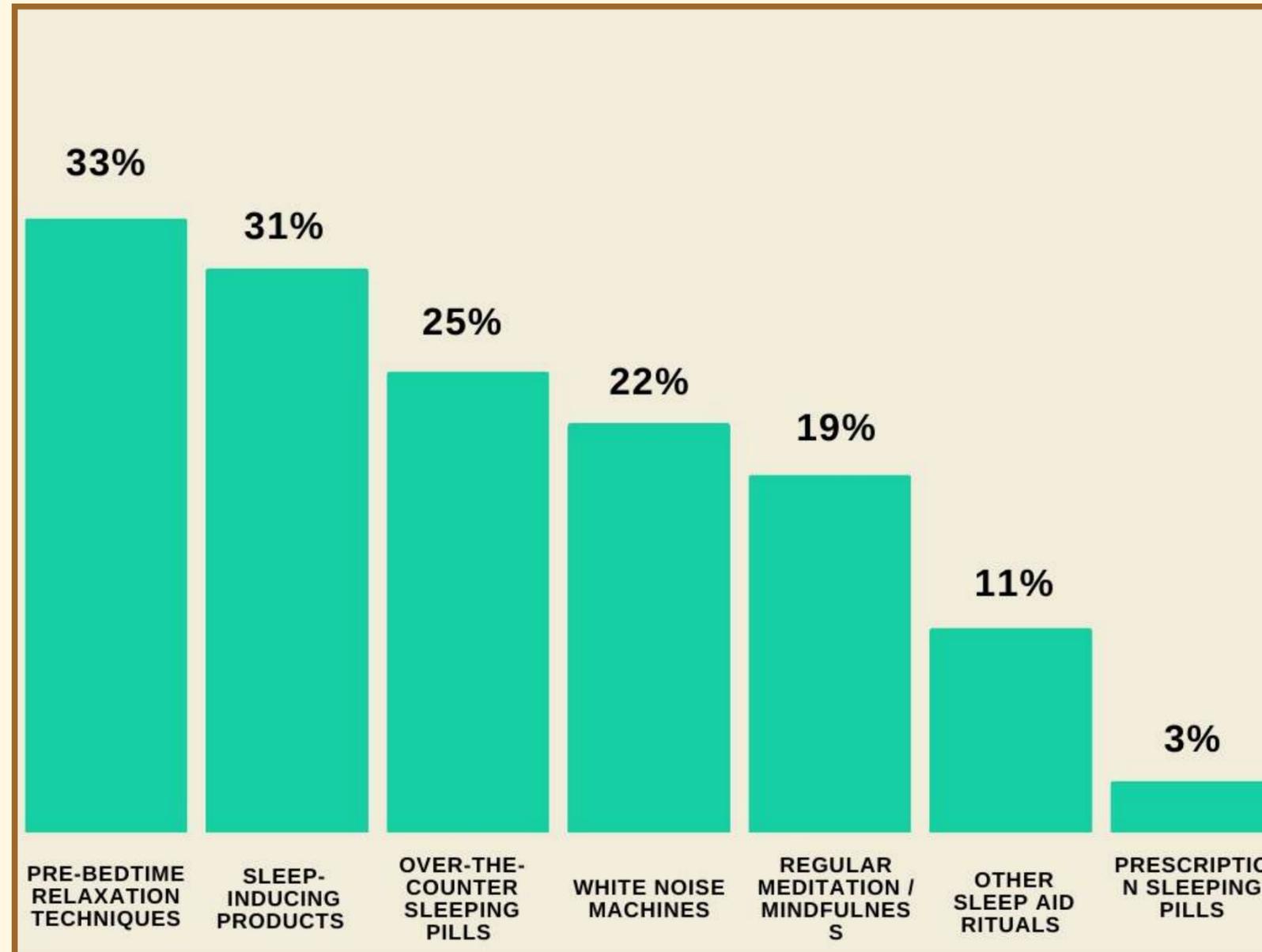
“NEARLY 85% OF THE POPULATION DO DAILY FACIAL

FACIAL



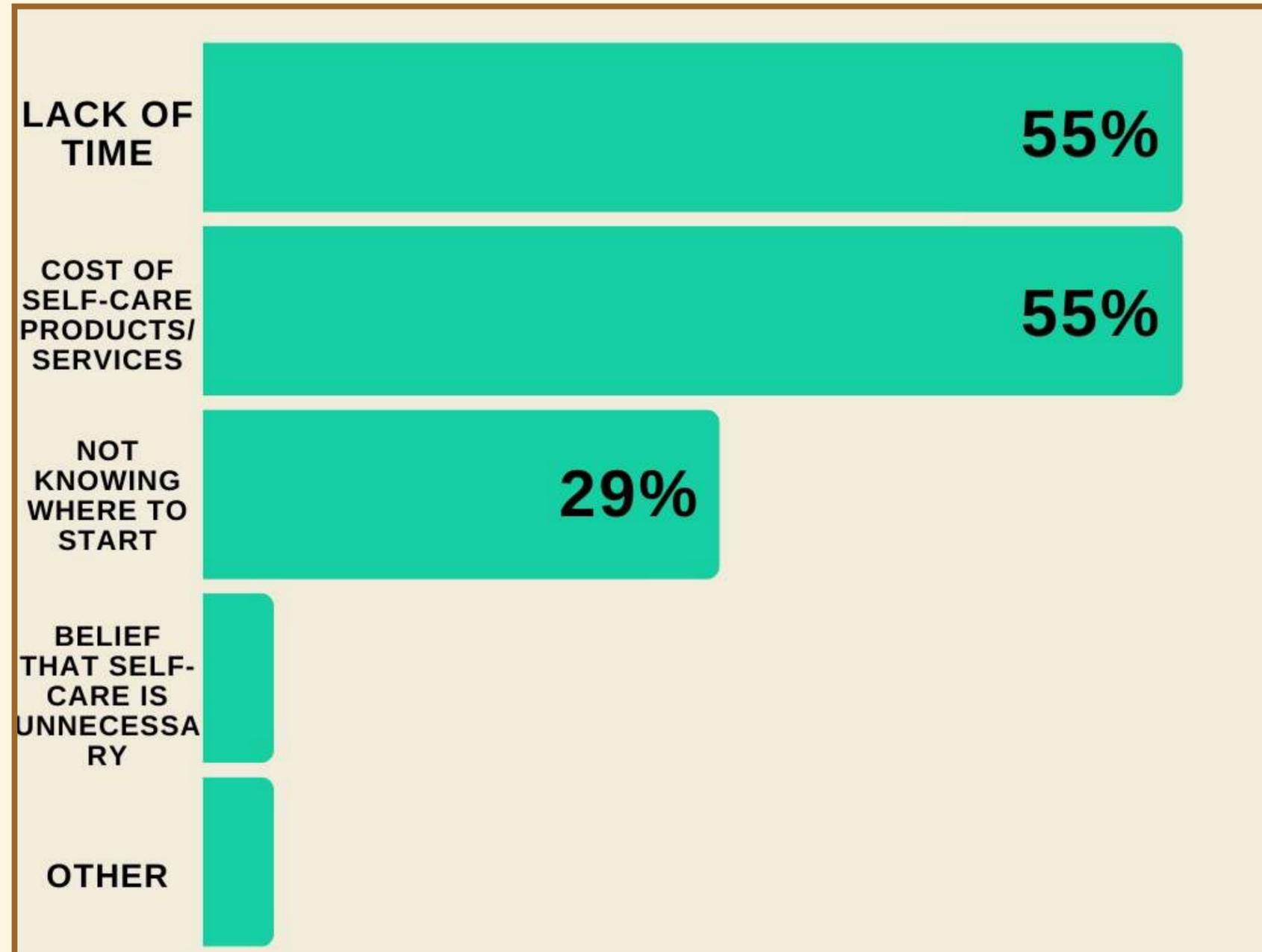
WHICH OF THESE SELF-CARE RITUALS DO YOU ENGAGE IN? - SKIN CARE
SAMPLE SIZE: 55

**” LESS THAN 3% OF THE POPULATION OPT FOR
PRESCRIPTION SLEEPING PILLS!”**



**WHICH OF THESE SELF-CARE RITUALS DO YOU ENGAGE IN? - SLEEP AID
SAMPLE SIZE: 36**

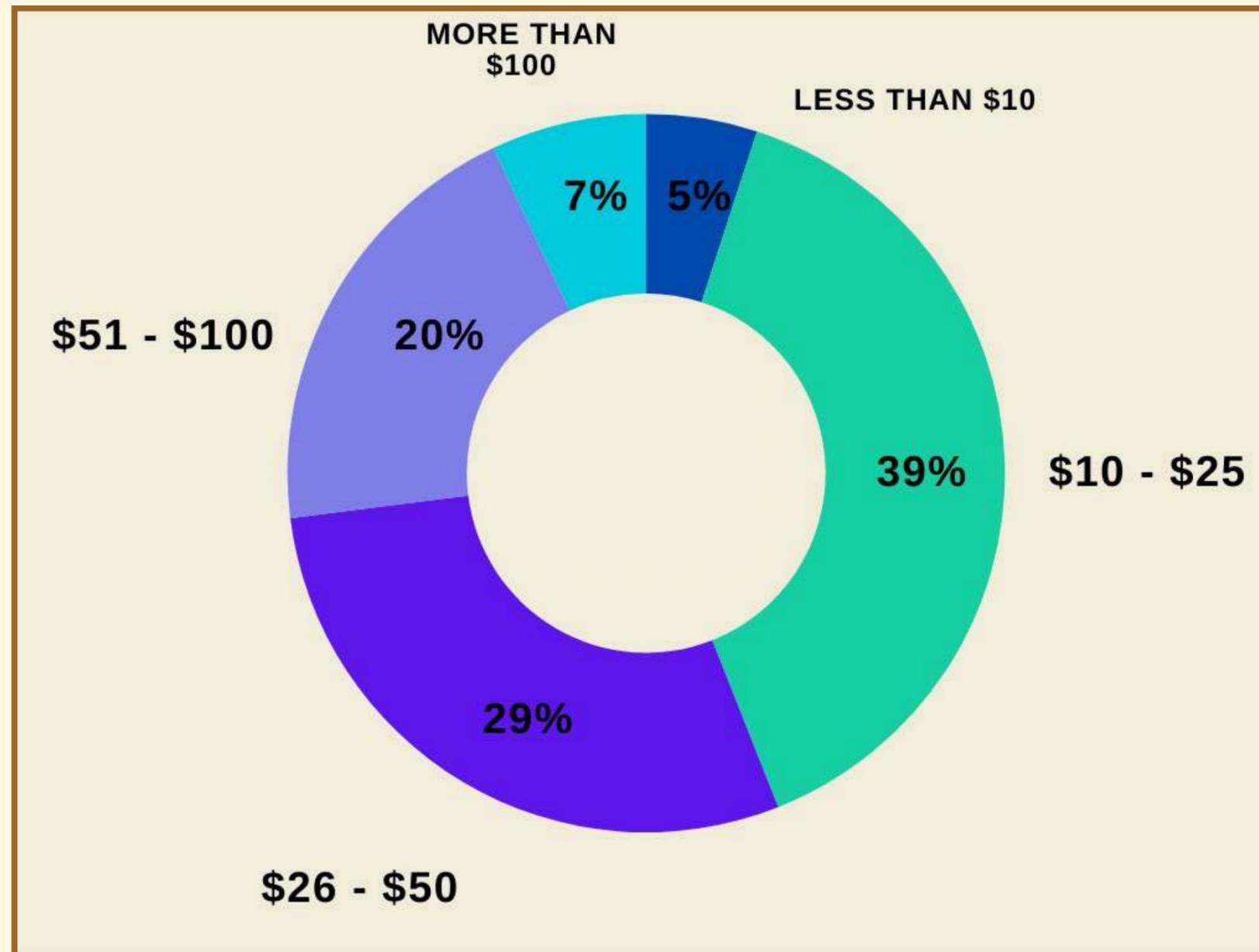
"TIME CRUNCH: OVER 50% SKIP SELF-CARE HUSTLE"



WHAT ARE THE MAIN BARRIERS OR CHALLENGES THAT PREVENT YOU FROM INCORPORATING A SELF-CARE ROUTINE INTO YOUR LIFE?

SAMPLE SIZE: 51

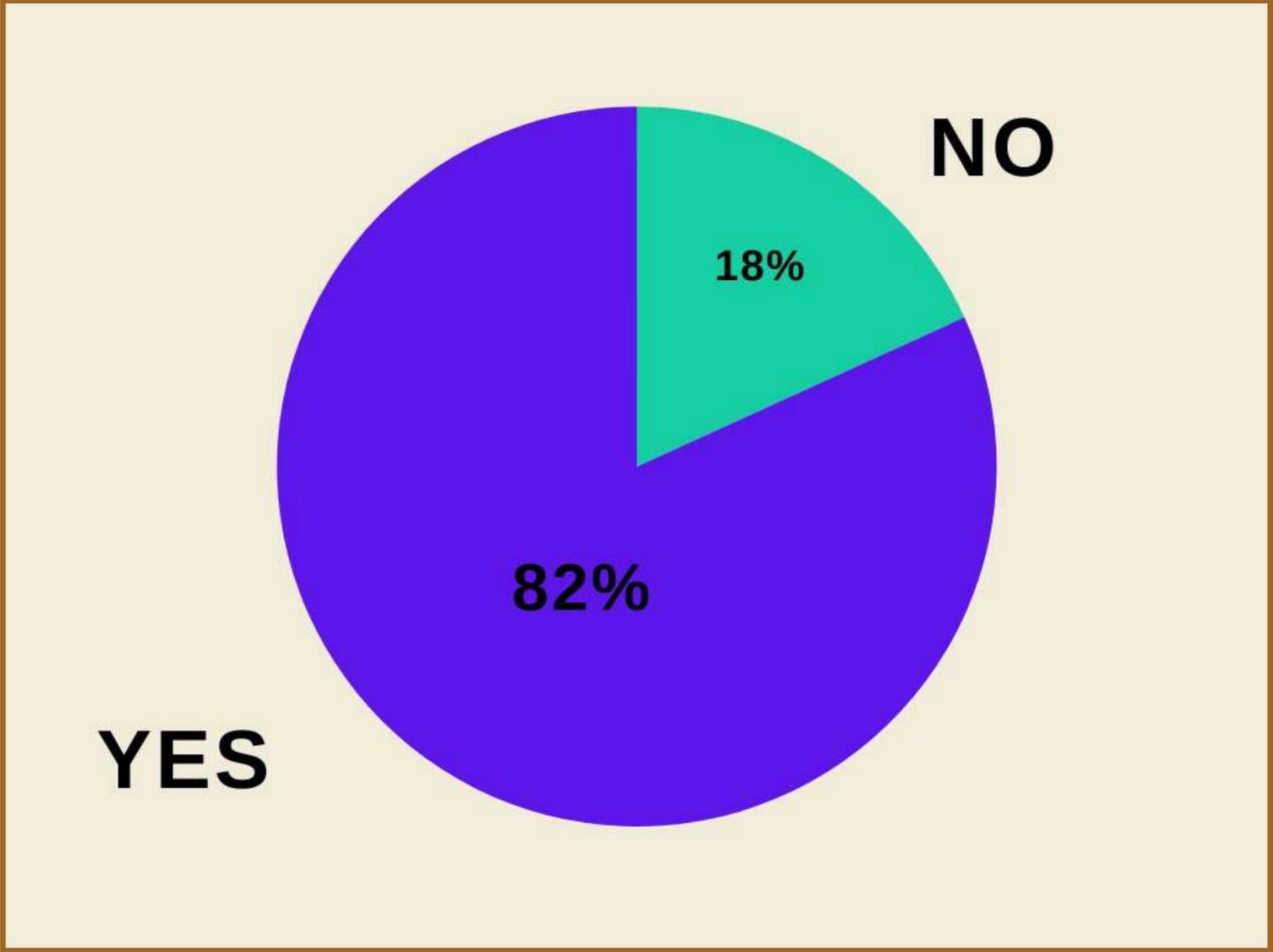
SPEND FOR WELLNESS: ALMOST 70% PREFER \$10-\$50!



HOW MUCH ARE YOU WILLING TO INVEST MONTHLY IN SELF-CARE PRODUCTS THAT CATER TO SKIN CARE, BODY CARE, AROMATHERAPY, AND BATH EXPERIENCES FOR YOUR HOLISTIC WELLNESS ROUTINE?

SAMPLE SIZE: 56

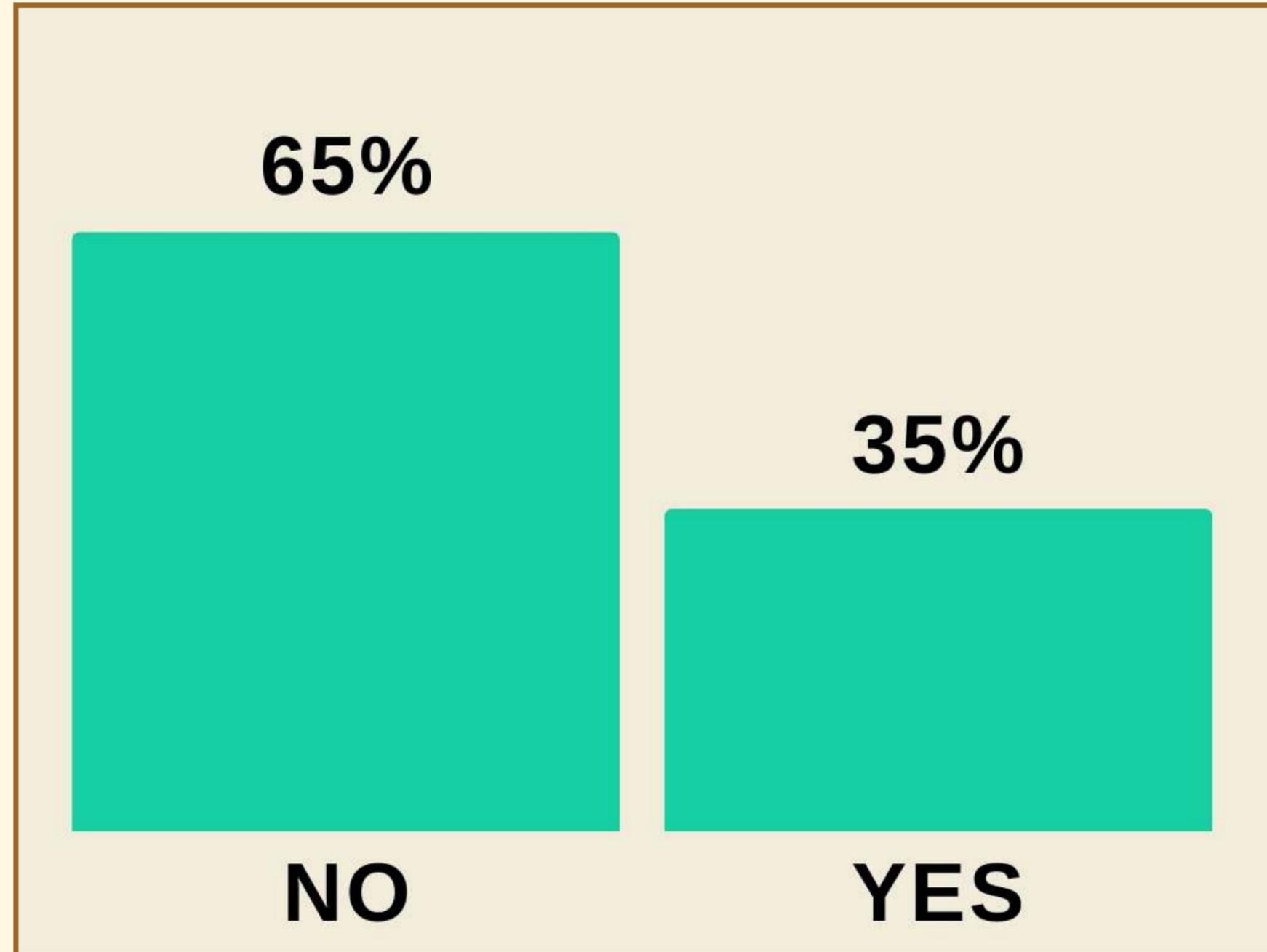
"BUNDLE BLISS: 82% SAY YES TO WELLNESS PACKS!"



IS THE IDEA OF WELLNESS BUNDLES, COMBINING MULTIPLE SELF-CARE PRODUCTS, APPEALING?

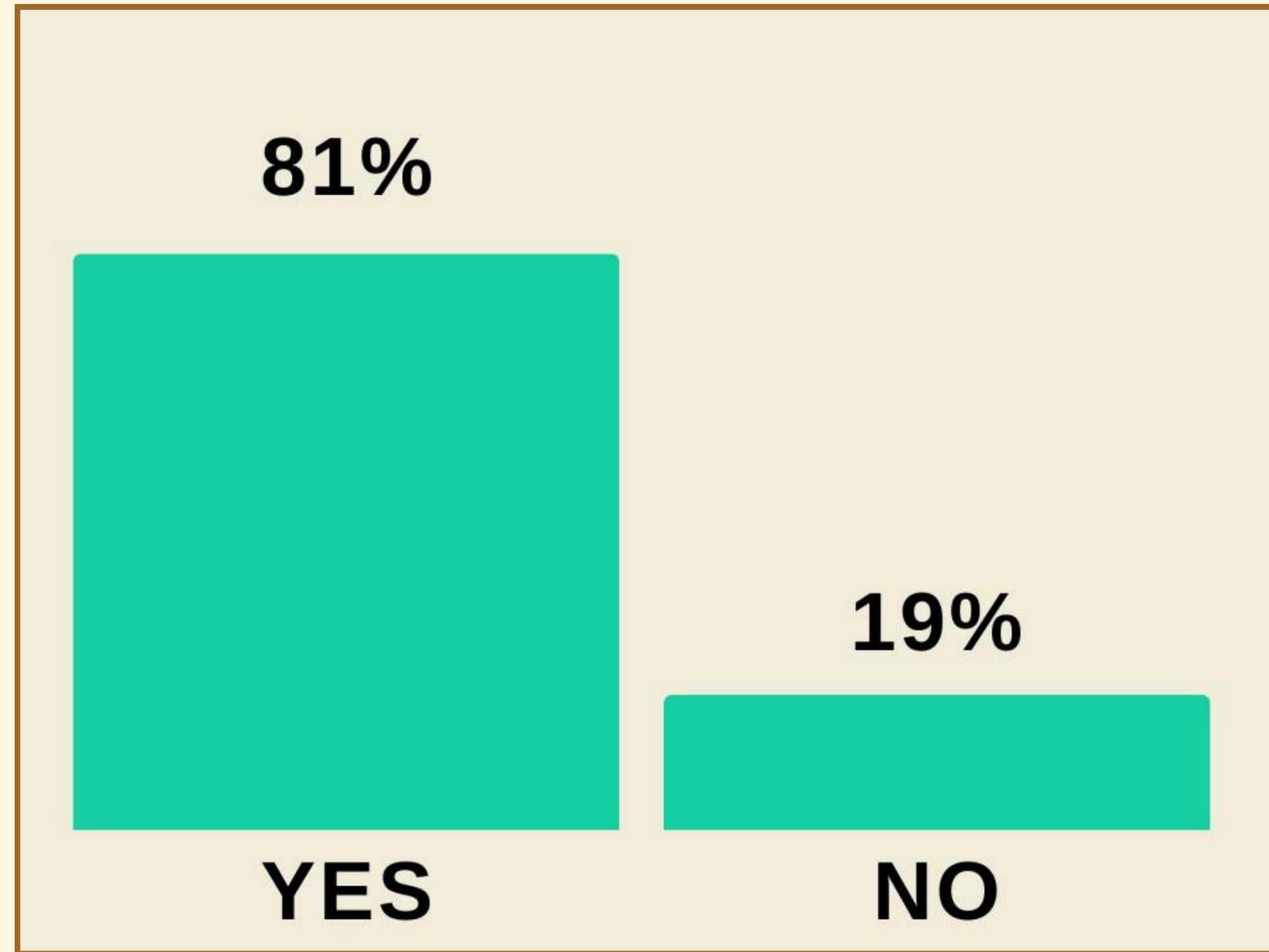
SAMPLE SIZE: 55

"OFFICE WELLNESS: 65% WITHOUT PROGRAMS!"



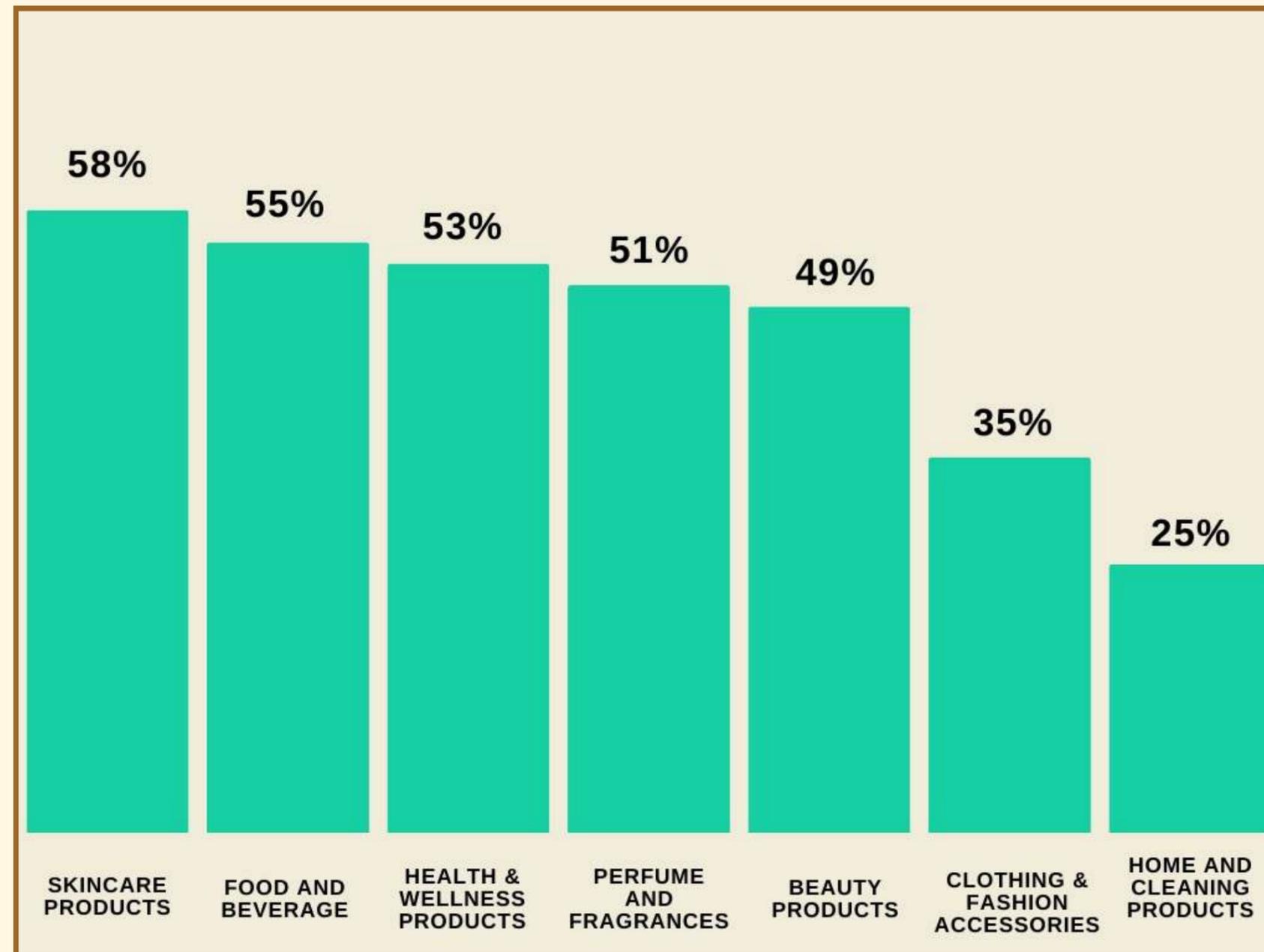
**DOES YOUR ORGANIZATION HAVE A WELLNESS PROGRAM?
SAMPLE SIZE: 54**

"EMPLOYEE PERKS: 81% WELCOME SELF-CARE SAMPLES!"



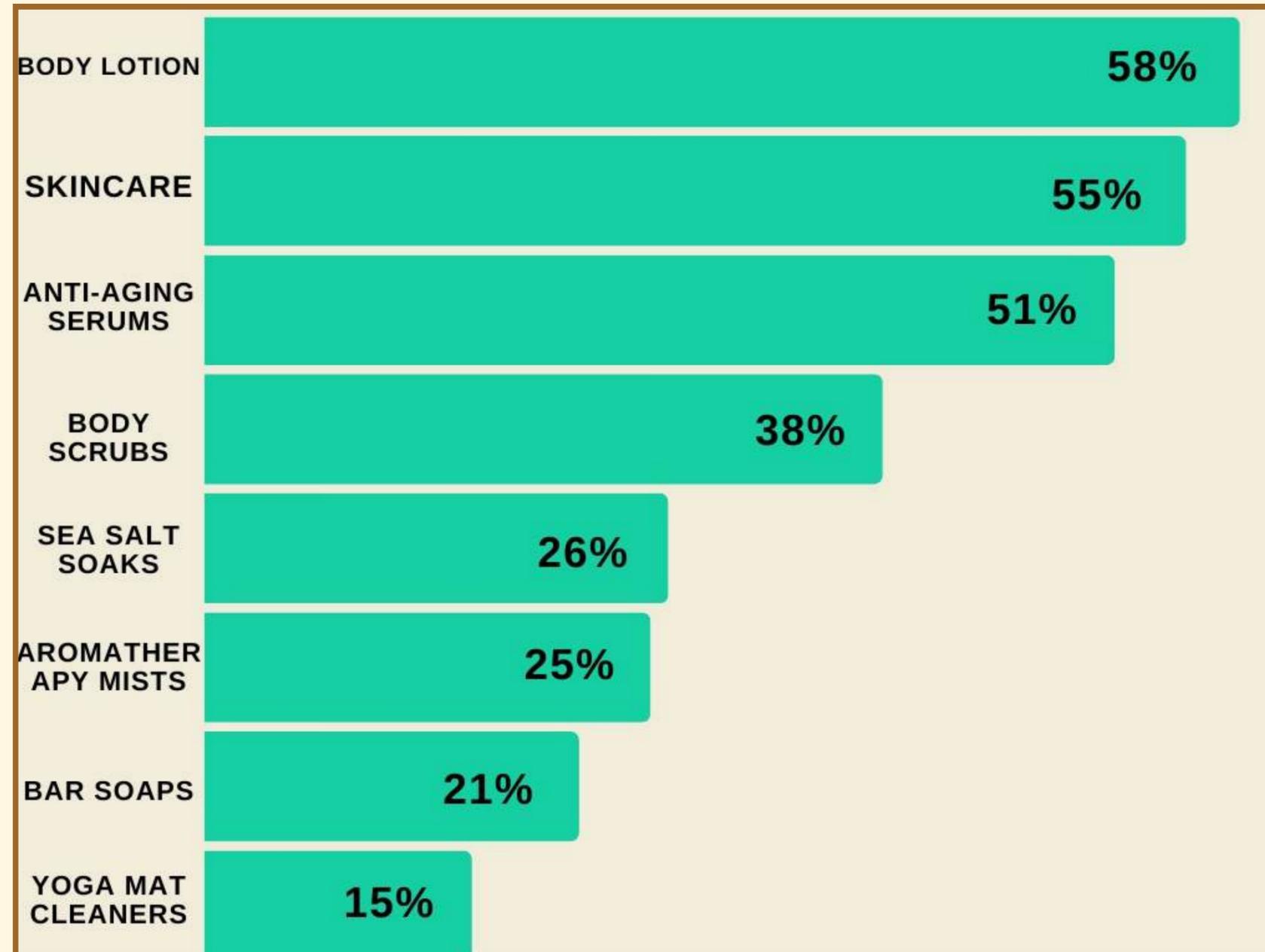
**WOULD YOU LIKE TO TRY SELF-CARE SAMPLES IF THEY ARE DISTRIBUTED IN YOUR ORGANIZATION?
SAMPLE SIZE: 54**

"RADIANCE REIGNS: 58% FAVOR SKINCARE IN SAMPLE QUEST!"



WHICH TYPES OF SAMPLES DO YOU TYPICALLY ENJOY TRYING OUT?
SAMPLE SIZE: 55

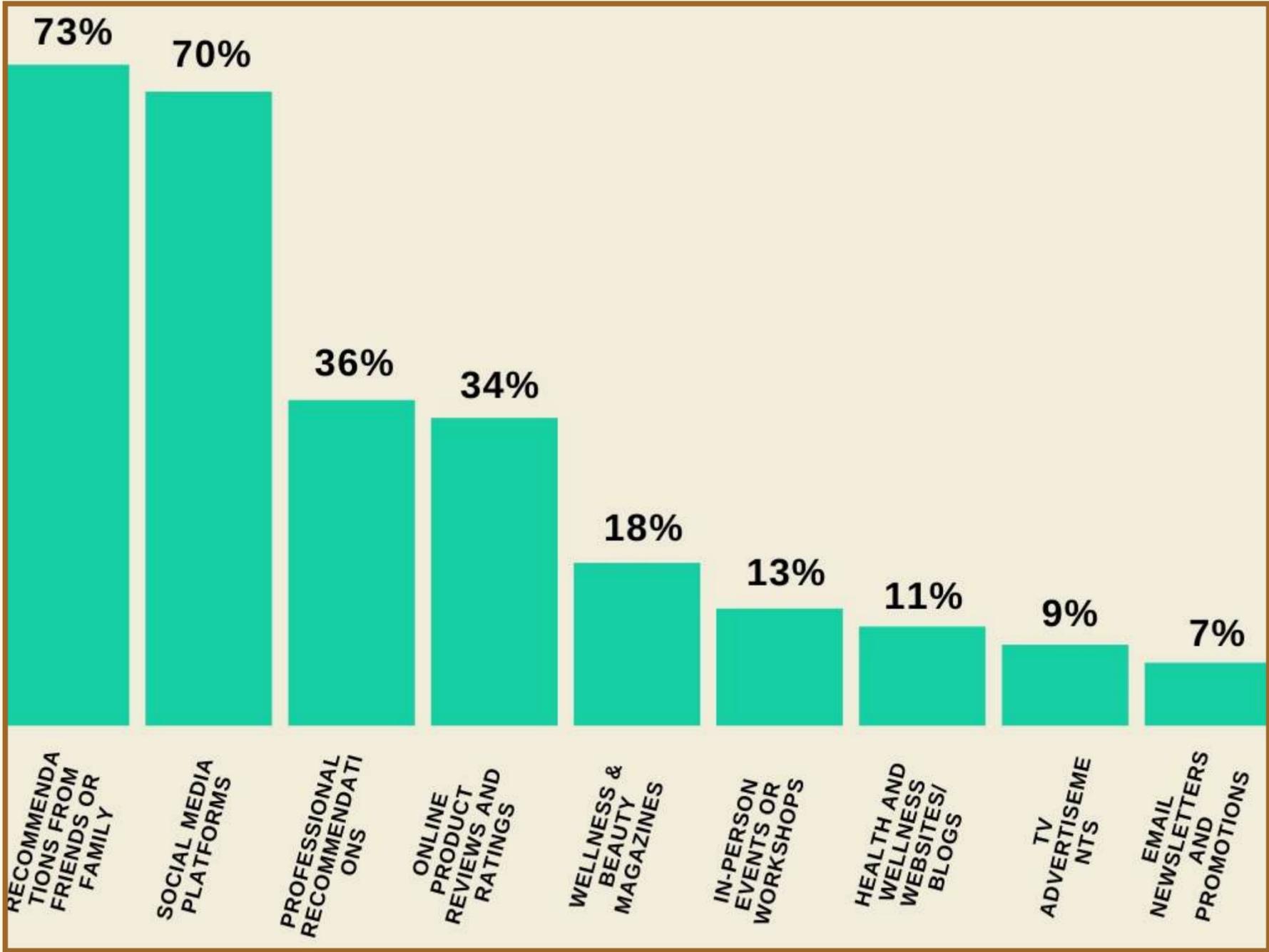
55% FAVOR SKINCARE IN SAMPLE QUEST!



WHICH TYPES OF SAMPLES DO YOU TYPICALLY ENJOY TRYING OUT?

SAMPLE SIZE: 55

SOCIAL SCOOP: 73% TRUST RECOMMENDATIONS, 70% SWIPE THROUGH SELF-CARE ON SOCIAL MEDIA!"



HOW DO YOU TYPICALLY LEARN ABOUT NEW SELF-CARE PRODUCTS OR PRACTICES?

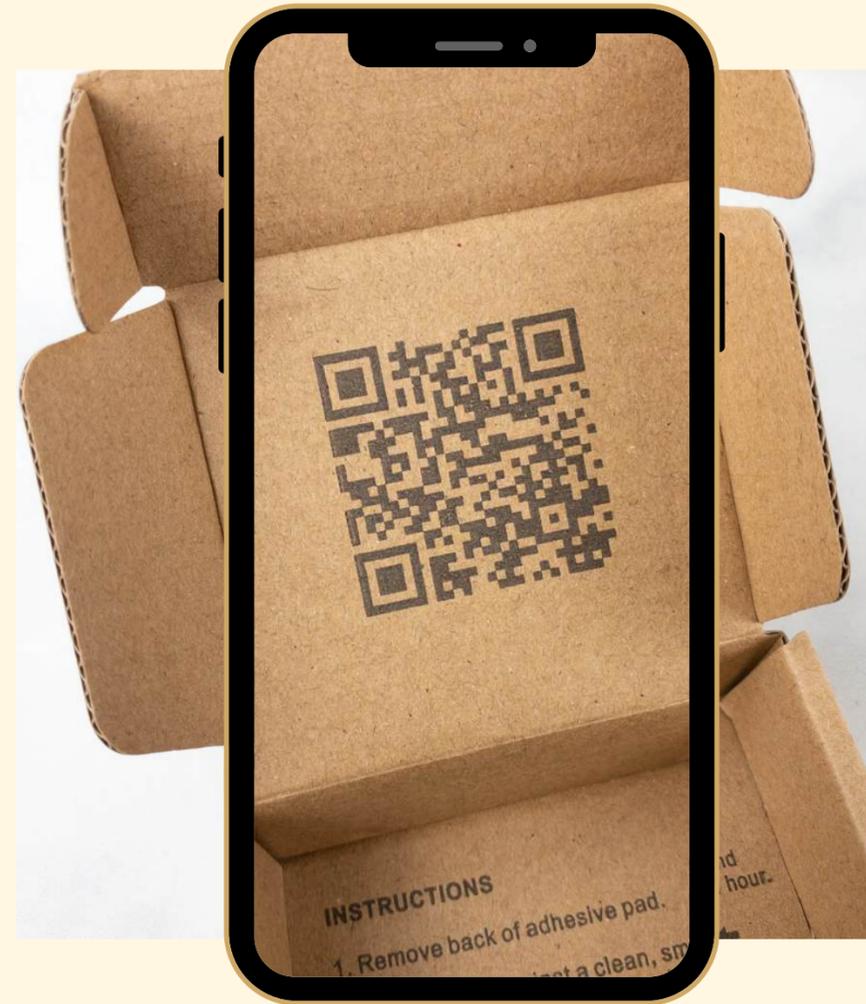
SAMPLE SIZE: 56

A NEW ERA OF LUXURY WELL-BEING

Asutra's Women's Day '24 Campaign



In-Room
Displays



Scan to
Participate



Win Free Stay
at any Marriott

WHAT'S IN IT FOR ASUTRA



Prime
Exposure



Prestigious
Affiliation



Brand
Engagement

WHAT'S IN IT FOR MARIOTT



Enhanced Guest
Experience



Amplifying Wellness
Initiatives



Economic Women's
Day Initiative

Asutra*



Marriott

HOTELS · RESORTS · SUITES

4 WEEK CAMPAIGN TIMELINE



DEVELOP AND DESIGN

1

SOCIAL MEDIA ADS
PACKAGING WELLNESS KITS WITH QR CODES
IN ROOM DISPLAYS

16TH
FEB '24



LAUNCH AND INSTALL

2

SOCIAL MEDIA ADS
INSTALL IN-ROOM DISPLAYS
PROMOTE TO ASUTRA CUSTOMERS

23RD
FEB '24



PROMOTE AND MONITOR

3

PROMOTE TO MARIOTT CUSTOMERS
ACTIVELY MONITOR SOCIAL MEDIA

1ST
MAR '24



ANNOUNCE AND PROMOTE

4

SELECT & ANNOUNCE GIVEAWAY WINNER
PROMOTE GIVEAWAY WIN ON SOCIAL MEDIA

8TH
MAR '24

BUDGET ALLOCATION

\$15,000

SOCIAL MEDIA (\$3000)

- FACEBOOK & INSTAGRAM (\$1200)
- YOUTUBE (\$800)
- PINTEREST (\$400)
- INSTAGRAM (\$400)

PACKAGING WELLNESS KITS WITH QR CODES (\$10,000)

SEO AND EMAIL MARKETING(\$2000)

Women's Day



RECOMMENDATION

ASUTRA SHERO WELLNESS KITS

CURATED CORPORATE KITS FOR MARIOTT

WHAT'S INSIDE?

ANTI-AGEING

SERUM

BAR SOAP

SKINCARE

EYE MASK



RECOMMENDATION

ASUTRA WELLNESS KITS

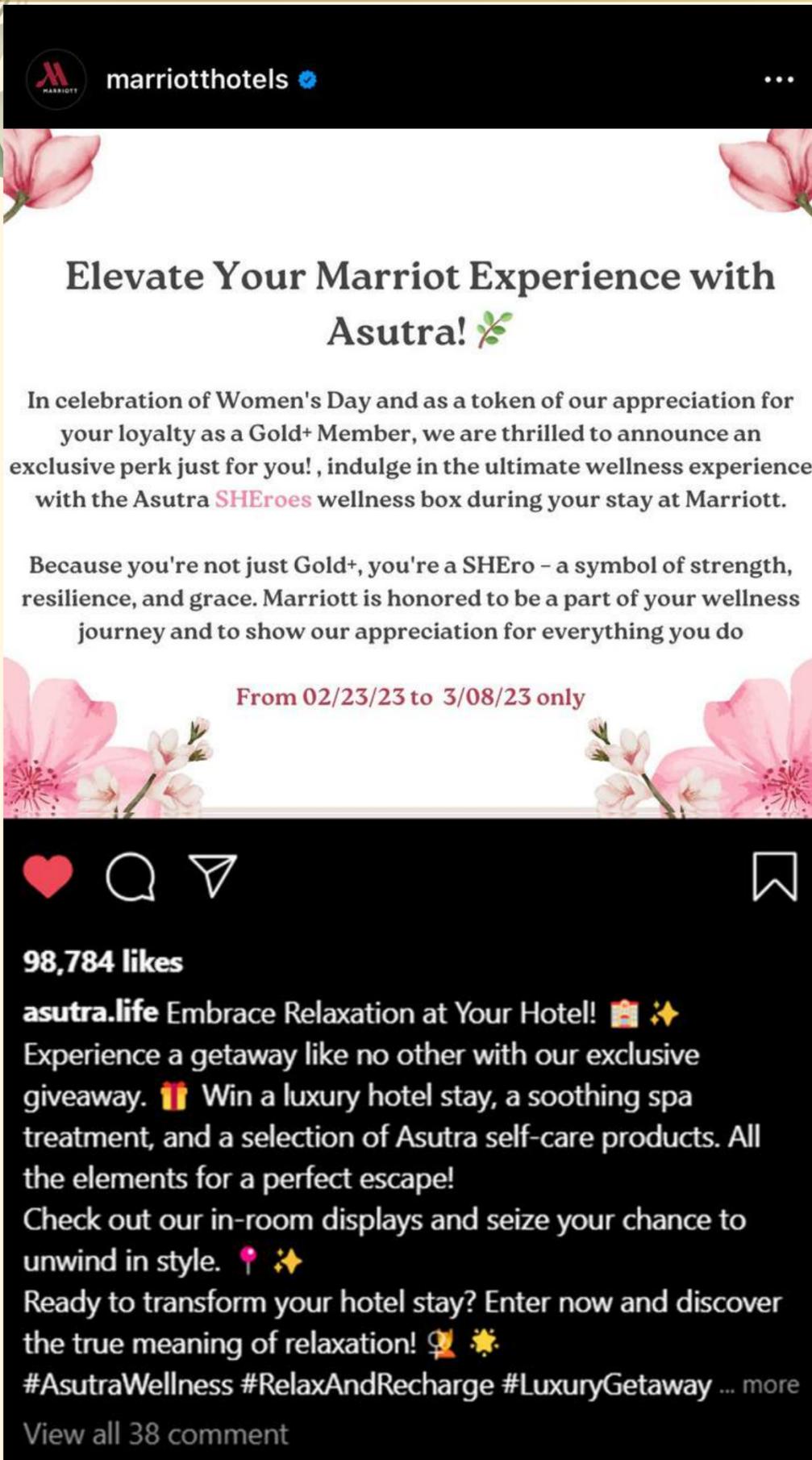
WELCOME NOTE FOR GUESTS

Asutra*

Marriott®
HOTELS · RESORTS · SUITES

DEAR GUEST,
PLEASE ENJOY THESE ASUTRA WELLNESS SAMPLES, THOUGHTFULLY PLACED
BESIDE YOUR BED FOR YOUR RELAXATION AND COMFORT. MAY THEY
ENHANCE YOUR REST AND OVERALL EXPERIENCE WITH US.
SCAN THE QR ON THE KIT AND GET A CHANCE TO WIN A FREE STAY AT
MARRIOT.

WARM REGARDS,
THE HOTEL MANAGEMENT



MARRIOTT INSTAGRAM

SOCIAL MEDIA POSTS

ASUTRA INSTAGRAM





THANK YOU!



APPENDIX



"Asutra has always stood for accessibility, equity, and diversity. The product price points make caring for yourself a possibility for any budget. The brand imagery is inclusive and responsive to the diverse customer base."
 – Venus Williams

PRODUCT PORTFOLIO

- ❖ Aromatherapy Mist
- ❖ Dead Sea Mud Masks
- ❖ Indian Healing Clay
- ❖ Magnesium Flakes
- ❖ Magnesium Oil Spray
- ❖ Silk Eye Pillow
- ❖ Skin Serums
- ❖ Yoga Mat Cleaners



KNOW ABOUT ASUTRA PRODUCTS

- Asutra uses plants, minerals, and essential oils.
- Asutra is PETA certified cruelty free
- None of Asutra products contain parabens, phthalates, or petroleum.
- Asutra sources from the best places across the globe to get the best ingredients
- Asutra believes in natural, eco-friendly, safe ingredients. Asutra picks organic plants, minerals, and essential oils that are in Asutra products
- No parabens, nasty chemicals, preservatives, or fillers.
- Asutra is governed by the [Environmental Working Group's](#) guide when developing new products to confirm the use of only ingredients they deem safe.

ALLIANCE

- ❖ Venus Williams: investor and chief brand officer since 2019. Venus became a fan of Asutra's pain relief cream and started using it in her training regimen.
- ❖ United Airlines: In 2023, Asutra partnered with United Airlines with a new transcontinental amenity kit that features skincare products.

HISTORY OF ASUTRA

Asutra was founded in 2015 – primarily focused on a line of organic yoga mat cleaning sprays. Stephanie Morimoto bought it in 2018 and became CEO and owner. By then, the catalog had expanded to a variety of self-care products like aromatherapy mists, body scrubs, bath bombs, and skin care. Stephanie got connected to Asutra because she was a customer. Today, Asutra is based in Chicago with more than 50 organic products (focus on magnesium), and their mission is active self-care, “We want to help people take care of themselves on purpose.”

Brand Positioning

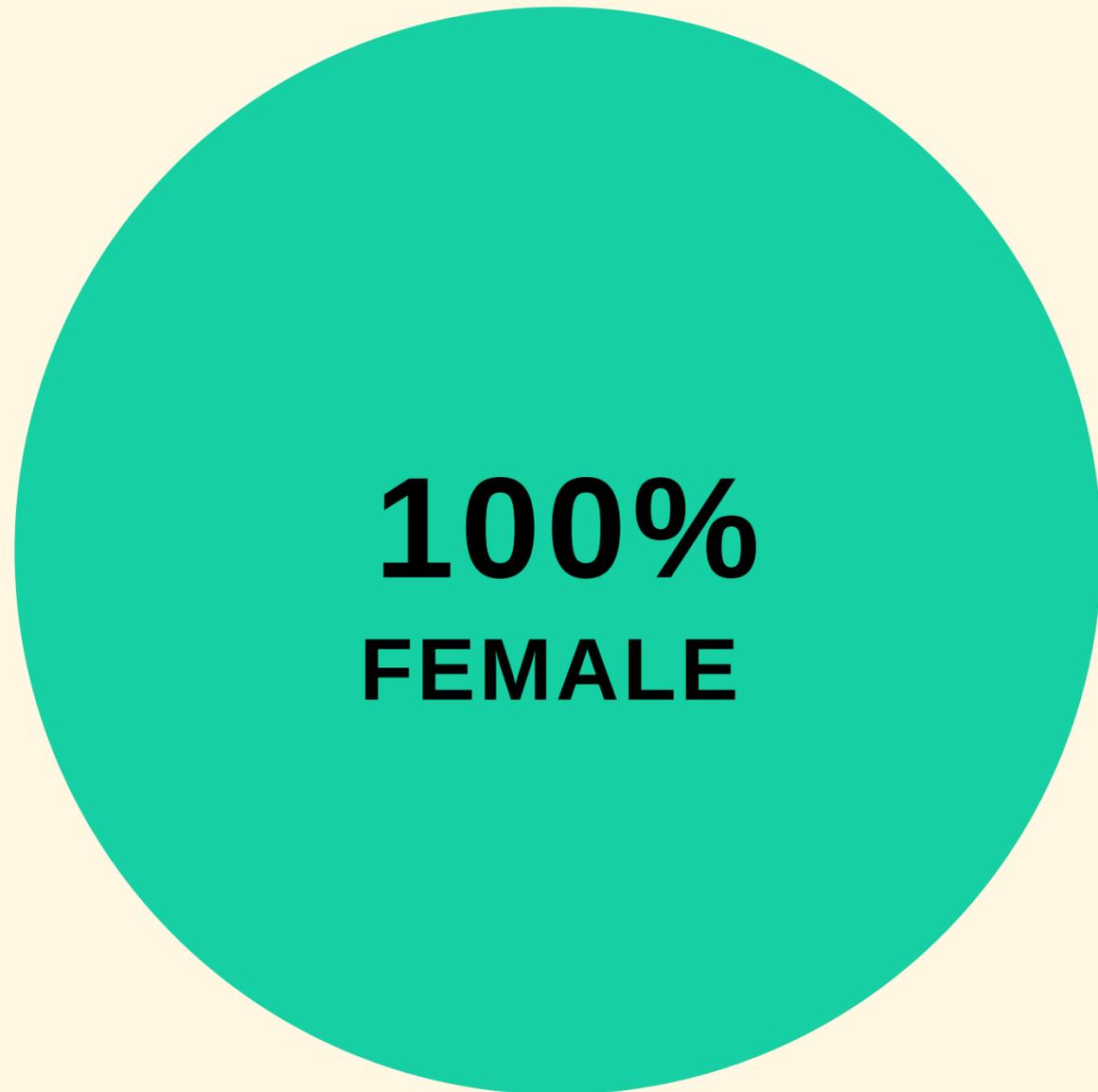


*Brand awareness & sales is decided by a combination of various factors including social media stats, brand accessibility, sales and reviews on e-commerce platforms, and general brand awareness.

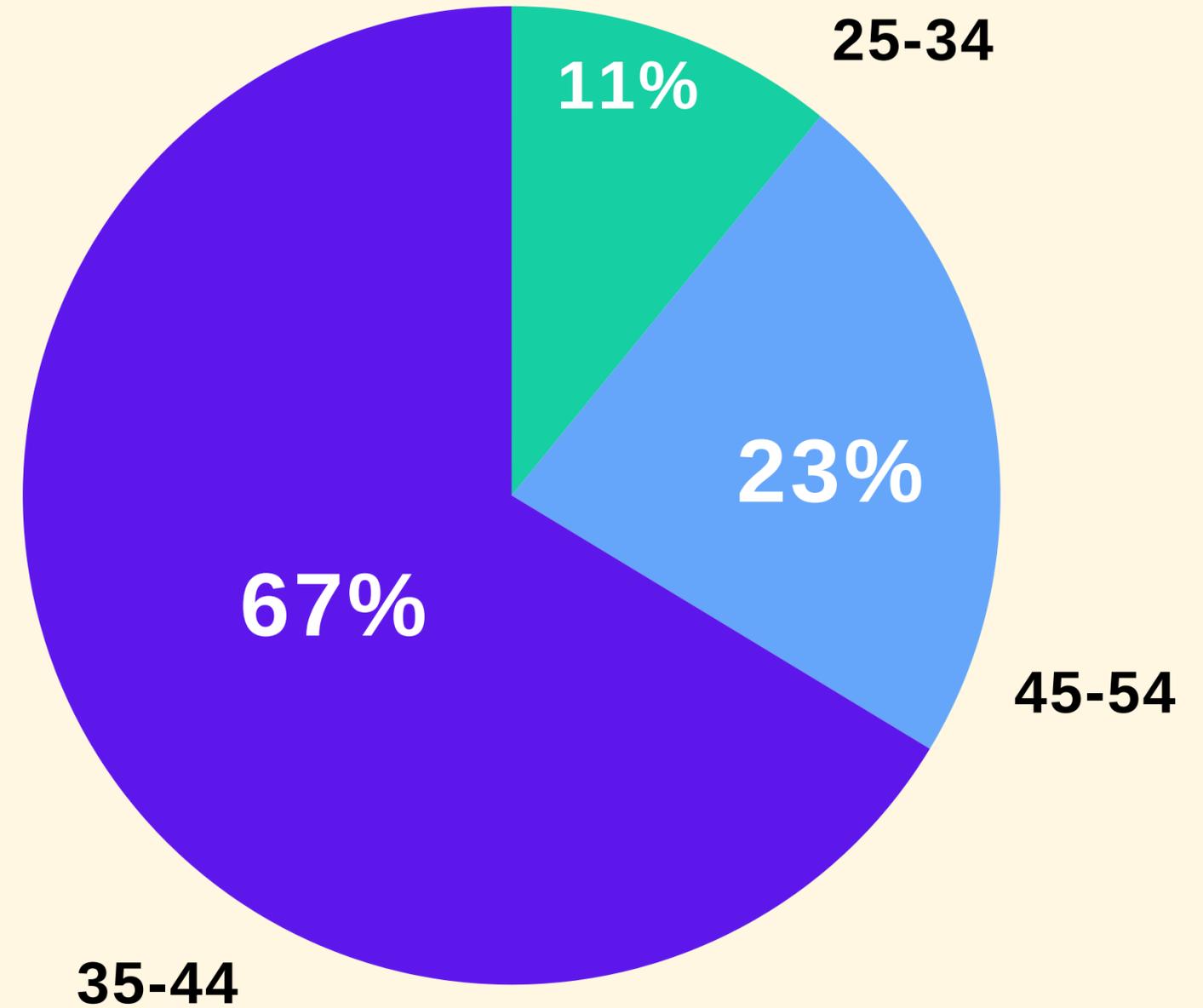
**Seven minerals has two since they have multiple items with varying ingredients and pricing.

APPENDIX A

100% OF THE SAMPLE CONSISTS OF FEMALES AGED 25-55.



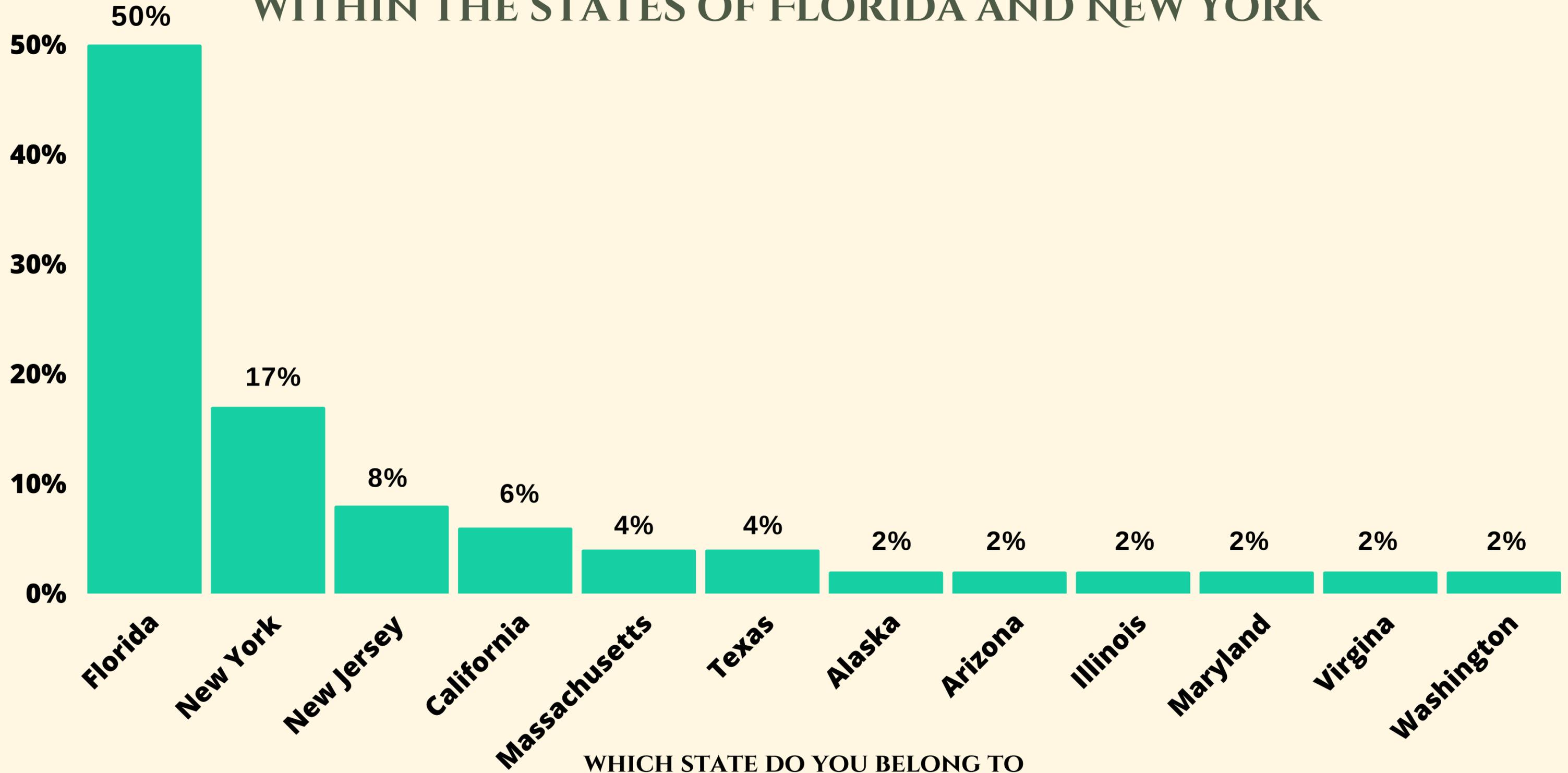
WHAT IS YOUR GENDER
SAMPLE SIZE: 56



WHAT IS YOUR AGE
SAMPLE SIZE: 56

APPENDIX B

THE MAJORITY OF THE SAMPLE, WHICH IS NEARLY 70%, RESIDES
WITHIN THE STATES OF FLORIDA AND NEW YORK

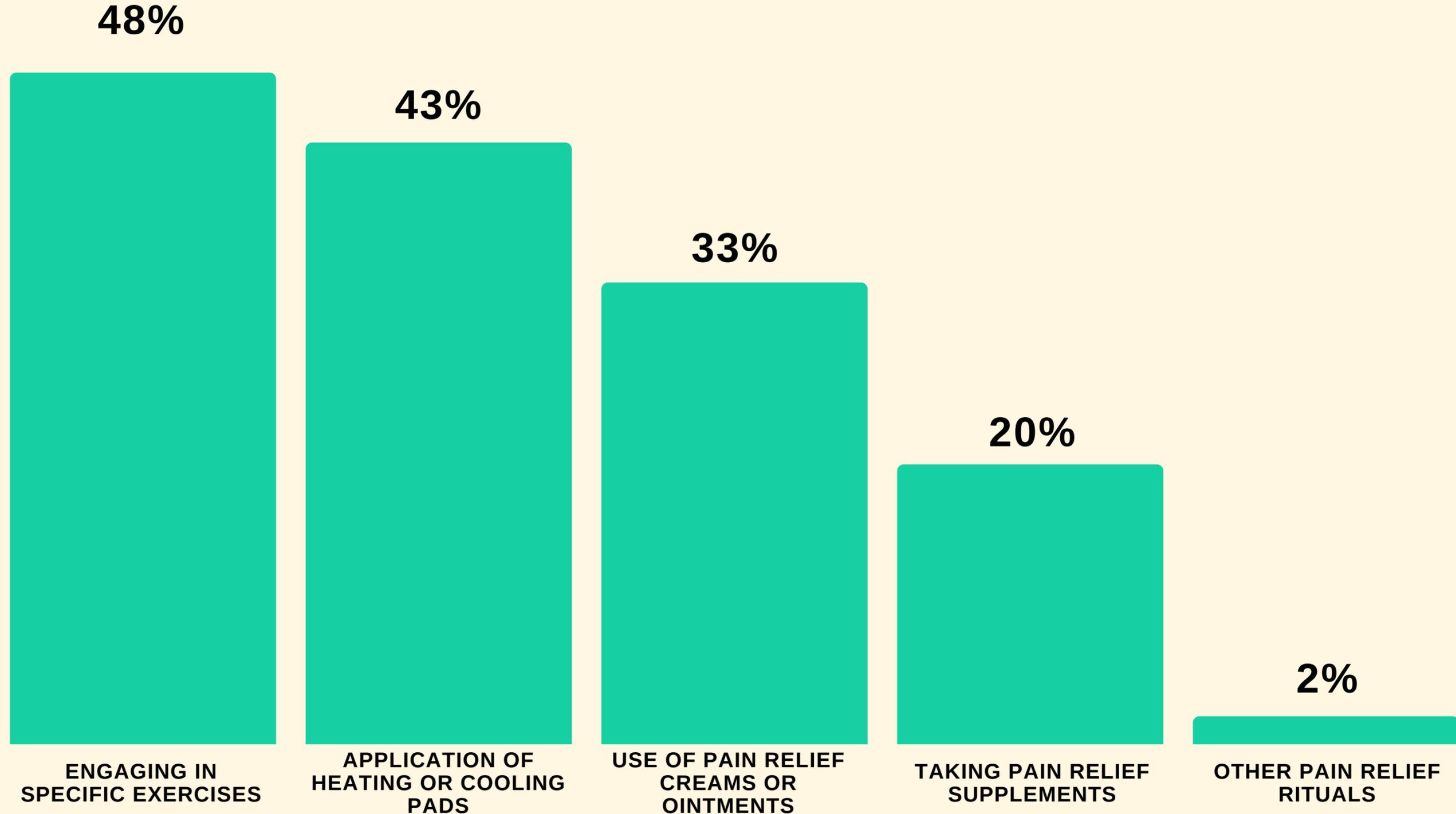


WHICH STATE DO YOU BELONG TO

SAMPLE SIZE: 56

APPENDIX C

ALMOST 50% OF THE SAMPLE ENGAGES IN EXERCISING.

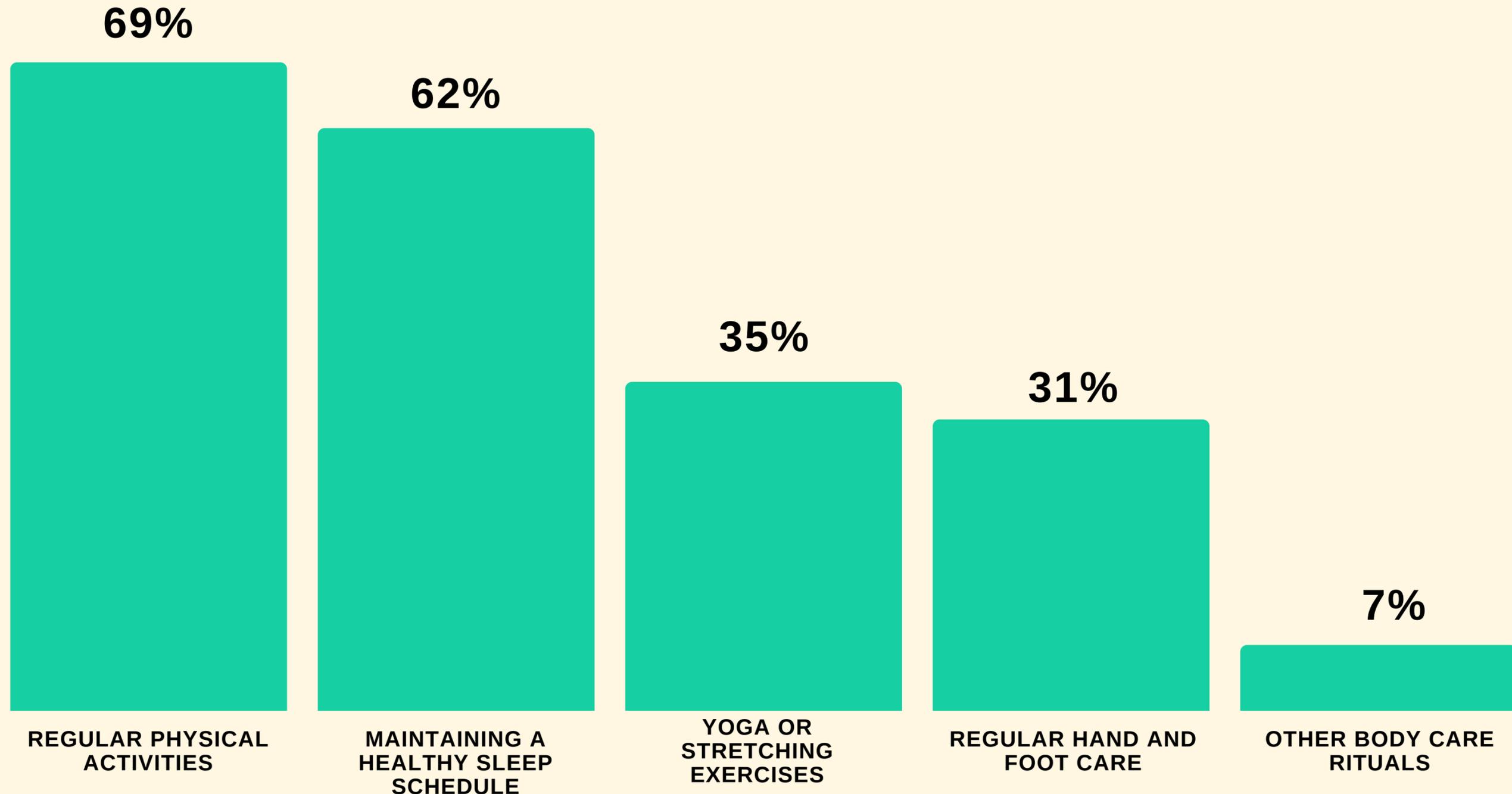


WHICH OF THESE SELF-CARE RITUALS DO YOU ENGAGE IN? - PAIN RELIEF

SAMPLE SIZE: 46

APPENDIX D

70% OF THE PARTICIPANTS REGULARLY ENGAGE IN PHYSICAL ACTIVITIES.

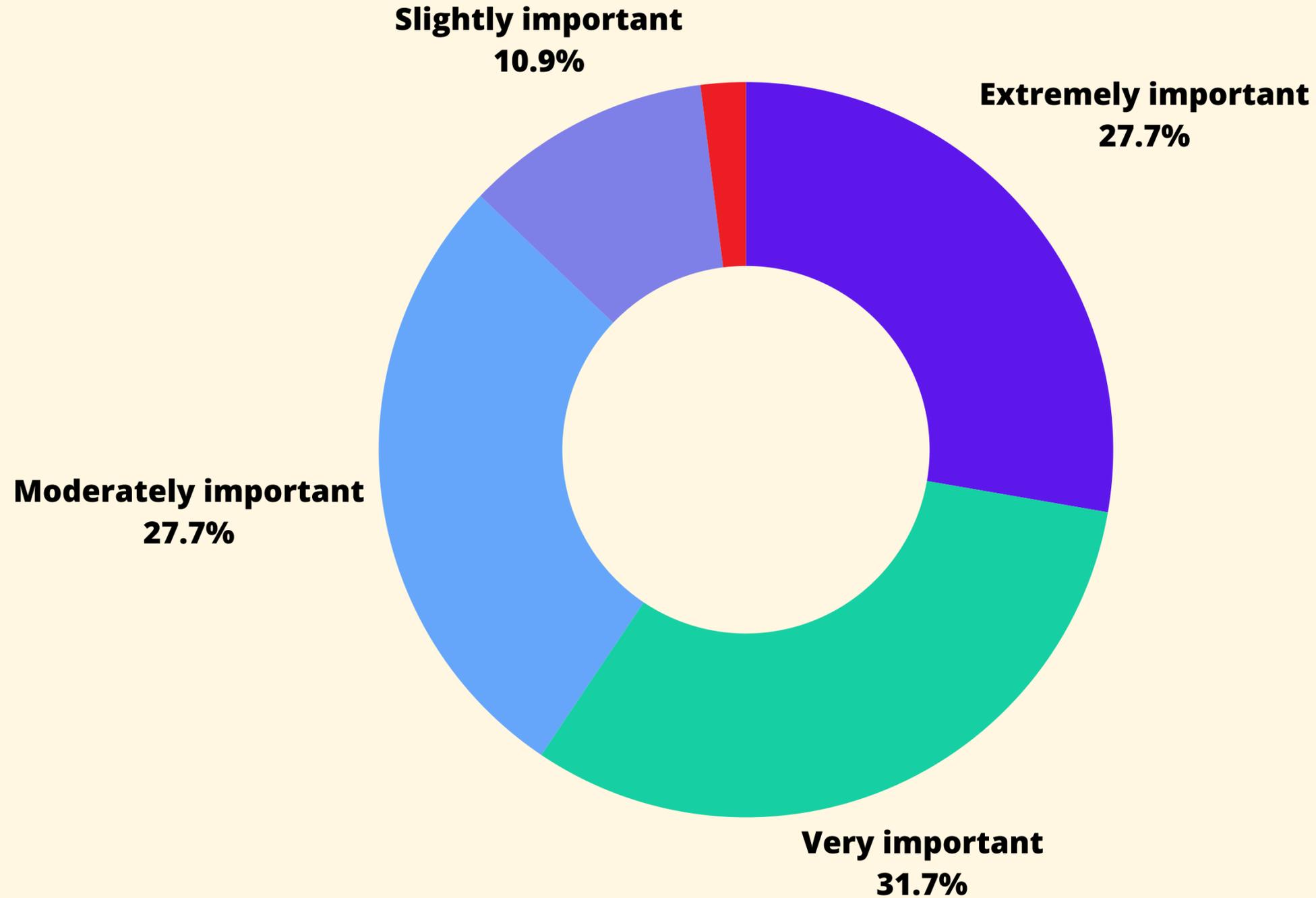


WHICH OF THESE SELF-CARE RITUALS DO YOU ENGAGE IN? - BODY CARE

SAMPLE SIZE: 46

APPENDIX E

60% OF THE RESPONDENTS BELIEVED THAT SELF-CARE IS CRUCIAL IN THEIR DAILY LIVES.

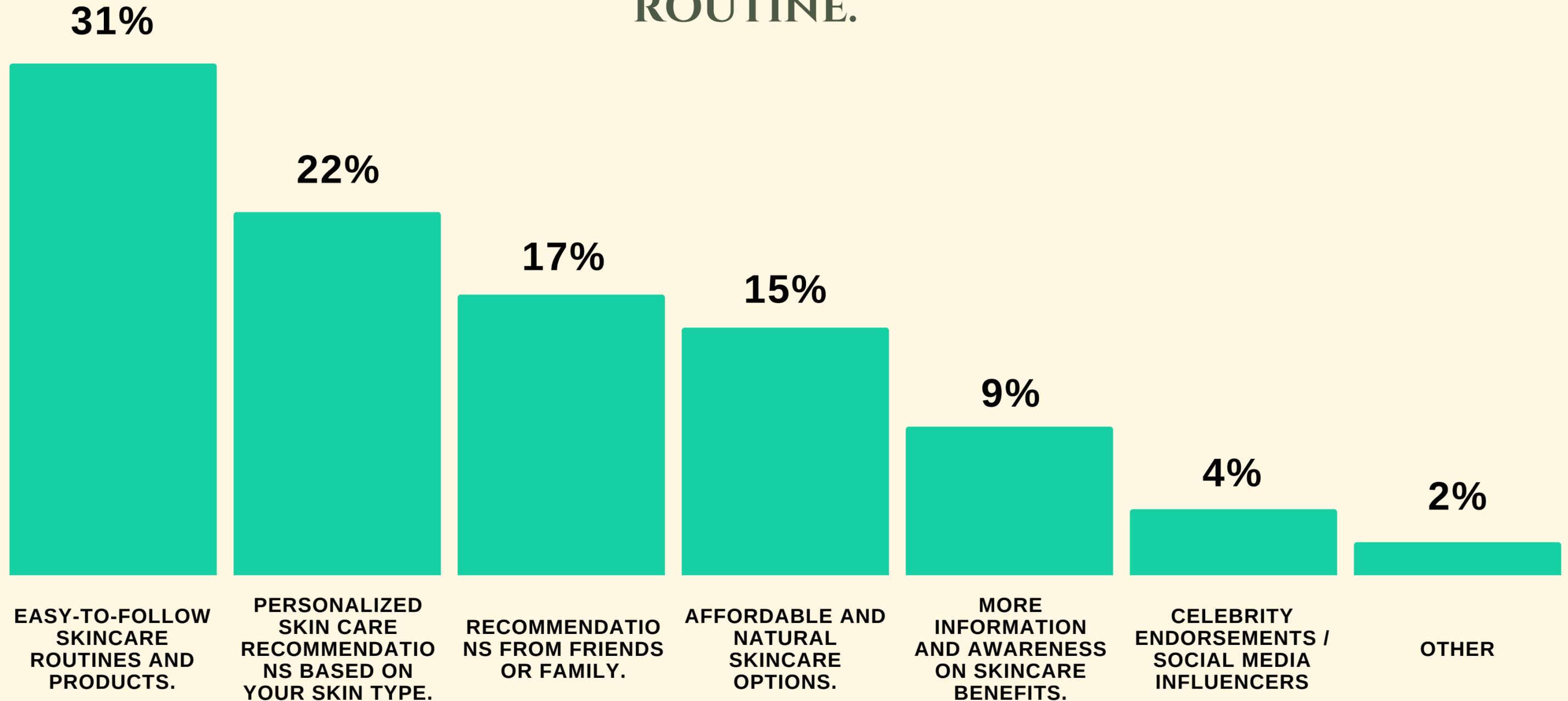


SUMMARY OF HOW IMPORTANT IS SELF-CARE TO YOU IN YOUR DAILY LIFE?

SAMPLE SIZE: 55

APPENDIX F

EASY-TO-FOLLOW SKINCARE ROUTINES AND PRODUCTS ARE MENTIONED BY 31% OF THE SAMPLE AS A MOTIVATING FACTOR TO START A SELF-CARE ROUTINE.

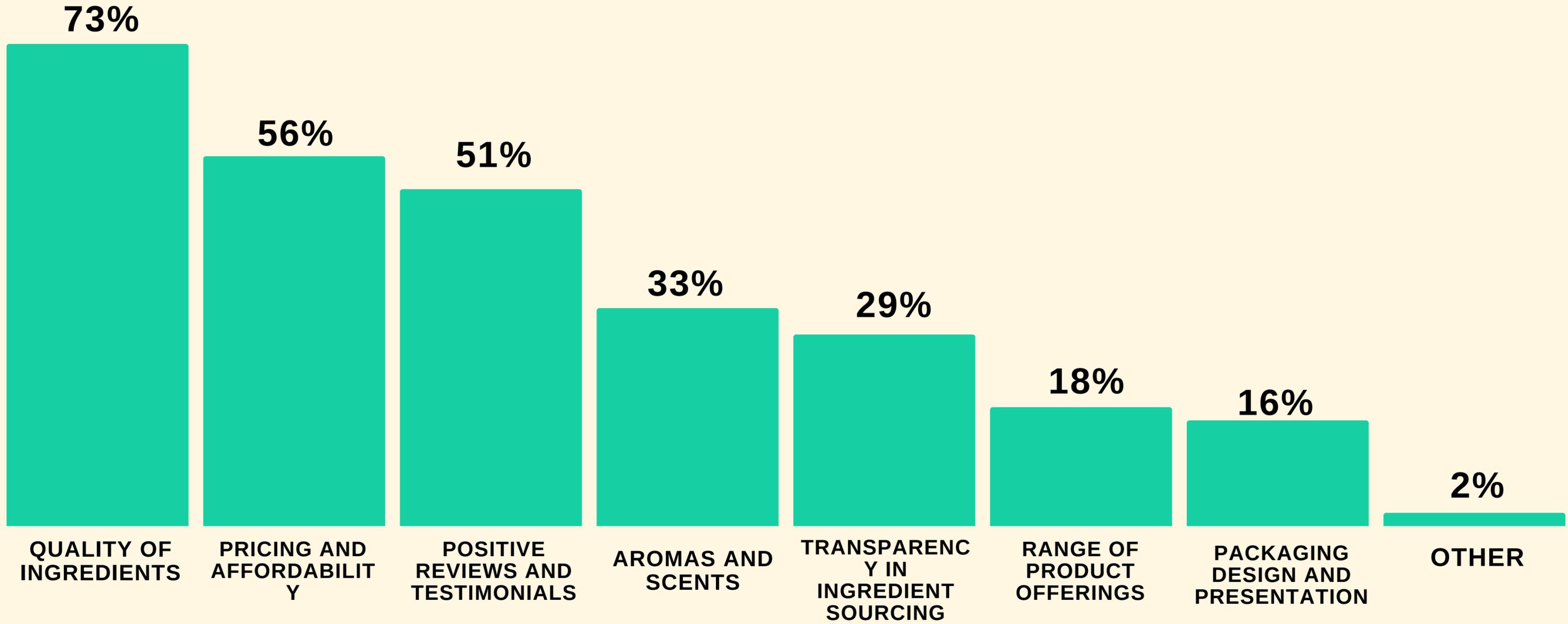


WHAT WOULD MOTIVATE YOU THE MOST TO START A SELF-CARE ROUTINE?

SAMPLE SIZE: 54

APPENDIX G

73% OF THE SAMPLE MENTIONED THAT THEY APPRECIATE HIGH-QUALITY INGREDIENTS IN SELF-CARE PRODUCTS.

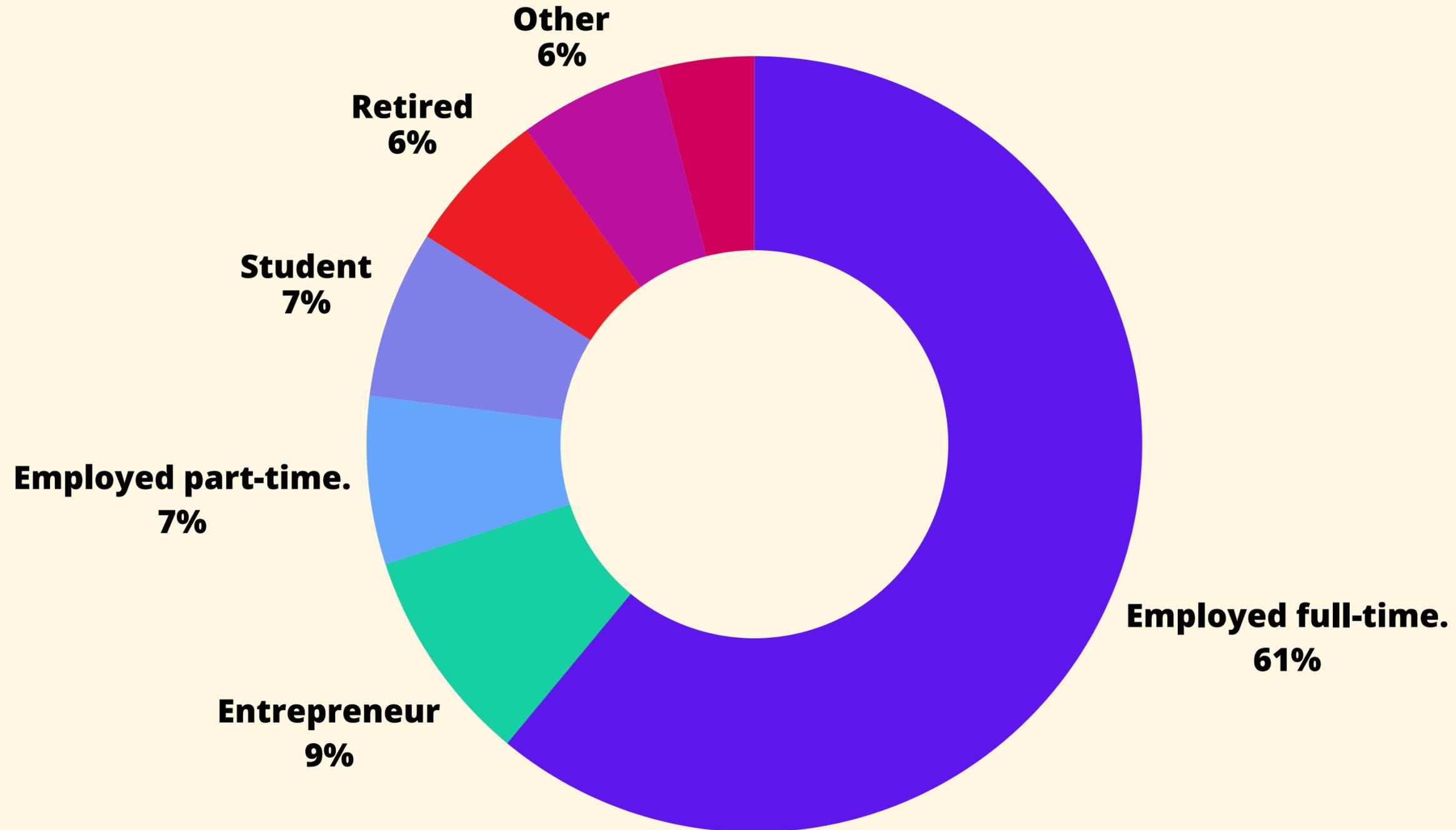


WHAT SPECIFIC FEATURES OR ASPECTS OF SELF-CARE PRODUCTS DO YOU APPRECIATE THE MOST?

SAMPLE SIZE: 45

APPENDIX H

OUT OF THE TOTAL SAMPLE, 61% ARE EMPLOYED IN FULL-TIME POSITIONS AND 9% ARE ENTREPRENEURS.



WHAT IS YOUR EMPLOYMENT STATUS?

SAMPLE SIZE: 55

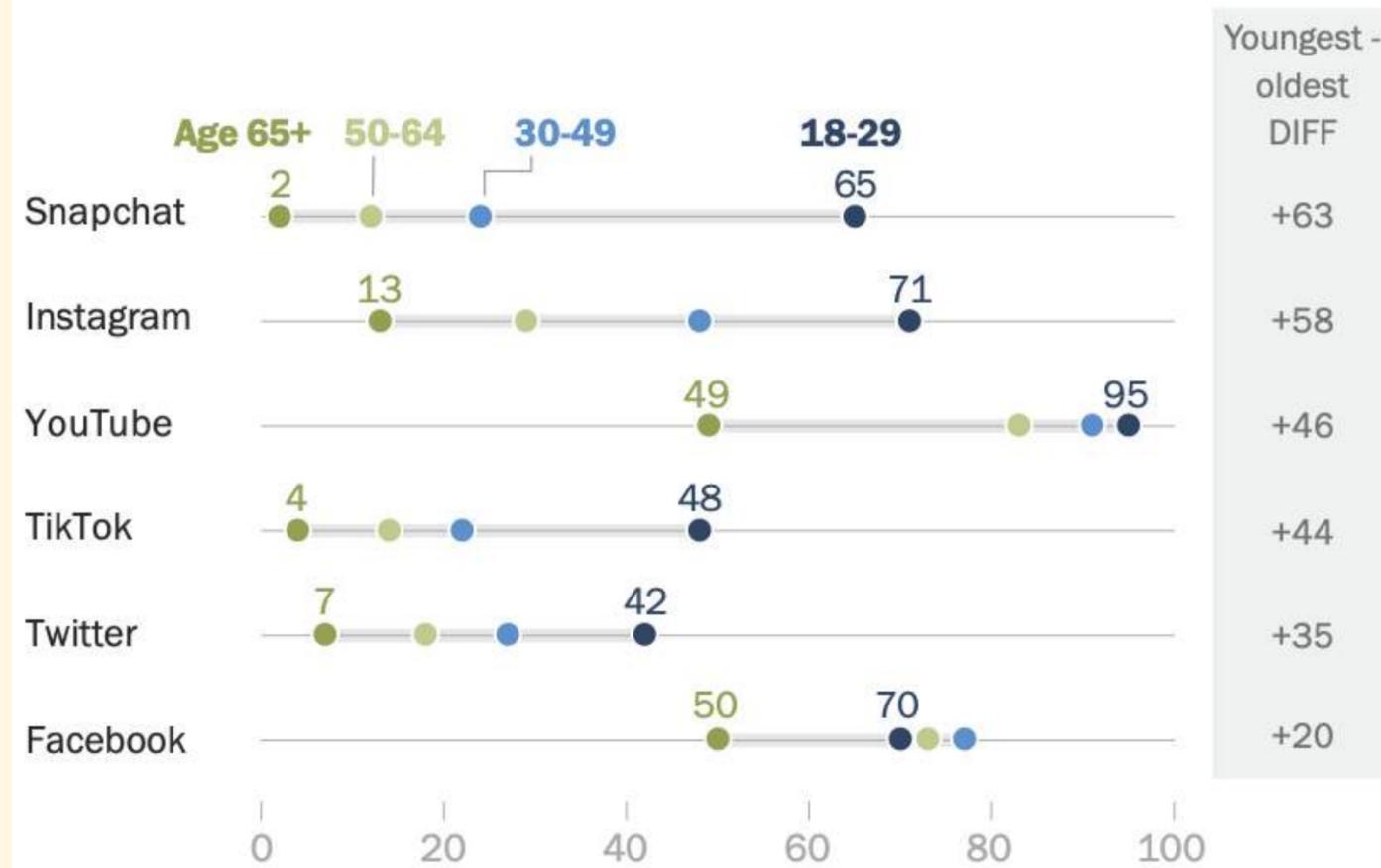
APPENDIX I

OUT OF ALL WOMEN IN THIS AGE GROUP

82% USE FACEBOOK, 79% USE YOUTUBE, 44% USE PINTEREST, 39% USE INSTAGRAM & 24% USE TWITTER

Age gaps in Snapchat, Instagram use are particularly wide, less so for Facebook

% of U.S. adults in each age group who say they ever use ...



Note: All differences shown in DIFF column are statistically significant. The DIFF values shown are based on subtracting the rounded values in the chart. Respondents who did not give an answer are not shown.

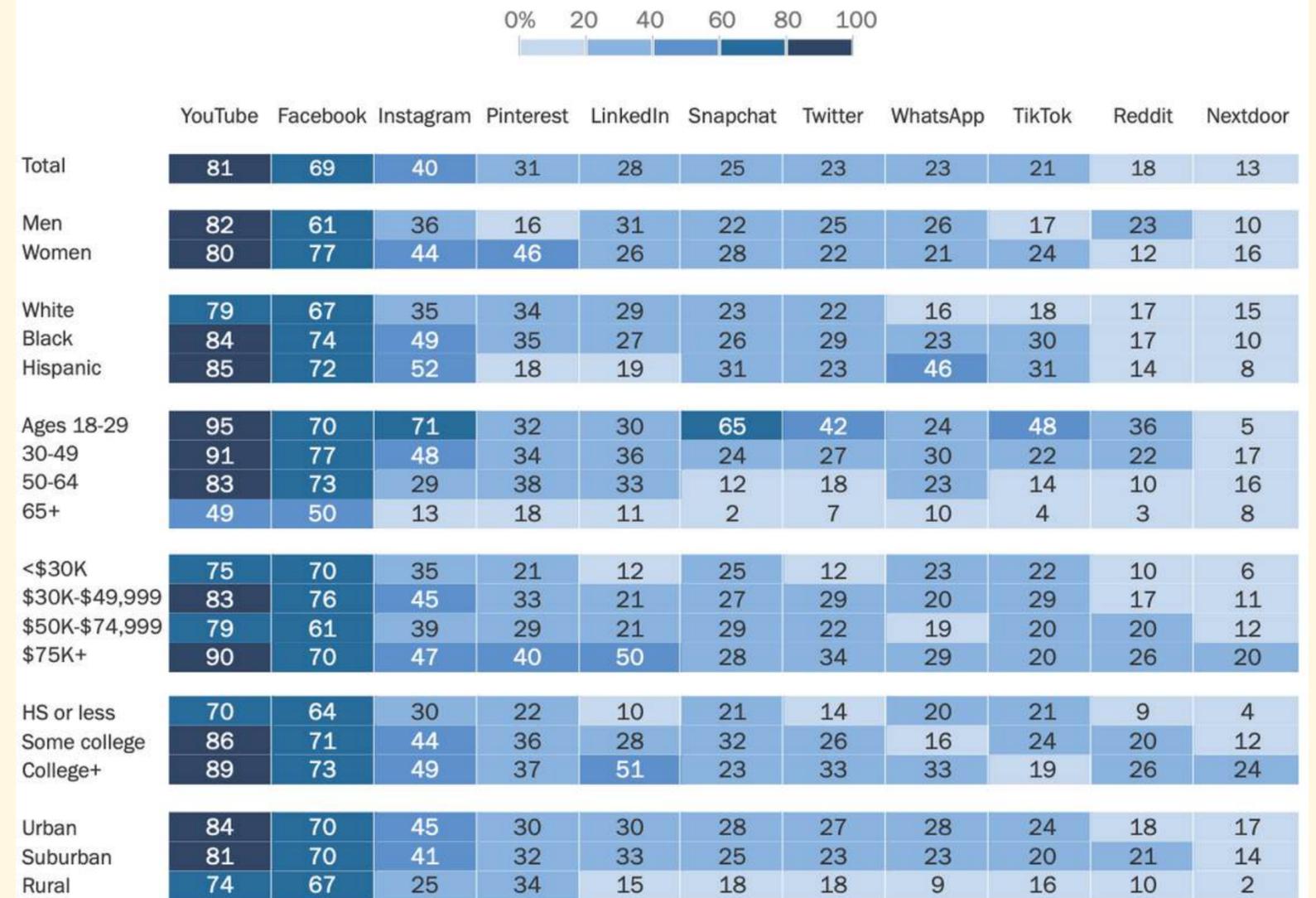
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER