

Name: Musadaq Shaheen

Reg no: F2017-116

Department: Textile

Marketing – I

Course Instructor: Aamna Mubeen / Aiman Gillani

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Wary Pool

Swimming Pool with Floating Disinfectant

As we all know due to covid-19 everyone is stuck at home, everything is closed and the weather is also getting very hot. To deal with this hot weather kids want to go to pools but that is unsafe in the current situation so I decided to launch a pool with floating disinfectant. Its name will be **Wary Pool**. This pool will keep the germs and virus away from kids with the help of its floating disinfectant.

Commented [1]: Good research and branding ideas



Whenever we think about a portable pool, we think we have to fill that with too much air but this is not the case with my product as it does not require air to settle. So, if there is no air you will not need to worry about holes or punctures that ruin your day. It will be available in different sizes so kids as well as adult anyone can enjoy in this pool. Besides all these, the most important part of this pool that gives it an edge over others is its floating disinfectant diffuser because in current situation hygiene is very important. The disinfectant will keep the water in pool germs and virus free.



If we talk about packing it will be packed in a rectangular Plastic box with different shades of blue in background and Wary Pool (Brand Name) written on it. On the backside of the box, instruction will be written to use the pool and disinfectant diffuser. This plastic box will be used to store the Wary Pool after use.

According to my view, this product will capture the market instantly because of the following reasons:

- **The summer season has arrived**
- **Swimming Pools are closed due to Corvid-19**
- **Schools are closed and kids are getting bore in summer because they cannot go outside for recreation**
- **Parents are working from home so they can concentrate on their work while their kids enjoying the pool**

Commented [2]: Good product features

- **Safe & Hygienic**
- **This pool has a disinfectant diffuser and also you do not need to blow it**
- **Puncture free**
- **Reasonable Price**
- **Free chlorine and Clorox Disinfectant inbox (refillable) for floating diffuser**
- **Availability of disinfectant refills**
- **Availability of different sizes**
- **6 Months Warranty in case of any natural damage**

These are some **reasons** that boosted my confidence in this product. Moreover, I also used Google Trends to follow its trend and found that its trend increases tremendously in summers. Also, this summer came with Corvid so definitely, this year will break the record of prior years.

Now comes the price. Its price will be very reasonable. I searched for the price of a normal inflatable pool and it ranges from 3000 to 4000 PKR so I have decided to set my price ranges from **4000 to 6000 PKR** depending upon size. And it's a very good price as my product features justify it.

Hope for the best.