

Goodbite

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### Should they launch GoodBites?

The Company should launch the product because the teeth whitening strips dissolve in the mouth and has a better residue feeling compared to other competitors. Out of 301 million people that live in the U.S only 3 million people use the competitors whitening strips. Because of this Goodbite can focus on targeting the 41 million people that they are trying to target. Also the targeted age group itself for Goodbite has an estimate population of 41.1 million people. Studies show that the average person does not use whitening strips and market is not filled when it comes to these specific products. So, if the company decides to launch a product with additional features the average person would prefer GoodBite than the competitor. Goodbite will not earn profit or success right away after the launch of the product, but one it starts hitting the markets and reaches many customers it will have the capability of earning a lot of profit and eventually defeating the competitors.

### What assumptions were made that might be revisited?

One thing that can be noted is that the products name itself is Goodbite, so we can see in terms of competition it is no less different than an average competitors whitening strip. Also, since the product is new and entering the market people will have to notice it in order to recognize and demand it. Since it is similar to the average product it may take time or even more for it to be recognized. The strategy of the advertisement is targeting both men and woman equally. But, at the same time it is unsure whether the product will be a success or not? Another thing that can be noted is that the pricing shouldn't be so different than the

average whitening strip unless Goodbite has a unique quality that other competitive whitening strips don't have. So, in order for it to be successful they need to differentiate their product more from similar competitors in order to gain recognition and profit.

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