

THE PROBLEM

- Date rape, defined as drug-facilitated sexual assault has continued to become a common phenomenon in most institutions of higher learning and the public domain as well.
- Date rape amounts to a controversial and ambiguous crime where the offenders and the victims are usually in some sort of personal social relationship before the assault is committed.
- Arguably, despite its prevalence, the enforcement of the new laws have done nothing to resolve the problem (Francis, 2010).
- Statistics drawn from past research indicate that date rape constitutes approximately 20% of all sexual assaults.
- Similarly, due to its complexity, it is difficult to define, measure and even prevent date rape. For this reason, there is a need to develop drastic measures to help in addressing this social issue.

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- It is believed that this current project would go a long way in reducing the cumulative number of victims associated with date rape.
- Detecting rape drugs in drinks would allow women to detect whether a drink has been doctored or not.
- This product can detect Xanax or its generic alprazolam, valium and flunitrazepam; which are arguably the most common rape drugs.
- When dipped into drinks laced with rape drugs, the nail polish change colours.
- According to data from the Department of Justice , female first-time students in colleges are mostly affected especially during their first semester in school (Negrusz et al. 2005).
- It is believed that the availability of this product in the market would significantly help in reducing sexual assaults on unsuspecting women hence the need for an institutional or venture funding.

VALUE PROPOSITION

- Date drugs are particularly meant to make victims of date rape unable to consent, understand what is happening to them or even remember what happened to them.
- The use of date drugs in drinks significantly increases the risks of sexual assaults.
- Research shows that about half of sexual assault victims had been drinking before the assault.
- Even though this is not an indication that drinking automatically results in sexual assault, however, in most situations, victims are unable to detect whether their drinks have been laced with drugs or not (Bonar et al. 2020).

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- A majority of date rape incidents usually go unreported because the victims believe that the police cannot do anything to help and also due to fear of embarrassment believing it was a personal matter.
- The America Association of women argued that the existing laws and policies regarding sexual offences have not done much in preventing these occurrences and meeting the needs of the women who fall victims to predators (Presley et al. 2003).
- For this reason, in the understanding that date rape can occur anywhere, and victims are never responsible for the assault, this new product would therefore allow potential victims of date rape to particularly take precautionary measures to significantly reduce their risk of attack.
- This product would allow women to reduce the risks of this happening.

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- Similarly, market research has indicated a surprising demand. The company doesn't promise a price cut for the new product, but rather the company intends to play along with competition-based pricing techniques.
- Similarly, the existing technologies available in the market take a lot of time before the results are ready.
- However, the new product would significantly cut the wait time by nearly 90% allowing the users to see the results in less than 30 seconds.
- In this sense, customers stand to gain from the improved efficiency with little to no chances of errors.

MARKETING/ SALES

- As projected female college students are expected to constitute a majority of the potential clients for this new product.
- The release time for the new product is expected to occur when college students head back to school.
- Admittedly, the first semester has been found to be a dangerous time for female students in their first year of study (Streng & Kamimura, 2017).
- Based on the most recent data on sexual assaults on female college students, the product is expected to generate a lot of income since most college students are susceptible to date rape.
- Although there exists no information regarding prior sales for this product, evidence drawn from market research has indicated a huge demand for the product.

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- To ensure increased sales, the company intends to make use of strategies such as Google my business to increase awareness about the new product.
- Through google my business posts, the company expects to effectively promote the new product.
- In order to gain a higher customer purchase intention, Colors intend to use TV commercials to build trust among the potential consumers for the new product.
- Guo et al. (2018) argued that positive consumer is associated with positive buying intentions.

COMPETITION

- Just like the other sectors, Undercover colours intends to launch the new product in a market that is already established with other companies.
- The company is expected to face competition from the coasters, a product manufactured by Drink Safe Technologies.
- Even though this is a quality product already in the market, user errors and environments may result in diminished accuracy during usage.
- In contrast to the Nail polish, there may be little to no user errors during the usage of the product.

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- Similarly, the coasters do not detect the most common date drugs such as Rohypnol and may be greatly affected by the pH of the drink.
- Although some companies like Drink savvy Drinkware and the personal Drink Gadget may be already established in the market, their websites offer very limited information regarding their products.
- And with limited advertisement activities by the two companies, it is believed that Undercover colours would rise to be a major name in the industry.