



The Ninth Brand Launch

Creative Brief May 2010

Features and Competition:

The Ninth will want to provide the ultimate experience within a game of air-soft. How The Ninth will provide such an experience is by having useful ready to go kits. These kits will be filled with items that they would actually utilize in the game. Every part of the kit will be utilize in-game from the main gun, pellets to the actual case itself. Being able to buy from the factories and having no middle men, there will be quality control with the products that are placed in these kits.

Out of the competition, there is none that sell all inclusive kits that The Ninth will be offering. These kits will make this a top brand amongst the industry. Since most of the competitors buy from other suppliers, the quality control is non existent.

Budget and Schedule:

The exact budget has not been decided as of yet. However, the estimated cost for this launch will be within \$50,000-\$100,000 USD. Since there is an already established store (Airsoft Northwest Outlet) and the customer base, some of the costs will be easily cut down.

To make sure we cover all grounds, we expect that this project will take six months (November, 2010). In order to ensure that The Ninth will have a smooth launch We are allowing up to another six months before products will be out on the market. The official launch will be in May of 2011.

Within the next month the budget and full schedule will be finalized and sent out to all investors, mangement teams that will be working on this brand launch.