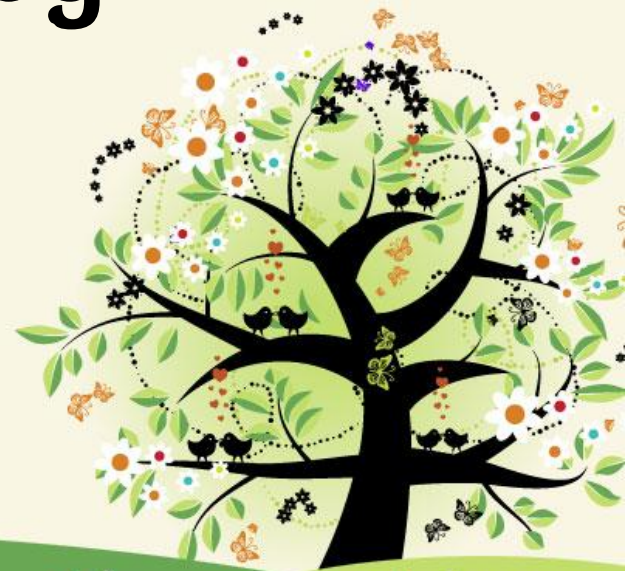
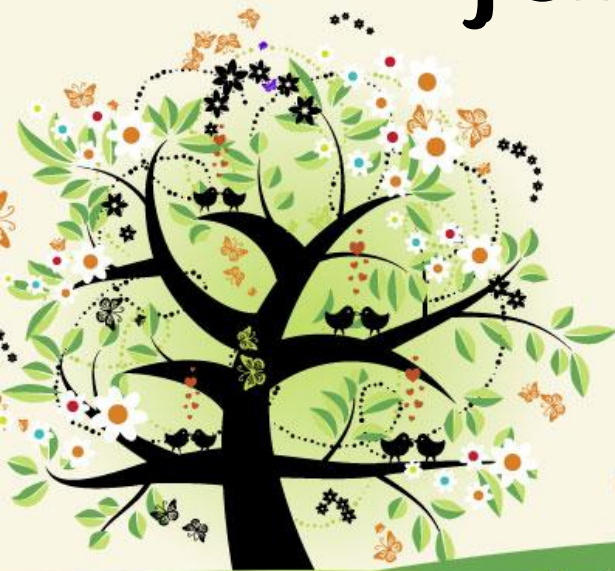




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**GREENSBORO**

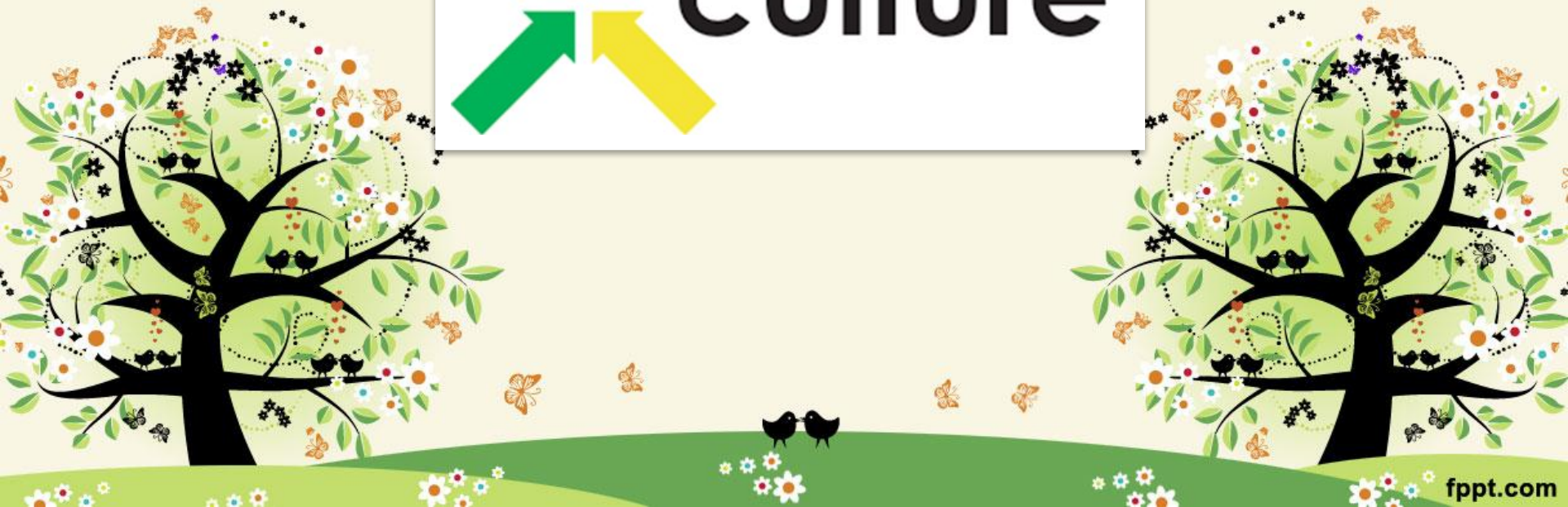
# “Our XCulture Business Proposal for Unicorn Baby”

Prepared by Anastasia  
Vyazovskaya, Team 111



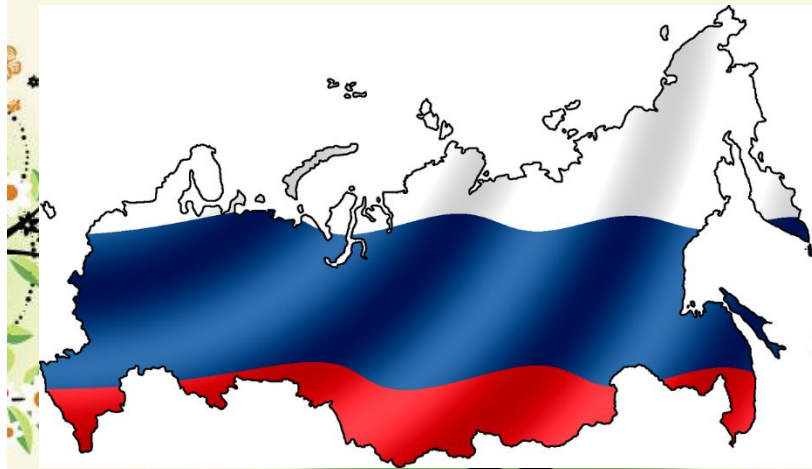
# Personal goal

The purpose of participation in the project is to gain new knowledge and skills, to acquire useful experience in intercultural communications, to apply their professional knowledge in management, marketing, logistics and other business areas in practice.



# Team 111

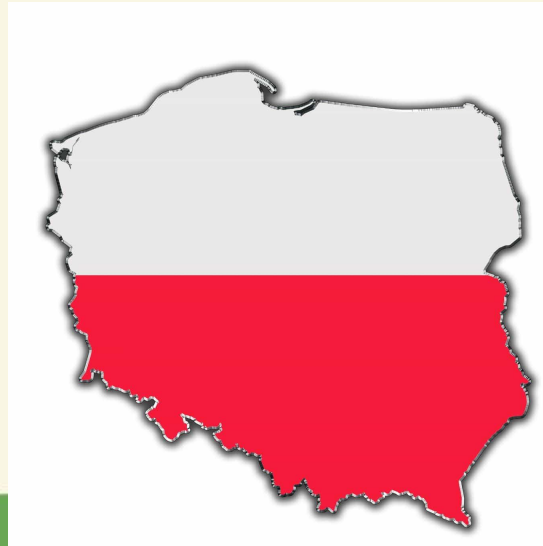
- SUMAIYA FAROOQ MULLA, from UNITED KINGDOM, Loughborough University, she was the leader of our team the last 3 weeks of the project, responsible for 1 part of the project "Market Analysis";
- ANASTASIYA VIAZOVSKAYA, from RUSSIA, informal leader of the team from the beginning to the end of project, responsible for part 2 of the project "Marketing and Communication";
- JACOB ALEXANDRE, from USA, team member, was in charge with me for part 2 of the project "Marketing and Communication";





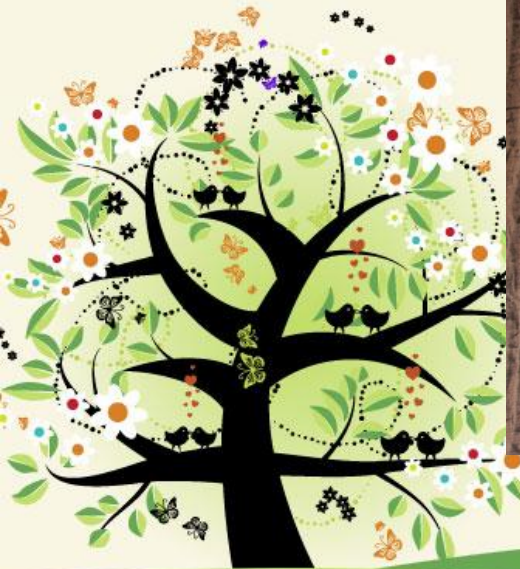
# Team 111

- JENNIFER A. MURPHY, from USA, team member, responsible for the 3 part of the project "Management";
- HYUSEYIN SHEN, from POLAND, University of Lodz, responsible for 1 part of the project "Market Analysis";
- ALEX GYASI YAMOAHA, from GHANA, Kwame Nkrumah University of Science and Technology, team member, responsible for the 3 part of the project "Management".



# Tasks

- Our team chose the company Unicorn Baby to collaborate;
- We needed to analyze the company's market at the moment and make proposals for improving the company's work in the areas of marketing, advertising, interaction with partners and customers, logistics and management.





# History of the company



- ✓ Unicorn Editions, Ltd. was incorporated in the USA in New Jersey in 1994;
- ✓ Anna founded Unicorn as a hobby business in supplying skin care products to the local Equestrian market;
- ✓ After long mixing, they managed to create their own formula of detergent. The results were 3 product lines of detergents: Unicorn Baby, Unicorn Mills and Unicorn Fibre;
- ✓ The company's philosophy is to follow the fiber from the initial cut to the final garment with products that protect and purify the environment using biodegradable components in lower temperature water.



# Products description

The company has 3 main lines of detergents:

- ❖ Unicorn Baby
- ❖ Unicorn Mills
- ❖ Unicorn Fibre



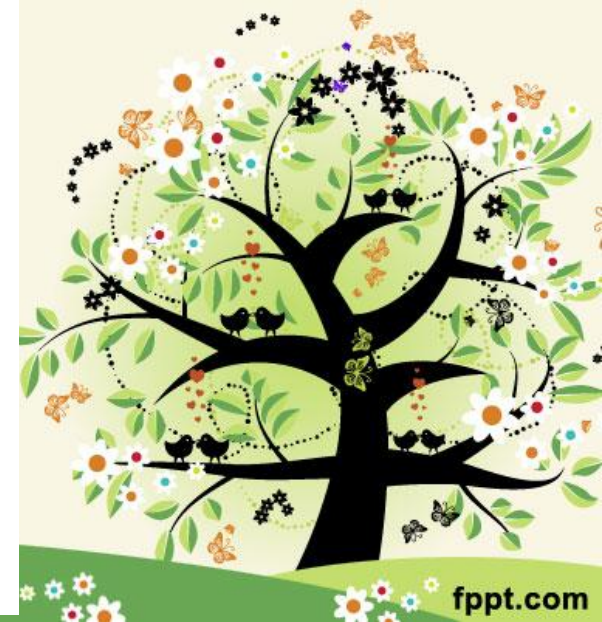


# Products description



In the Unicorn Fibre Line, the products are:

- 1) Power Scour- for the initial scouring or heavy duty cleaning of oily waxy residue and dirt;
- 2) Fibre Wash for cool water washing of delicate hand knits and fibers;
- 3) Fibre Rinse to provide: antistatic control when spinning without oils, a better handle and feel to higher micron count fibres and finally to minimize dye loss. All of these have a lavender fragrance.





# Products description



For the Unicorn Baby line the products are:

- 1) Beyond Clean- for the heavy duty cleaning of diapers, lanolized woolies, bedding and dirty play clothes,
- 2) Beyond Fibre Wash- for the hand knits, blankets and everyday washing and finally the
- 3) Beyond Soft to take the “prickle factor“ out of the fibers without inhibiting the absorbability. These products do not have a synthetic fragrance but do incorporate a lavender essential oil.





# Section I- Market Analysis, industry and competition

## SWOT analysis

### STRENGTHS

- **Proprietary product formula** which cannot be easily imitated by competitors
- **High efficacy products** - concentrated formula means a little amount is enough; can be used in low temperature water; compatible with HE machines
- All ingredients are **bio-degradable**
- The product line caters to commercial consumers (yarn manufacturers) and retail consumers of natural fibers, thus offering a wider scope and potential in terms of target market
- Already **present in various parts of the world** including USA, Canada, the UK, Norway, Germany, Australia, and New Zealand, which implies understanding of international business and markets

### WEAKNESSES

- **Small size** of the company in terms of volume, and thus **limited economies of scale**
- **High shipping costs** to international consumers
- Tiered pricing model, which although ensures profit margin to everyone in the distribution chain, results in **higher price point for end-users**
- **Weak marketing and communication strategy.** While the Blog on Unicorn's website has some very useful information and how-to's, short video clips can be more effective. Similarly, the website's design and layout needs improvement
- **Low control over the distribution network** which makes it difficult to control prices/marketing throughout the value chain



# Section 1- Market Analysis, industry and competition



## OPPORTUNITIES

- *Growing trend and consumer demand* for biodegradable, environment friendly, and natural products
- Many municipalities, states, and *countries are restricting the use of various chemicals* like phosphates in cleaning supplies, to promote ecofriendly options
- Affluent consumer markets in Europe, Asia, and emerging economies with increasing demand for green products
- Industry practices like *low temperature washing machines and concentrated liquid detergents are gaining popularity* because of their lower carbon footprint (low energy, packaging, transportation costs) (Rogers, 2015)
- *Exponential growth of low cost marketing and communication* channel in terms of Social Media to reach a targeted, yet global audience

## THREATS

- *Large competitors* like P&G and Colgate are the biggest threat in terms of market share and prices
- Small competitors/ startups offering similar products to cater to niche market
- *Volatility in global fuel prices* effects shipping costs for exporting
- Environmentally conscious consumers *also tend to prefer locally sourced and produced goods* to minimize their carbon footprint. This means that local products can have a competitive edge in any international market.

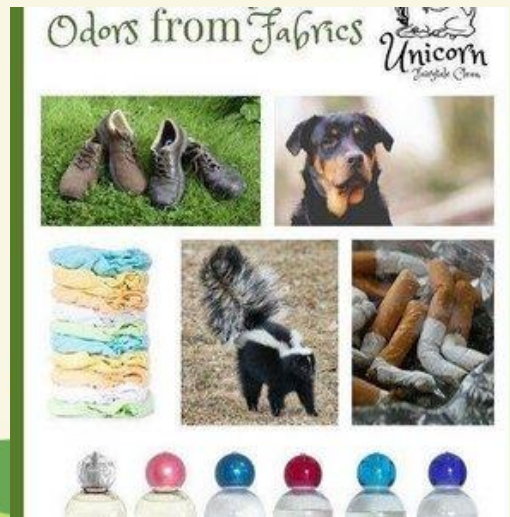
# Section I - New market selection and analysis



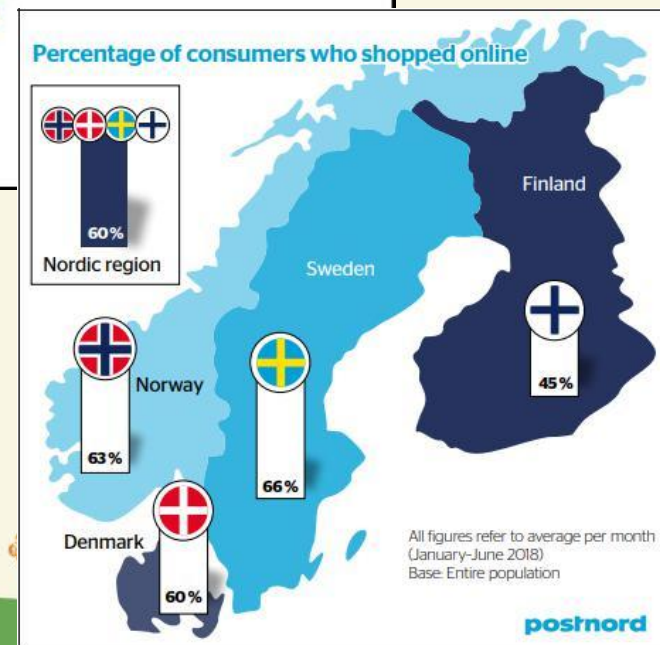
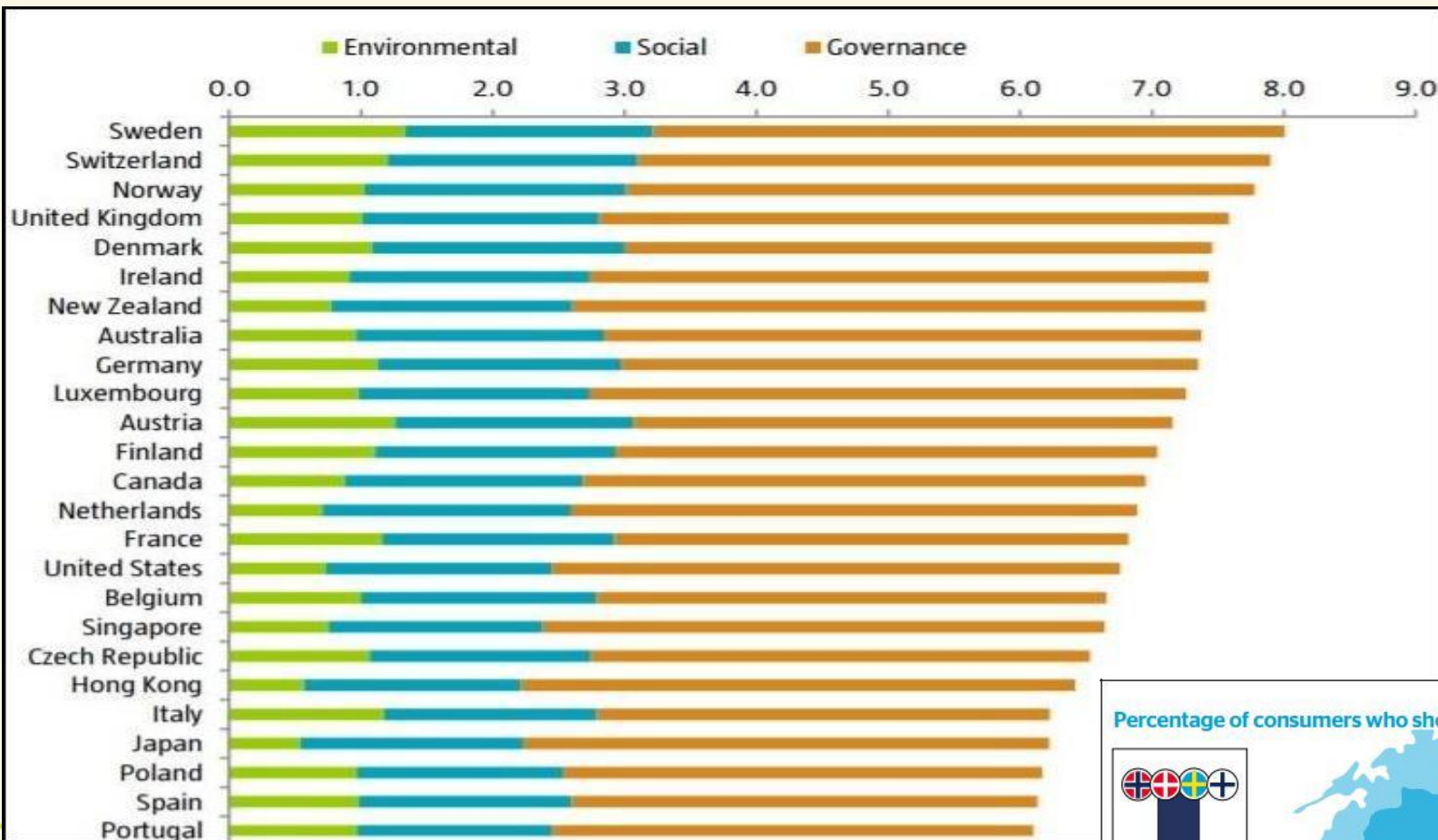
When choosing a new market for products, we considered China and Scandinavia.

While China is attractive because of its population and growing economy, we choose Scandinavia as the better option because:

- 1) Scandinavian region is one of the wealthiest, environmentally conscious, and technologically advanced market where Unicorn can expand
- 2) Environment and ecology is not only an important political agenda, but also part of cultural and social environment of Scandinavia
- 3) Unicorn has presence across the UK, and some parts of Germany, and Norway, and hence tapping into other countries in the region is easier
- 4) The social and cultural environment of the region is close to that of US as compared to markets in Asia







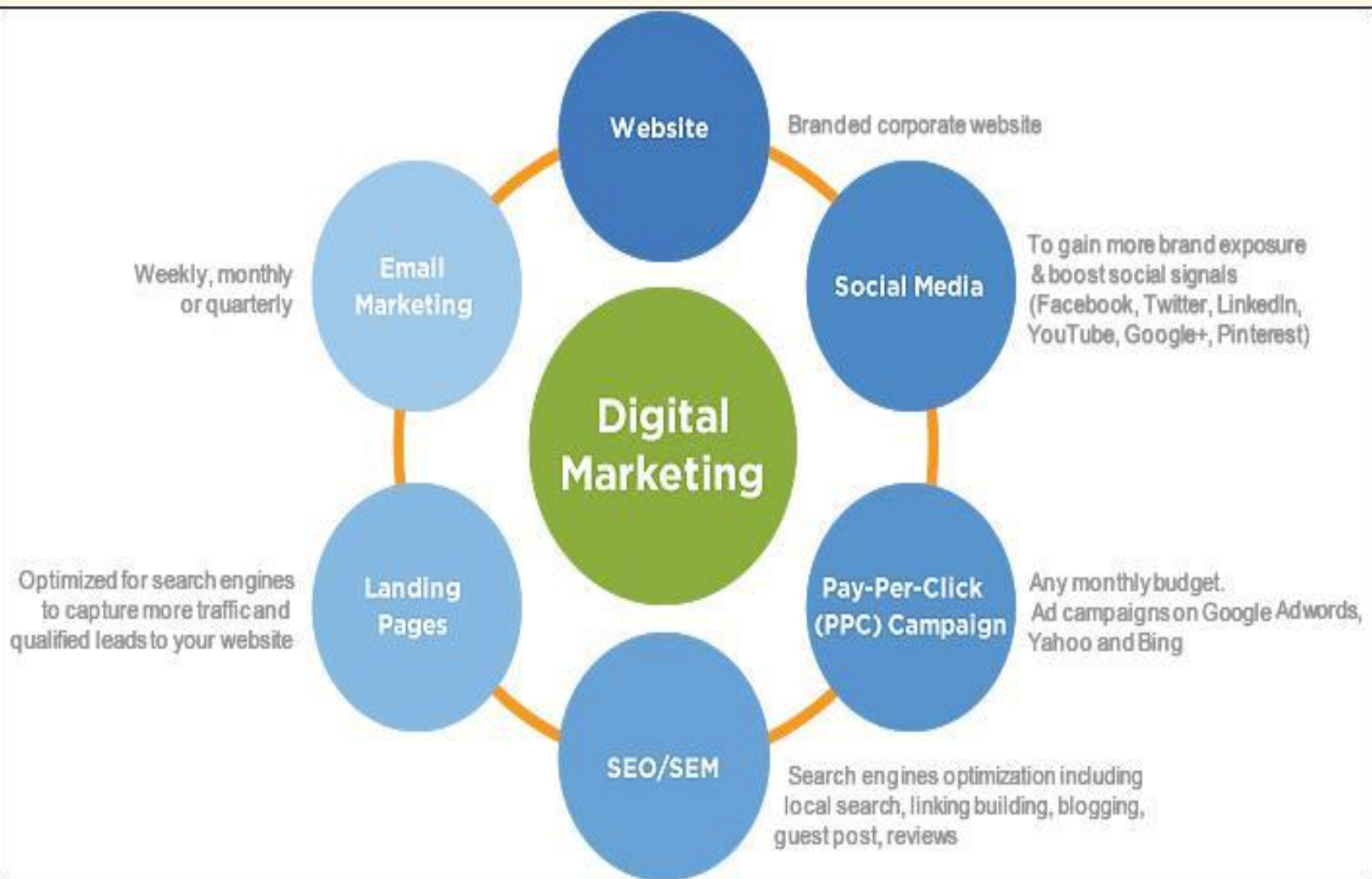
# Section II - Marketing - Promotional materials, message, a sample advertisement



- ◆ Digital marketing to be widely used for low cost and more effective communication and engagement with customers;
- ◆ Influencers like bloggers can help in attracting followers and potential customers;
- ◆ Due to high taxes, prices will be higher, but the branding message should be clear with highlighting the strengths of Unicorn- biodegradable, efficient, and good for natural and organic fibers, to appeal to the market.



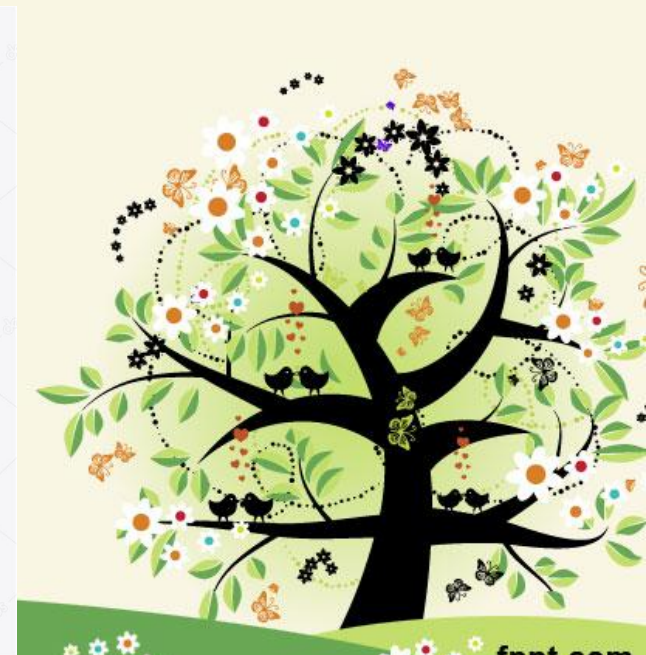
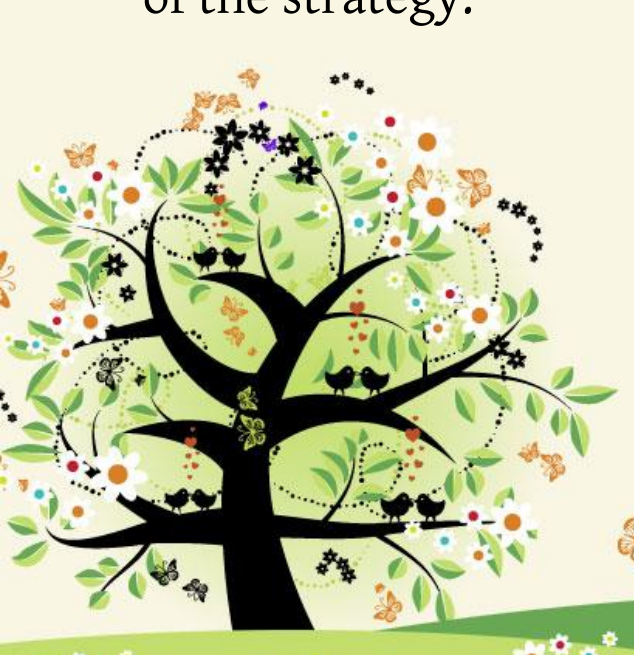




# Section III - Operations Mangement - Entry mode, staffing



- Unicorn should consider doing an FDI in Sweden to expand its reach in Nordic markets;
- FDI will ensure that the company gains better control over pricing, as well as keeping its proprietary formula to itself;
- It will also help in expanding the reach to whole of Europe in years to come;
- Nordic region ranks high in ease of doing business;
- Online retailing with Amazon, Ali Express, and Wish.com should also be a part of the strategy.





# Conclusion

I always tried to be friendly with everyone and to benefit the team. I initially assumed the role of an informal leader.

I tried very hard to write part 2 of the report, I searched the information very carefully, I wrote most of it myself.

I think that we have a good team with the female half. However, I wanted the boys to be more active and make more effort.

Our leader Sumaiya and another girl, Jennifer, also believe that the male part of the team did not work too hard.

Girls did most of the work.



# The end

# Thank you for your attention

