Marketing Strategy Proposal

Student’s Name

Institutional Affiliation

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The edible nail polish for kids is a natural polish formulated in such a way that children can lick it off once in a while. The product comprises fruits and vegetables, corn starch, citric acid, and water (Thomas, 2017). Furthermore, this particular kind of nail polish is completely biodegradable, non-toxic, and safe for use by the kids. Notably, it is manufactured without the incorporation of toxic chemicals such as formaldehyde and toluene, which are used in the production of the conventional nail polish used by adults (Kramer, 2017).

The nail polish for kids is available in three different colors, which are acacia pink, beet red, and sour carrot orange. Nonetheless, the exciting thing about the product is that the various colors are derived purely from fruits and vegetables, thus making it suitable for even young toddlers (Kramer, 2017). Despite all these positive aspects, the bottle used in packaging the product is glass, and brush which can pose a significant threat to the life of the kid when they get into contact with the product (Menezes & Athmaselvi, 2018). Therefore, maximum supervision by the parent or guardian is required during application.

The edible nail polish was designed solely for kids because many, if not all, kids are fond of licking their fingers. However, the parents of the children are the purchasers of this product. Similarly, the product targets kids since they tend to sleep more hours as compared to adults. Therefore, it can be applied when they are about to fall asleep so that it can smoothly dry since they are not in contact with any dirty object (Menezes & Athmaselvi, 2018). Besides, the product can easily be washed off with soapy water after some gentle scrub with a brush. Thus it prevents incidences of causing harm to the kid's nails by using harsh chemical nail removers when scrubbing off the nail polish.

The best data collection method I would use in gathering information about the usability of the product is observation. I would observe the reaction of children in various geographical locations after the application of the nail polish. This will enable the company to determine what nutrients need to be added or reduced in the product. Moreover, the market's income and population will play a critical role in the definition of my target market. The other primary research method that may be necessary is interviewing the parents or guardians of these children to get their views of the product's usage.

References

Kramer, D. (2017). *Primary Well-Being: Case Studies for the Growing Child*. Springer.

Menezes, J., & Athmaselvi, K. A. (2018). Report on edible films and coatings. *Food Packaging and Preservation* (pp. 177-212). Academic Press.

Thomas, T. (2017). *An imperial diet: from cacao to coconuts–representing edible bodies in the Americas from the eighteenth century to the present* (Doctoral dissertation, Rutgers University-Graduate School-New Brunswick).