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Marketing Plan

Introduction

This chapter provides an overview of Bloem's marketing strategy. It covers the business idea, business plan, marketing and SWOT analyses, strategic objectives, market segmentation and target audience targeting, market positioning, and the marketing mix. Finally, it outlines specific marketing programs, budget constraints and control mechanisms.

Business Idea Formulation

About 1 of 8 people suffer from mental health issues like burnout or depression once in their life, resulting into a yearly loss of productivity of 1 trillion \$ [1]. Bloem is therefore addressing a common problem in modern work environments. Constant noise, lack of privacy, high workloads and limited opportunities for a short mental recovery during the day. This does not only affects the employees, but also the productivity, turnover rate and therefore the earning of a company. The business idea is to market a compact and enclosed capsule that can be integrated into existing indoor environments. The design will reduce external noise as well as preventing internal noise to get out to a certain amount. With this companies can engage their employees to take short uninterrupted breaks and regain their focus for the important tasks at work. The capsule can be booked via an app for a controlled and relaxing session of 5-15 minutes with supporting activities like meditation, stretching, breathing exercises or just a simply relax to nature sounds. The user experience is enriched through dimmable lights and a sustainable layered design. Bloem is designed for companies and shared spaces, helping them improve employee well-being, focus and overall productivity with a simple, easy-to-integrate solution.

Business Model

The Business Model Canvas, which is shown in Figure 1 was used to systematically develop and analyze the Bloem project. It ensures that all key aspects of the business, from value creation to revenue generation are aligned and connected.

The core value proposition lies in a quiet and private space that helps reduce stress, improve relaxation as well as the overall well-being. Unlike other products Bloem focuses on affordability for companies, sustainable and natural materials. This should make the capsule accessible for larger and smaller organizations that may not have the biggest budget for high end or luxury alternatives. At the same time they should be able to include the capsule without any major changes of the existing environment, which lowers the barrier of adaption.

Bloem primarily targets business customers, like offices, co-working spaces and universities, which increasingly invest in the well-being of their employees and want to reduce negative side affects of high-stress work situations. Secondary customer segments are wellness-centers, yoga studios or healthcare and therapy centers, which need a calm and controlled environment. In all cases the end-user are individuals seeking short breaks of relaxation, but the purchasing decision always lies with the organizations that want to improve the working environment.

Customer relationship will be built through a mix of personal support, services and community

engagement. Companies receive assistance during the setup and integration process of the capsules, ensuring that the product is implemented effectively. At the same time the user experience will be supported with pre-installed guidance and content to guarantee an easy interaction. Later Bloem can implement a community around mindfulness and well-being, co-creation and feedback for continuous improvement for example on the pre-installed experience.

To reach the customers a combination of digital and physical channels is required. An online presence, including a website and social media platforms enables to discover and experience the product as well as communicating and selling. In addition partnerships are needed with furniture retailers, interior design providers and office equipment suppliers which allows a more direct B2B distribution and can help selling the product if the capsule gets recommended by these channels. Collaborations with universities and co-working spaces can serve as pilot environments where the product can be tested, demonstrated and refined.

Revenue is primarily generated through the direct sale of the capsule to organizations. This core stream can be enhanced with premium features and add-ons, such as more lighting or loud options, higher support and more guided experiences. Additional income can also be generated in the long-term through leasing or renting models that reduce upfront costs and make it more accessible to smaller organizations. On top the app based experiences like guided meditation, breath work or relaxation programs come with a subscription. This guarantees continuing developments on the user experience. This multi-layered revenue structure allows flexibility while maintaining a clear focus on B2B sales.

The realization of the business concept depends on several key resources. These include sustainable materials, manufacturing capabilities and technical know-how in product design and acoustic engineering. At the same time branding and marketing assets that communicate the value of the product are very important. Financial resources are required to support prototyping, production and scaling efforts.

Key activities focus on the development, production, and delivery of the Bloem capsule. This includes product design and prototyping, acoustic testing and optimization and the selection of materials. Manufacturing and assembly are the core operational tasks, while marketing and brand development ensure market visibility and demand generation. In addition, managing B2B sales, partnerships and distribution channels is essential for reaching customers and developing the business.

To achieve all the mentioned activities it's necessary to have network partners. Suppliers provide the needed sustainable materials in a high quality, while manufacturing partners handle production, which reduces the in-house costs. Distribution partner will help to access the target customers and establish Bloem in the market, while collaborations with wellness organizations can enhance the user experience through latest relevant content. Financial partners may support enable alternative payment models such as leasing.

The cost structure is primarily driven by resources like materials and production. Sustainable materials with high quality can represent a high cost factor, making it dependent on some markets and prices. Additional costs from marketing activities and logistics, including delivery and installation add up to the cost structure as important factors.

Overall, the business model is value-driven, focusing on delivering a good and sustainable quality with a meaningful user experience for a fair price in the market.

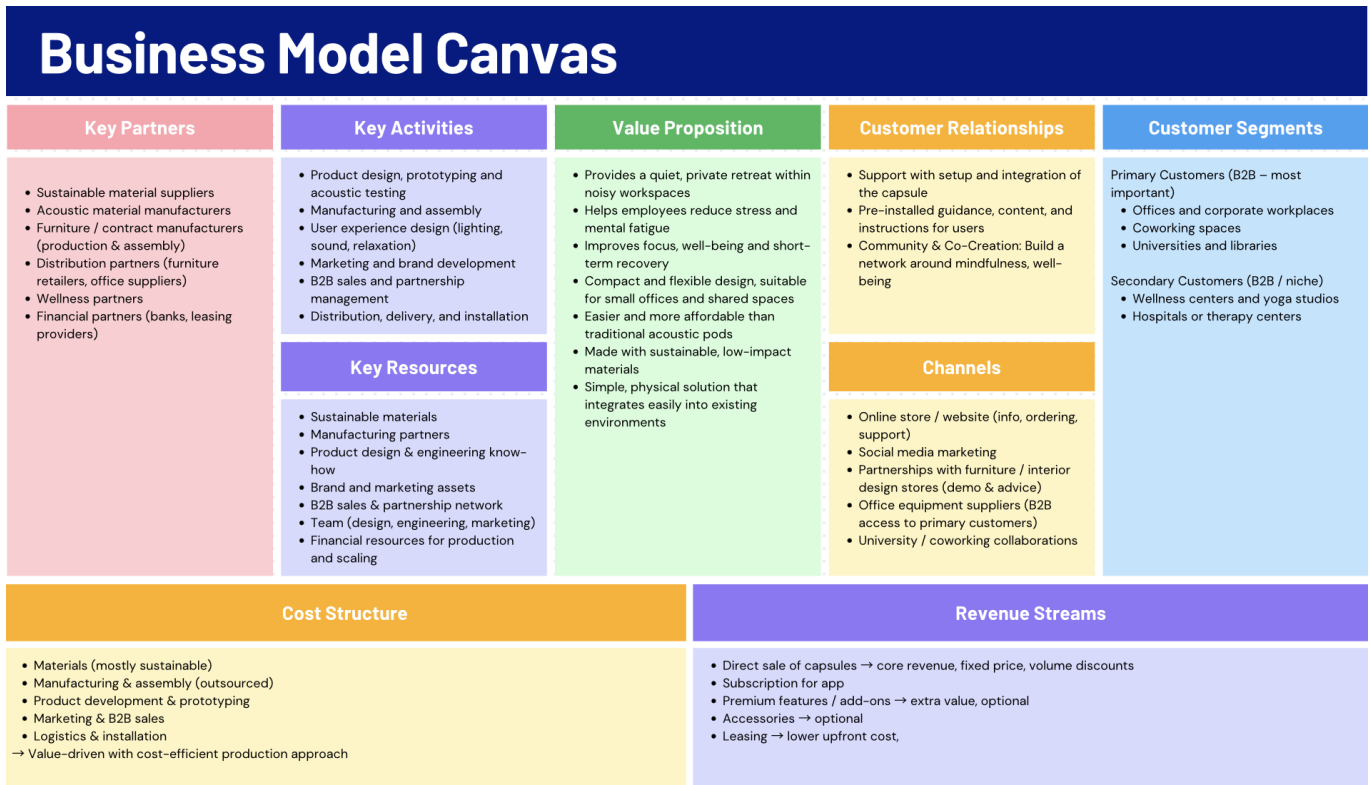


Figure 1: Canvas Business Model

Market Analysis

In order to determine how Bloem should be positioned and marketed in the future, the relevant market in which the company will operate must first be defined. Various methods and approaches are combined to conduct a thorough analysis of current market conditions. These include PESTEL analysis, competitive analysis using Porter’s Five Forces, analysis of market trends and the identification of market opportunities and gaps.

The **PESTEL analysis** is a strategic tool for examining the macroeconomic environment of a market. It considers six external factors. The goal is to identify opportunities and risks in the external environment at an early stage.

Political:

- EU policies such as the European Green Deal promote sustainability and circular economy principles, increasing demand for environmentally friendly materials, which can indirectly benefit products like Bloem.
- Companies are facing increasing political pressure to improve working conditions and employee well-being.
- Public institutions (universities, government agencies) as potential customers often benefit from funding programs for innovative workplace solutions.

Economic:

- Budget pressures on companies vs. investment in employee well-being.
- Companies are increasingly investing in employee well-being, yet there is significant cost pressure, particularly among small and medium-sized enterprises.
- High-priced acoustic pods are often out of reach, therefore there is a demand for cost-effective alternatives.

- Economic uncertainty may delay investments in non-essential equipment.

Social:

- Increasing stress in the workplace
- Growing awareness of mental health, stress reduction and work-life balance
- Open-plan offices lead to increased noise pollution and concentration issues
- A trend toward microbreaks and short recovery periods during work, which supports the use of a product like Bloem
- Sometimes people tend not to take advantage of the benefits offered to them, or the use of a capsule like that might not be well-received by supervisors.

Technological:

- Advances in acoustic materials and sustainable building materials enable more effective and environmentally friendly solutions.
- The integration of simple technologies (e.g. lighting control, sound systems, sensors, guided activities) enhances the user experience.
- At the same time, technically mature competing products already exist, which means the pressure to innovate remains high.

Environmental:

- Strong focus in Europe on sustainability, CO₂ reduction and the circular economy.
- Demand for products made from recycled or natural materials is rising.
- Companies are paying increasing attention to the environmental footprint of their office equipment.
- There is global pressure on materials, including unexpected price increases due to supply chain disruptions, which can lead to dependencies and shortages.

Legal:

- Strict requirements regarding fire safety, material approvals, and occupational safety in indoor spaces.
- Standards for acoustic conditions in work environments may apply.
- Data protection may be a consideration if usage data (e.g. from sensors) is collected.

Next the **Porter's Five Forces** analyzes the intensity of competition within an industry based on five forces.

Competitive Rivalry (Intensity of Competition) - Moderate:

The market for acoustic solutions and office pods is already highly competitive, with established providers of acoustic pods, phone booths, and modular workstations. These often offer high quality, but at high prices. However, most offer only pure work solutions. The focus is on relaxation. For this specific purpose, there are already some competitors, but they differ significantly in features, cost, and design. Additionally, some of the competitors are only available in the U.S. and not for the international/European market. Competition is therefore moderate, as some companies address similar problems.

Threat of New Entrants - Moderate:

Market entry is generally possible, as there are no extremely high technological barriers. However,

developing a viable product requires expertise in acoustics, design and material selection, as well as access to production and distribution channels. Furthermore, a few players or standards could gain a dominant position, leaving only a handful of competitors to contend with. New entrants are possible, but not trivial, therefore moderate risk.

Threat of Substitutes – Moderate-High:

There are many alternatives to the product:

- Meeting rooms or quiet zones
- Noise-canceling headphones
- Flexible work models (working from home)
- Simple furniture or space solutions

These are often cheaper or already available, which may mean that buyers do not need or want to diversify further. This increases the pressure on Bloem to deliver clear added value.

Customer Bargaining Power – High:

Customers are primarily businesses (B2B) that:

- compare prices
- have several alternatives
- often purchase in large quantities

This gives them a strong bargaining position, especially for larger orders. Value for money is crucial, as they want good quality but are constrained by their planned budget.

Suppliers' Bargaining Power – Low:

Bloem relies on specific materials such as sustainable insulation materials.

- For standard materials: low dependence, as the market is very large. Additionally, more and more sustainable materials are becoming established, leading to a better market supply. Therefore, we can work with various suppliers and select those with the best offers and high quality. The goal should always be to work with a few suppliers over the long term; however, should they become unavailable or show significant changes in price or quality, switching suppliers requires effort of course, but there will be other options.
- For specialized sustainable materials: higher dependence; however, almost none of the products required are so niche.

Overall low, but important for the cost structure.

The next step is to specify **trends** to identify relevant market developments and use these insights to inform strategic decisions regarding positioning and product development in the coming chapters. A key trend is the growing focus on employee well-being and mental health. In many European companies, issues such as stress, burnout, and mental exhaustion are becoming increasingly significant, driving up demand for solutions that enable targeted breaks for relaxation during the workday. Bloem addresses this need by providing a retreat space for short relaxation sessions. At the same time, the world of work is changing due to the shift toward flexible and hybrid work models. Traditional office layouts are increasingly being replaced by multifunctional work environments that require distinct zones for concentration, collaboration, and privacy. This increases the need for modular and flexibly integrable solutions like Bloem. Another relevant trend is the rising demand for

acoustic solutions in open-plan office designs. Open-plan offices often lead to noise pollution and concentration problems, which is why companies are increasingly looking for ways to create quiet and screened-off areas. Solutions that are both functional and acoustically effective are thus gaining in importance. In addition, the topic of sustainability is coming into sharper focus. Companies are under increasing pressure to use environmentally friendly materials and implement sustainable concepts. The use of recycled and natural materials represents a key competitive factor here, which Bloem specifically addresses. Finally, work environments are increasingly evolving into experience-oriented spaces where, in addition to functionality, the user experience plays a central role. Factors such as light, sound, and atmosphere contribute significantly to the quality of the workplace. Bloem combines these elements into a holistic relaxation experience, positioning itself within the context of modern “experience workspaces.”

Market opportunity or gap analysis can be used to identify needs and gaps in the existing market offering. It highlights where current solutions fall short and enables the targeted development of products or services that effectively fill these gaps. In the chapter [Background and Related Work](#) the main competitors were already specified and discussed. From this the gap can be addressed. While some providers in the U.S. already offer similar acoustic room solutions, these are mostly positioned in the premium or luxury segment. They are primarily aimed at large companies, are correspondingly expensive, and are often quite large and inflexible. Although they offer features such as soundproofing and privacy, they are simply out of reach for many potential users. This is precisely where a market gap emerges for a solution that is more cost-effective without compromising on quality and functionality. Especially with unique features of what the user can do in capsule can make a difference. Bloem addresses this need by offering a more compact, affordable alternative that still delivers high comfort and excellent acoustic properties. By focusing on appealing design as well as sustainable and modular materials, Bloem also positions itself as a flexible solution suitable not only for large companies but for a wide variety of work environments.

SWOT Analysis

A SWOT analysis is a strategic tool that systematically assesses the strengths, weaknesses, opportunities and threats of a project or business. The SWOT analysis below explains this for Bloem (See [Figure 2](#)).



Figure 2: SWOT-Analysis

Strategy

Strategic Objectives

Business and Market

- Position BloomShell as a cost-effective alternative to traditional acoustic pods in the European B2B market.
- Achieve a successful market entry by focusing on offices, coworking spaces and universities as key customers.
- Generate revenue through direct sales and scalable distribution partnerships.

User and Well-being

- Create a retreat for short breaks (5-15 minutes) that reduces stress and improves concentration.
- Increase user satisfaction and perceived well-being through a comfortable, private and calming environment.
- Encourage the incorporation of microbreaks into the daily work routine.

Product and Performance

- Develop a pod that provides effective sound insulation and privacy in noisy environments.
- Create a high-quality user experience through lighting, sound, and interior design.
- Ensure that the product is durable, low-maintenance and suitable for daily use.

Sustainability

- Use of eco-friendly and recyclable materials.
- Reduction of environmental impact through efficient use of materials and long product lifespans.
- Positioning as a sustainable alternative in the office equipment sector.

Segmentation and Targeting

Segmentation

The market is first segmented by application areas and organizational types. These include, in particular, medium-sized to large companies (approx. 100–500+ employees) with open-plan office layouts, coworking spaces, and educational institutions such as universities and libraries. These environments are often characterized by high noise levels and a lack of quiet spaces, creating a specific need for acoustically shielded relaxation areas. Additionally, segmentation is based on organizational characteristics, particularly company size and level of innovation. Growth-oriented companies, startups and modern organizations that actively invest in new workplace concepts and employee well-being are particularly relevant. Smaller companies with limited budgets are less relevant, while very large corporations often already use established but more expensive solutions. Another segment consists of wellness facilities such as yoga studios, wellness centers or therapy centers, which specifically require quiet, secluded spaces for relaxation and mental regeneration but often do not use fully soundproofed solutions. On the user side, segmentation is based on specific needs and usage scenarios. Relevant users are primarily knowledge workers, students, and individuals in mentally demanding roles who regularly suffer from noise, sensory overload, or stress. These users have a clear need for short, effective periods of retreat (5–15 minutes) for recovery, focus or mental relief.

Targeting

Bloem pursues a focused B2B targeting strategy in which organizations are approached as paying customers, while the actual users are addressed indirectly. Market entry initially targets early adopters which are organizations with a high degree of openness to innovative workplace and well-being concepts. These are specifically targeted through direct sales (B2B Sales) as well as through partnerships with interior design and office furniture providers. This allows Bloem to be integrated into existing space concepts at an early stage. At the same time, demand is built at the user level by actively communicating the benefits of short recovery breaks. This is achieved through targeted content on stress reduction, productivity and microbreaks, which creates indirect pressure on companies to provide corresponding solutions. For secondary target groups such as wellness and yoga facilities, a tailored approach is pursued, with a stronger focus on the experiential aspect and the expansion of existing offerings. These groups are reached primarily through collaborations and targeted outreach to the industry.

Positioning

Functional vs. Experience-Oriented

Existing solutions focus on noise reduction and the functional separation of the work environment, whereas Bloem prioritizes the user experience and aims to include many features that contribute to a relaxing experience. To this end, the focus is on relaxation, stress reduction, and mental recovery through pre-installed meditation guides, relaxation techniques, stretching exercises and coping strategies such as breathing exercises or acoustic nature experiences.

Price vs. Value

Bloem is intended to be positioned as more accessible and cost-effective. This appeals to most corporate budgets and allows it to stand out from the competition compared to high-end pods. Combined with the communicated benefits of our user experience, this aims to convince customers that our offering fulfills all the key functions a company needs for its employees even with a lower price.

Sustainability

Unlike many competitors, Bloem incorporates sustainable and potentially recycled materials into its design. This positions the product as an environmentally conscious choice and reflects the growing importance of sustainability in European markets and in corporate procurement decisions.

Compact and Flexible Design

In terms of design, Bloem should be positioned as a space saving solution that can be flexibly placed and integrated into existing spaces, even for small and medium-sized businesses. This contrasts with larger, less flexible alternatives that require more space.

Marketing-Mix

Product

Bloem is a modular relaxation pod designed specifically for short breaks of 5-15 minutes. The product combines pre-installed relaxation programs, acoustic insulation, soothing lighting, and a minimalist, calming design to create a peaceful environment.

Price

Bloem is positioned in the mid-price segment to offer a balance between quality and affordability. For businesses, a one-time purchase price or, alternatively, a leasing/rental model is offered to lower the barrier to entry. A leasing model can be particularly attractive for larger customers, as costs can be spread over several years. Additionally, optional add-on modules (e.g. lighting systems, sound modules, and apps) can be priced separately to allow for customization.

Place

Sales are primarily conducted in the B2B sector, directly to businesses, universities, and coworking spaces.

Distribution is supported by:

- Direct sales outreach (sales / email / personal contacts)

- collaborations with interior design and office furnishing companies
- partnerships with interior design and architecture firms that integrate Bloem into their projects

In the long term, indirect sales through retailers or platforms may also be pursued to increase reach.

Promotion

Bloem is marketed through a combination of digital communication and direct B2B outreach. Key channels include:

- Website with product information and use cases
- Social media (especially LinkedIn) to reach businesses
- Targeted presentations at trade shows and industry events
- Collaborations with partner companies in the office design sector

Additionally, the product's benefits are actively communicated, particularly regarding stress reduction, productivity, microbreaks and mental health.

Brand

The brand name "Bloem" comes from Dutch and means "flower." This name was chosen intentionally because it symbolizes growth, tranquility and naturalness. These values form the core of the product. The "Bloem Relaxation Capsule" was developed to create a space where users can briefly relax, recharge their energy and mentally unwind, just like a plant that grows and thrives under the right conditions. The product itself is named "Bloem Relaxation Capsule," making the connection between the brand and its function clearly recognizable. The name alone conveys that this is not merely a functional object, but a place of relaxation and retreat. The logo shown in the subchapter [Project Development|Concept](#) visually captures this idea. It depicts an abstract figure in a meditative sitting posture, embodying calm, balance and mindfulness. At the same time, the shape resembles a flower, reinforcing the connection to the name "Bloem." This combination of human and nature underscores the product's holistic approach.

Marketing Programmes

Programmes

Bloem's marketing program is based on a combination of direct B2B sales, a digital presence, and hands-on product demonstrations. Since this is a product that requires explanation, the focus is primarily on personal contact with potential customers. Companies, coworking spaces, and educational institutions are specifically targeted, particularly decision-makers in the areas of office management, HR or facility management. Personal presentations and direct conversations play a key role in clearly communicating the benefits of the capsule. Pilot projects and demo installations are a central component. Bloem should not simply be described; users should be able to experience it. That is why the first units are being installed on a trial basis in real work environments. These test phases make it possible to gather feedback, observe actual usage, and simultaneously build trust with potential customers. Successful pilot projects can then serve as references for other customers. In addition, a digital presence will be established, primarily to provide information and increase visibility. A clear, user-friendly website will introduce the product and the concept and provide information

about its features and use cases. A 3D model and promotional video will also help demonstrate the benefits to end customers regarding stress reduction, microbreaks, and modern work environments, and will further support the product's positioning. Platforms like LinkedIn also play an important role in this regard, as they allow for targeted outreach to the target audience and decision-makers within companies. Another key component is partnerships, such as with interior design firms, office furnishing companies, or architects. These partners can also position Bloem with relevant target groups and integrate it into spatial concepts. The advantage is that these partners already have existing networks and customer relationships, which can facilitate market access. For the secondary market, the approach will be slightly adapted. Here, initial collaborations will be sought through targeted outreach. Additionally, the focus will be on participating in trade shows and industry events. There, the product can be presented to a broader professional audience while simultaneously establishing contacts with potential customers, partners, and investors. Especially in this context, the physical experience of the product is a decisive advantage.

Budget

Bloem marketing budget focuses on initiatives that directly impact sales, brand building, and customer acquisition. The key areas of focus are:

- **Sales expenses:**
 - Personnel
 - Business development
 - Presentations
 - Client meetings
- **Product demonstrations and pilot projects:**
 - Production of demo units
 - Transportation
 - Installation
- **Digital infrastructure:**
 - Website development
 - Acquisition
 - Hosting
 - Content creation
- **Online Marketing:**
 - LinkedIn Ads,
 - Targeted B2B campaigns
 - SEO
- **Trade Shows & Events:**
 - Booth fees
 - Acquisition
 - Transportation
 - Presentation materials
- **Partnerships & Networking:**
 - Collaborations
 - Commissions

Control

The mentioned marketing activities should be tracked through a structured and continuous

monitoring process. To this end, various key performance indicators (KPIs) will be defined to measure success. These include, in particular, the number of B2B leads acquired, leads generated through various channels such as the website, events, and social media, the conversion rate of inquiries into actual sales and feedback from pilot projects. These metrics must be evaluated regularly, typically in monthly and quarterly reports. A target-actual comparison should be conducted to identify early on which measures are working well and where adjustments are needed. On this basis, the marketing strategy remains flexible and can be continuously refined. Successful campaigns and channels will be expanded strategically, while less effective approaches will be adjusted or scaled back. This also includes refining the approach to target audiences as needed. In addition, ongoing cost control is implemented. Marketing expenditures are regularly reviewed and evaluated in terms of their cost-benefit ratio. The goal is to use available resources as efficiently as possible and to focus on the measures that deliver the greatest value.

Summary

Based on market and competitive analysis, the team decided to develop a compact, soundproof relaxation pod for modern work environments. The product is primarily intended for the B2B market, particularly offices, coworking spaces, and educational institutions, as there is a heightened need for quiet spaces and stress reduction in these settings. The analysis shows that existing solutions are often expensive or less functional. Therefore, the intended solution should meet several requirements, such as guided relaxation exercises, the use of lighting control, or optional sound elements. Furthermore, the use of sustainable materials plays a decisive role in creating a pleasant room atmosphere and meeting European market requirements. As sustainability is such an important factor it will be addressed separately in the next chapter.

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