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**Overview:**

A quick overview of my idea for Nalgene is to create a hydration pack with a different twist, a long lasting water filter built in. This will allow for those avid campers or hikers to have water not only stored, but also clean. There are many different routes that can be taken with this idea, such as partnerships with companies such as LifeStraw or Brita or even expanding their marketing to target groups that were previously out of reach. “CamelBak’s defense business grew during the fighting in Iraq and Afghanistan. By 2005, it was the Pentagon’s largest supplier of water packs. U.S. and foreign military and other government customers now account for about 40 percent of CamelBak sales” (Hart, 2012). Nalgene could utilize this opportunity to expand its market reach into government customers. This new filter option not only adds convenience, but safety for those who may be in a location where clean water is not readily available.

**People:**

The greatest strength people possess is the ability to adapt to change. The entire world is undergoing constant change and we all adapt to these changes daily, sometimes without even taking notice. In the workplace, daily activity changes, processes change and the daily interactions with others change. Without fail, people adapt and move forward, overcoming obstacles and streamlining processes. On the other hand, the strongest weakness for people is their comfort in routine. This can make large changes more difficult to impose and having to learn new things a longer process. If the team is resistant to change, this can cause delays or failure. Having the right team in a company is always key when implementing something new or launching a new product.

**Products and/or Services:**

When considering Products and/or Services, there are many variables that can result in a strength or weakness. I think that distinguishing features can be one of a company's biggest strengths or weaknesses. If an individual wants to purchase a water bottle, they have determined their need, which results in a demand for a product, but why would they buy from one company instead of another? Distinguishing factors can be the main fuel of competition in some markets. For example, some buy Nalgene bottles because of their durability while others have Bluetooth capability to alert the consumer when to drink more. Some “High-end brands like Hydro Flask, Stanley and S’well feature vacuum-insulated stainless steel. Translation: This design ensures your water will stay cold for hours — up to 24 hours, according to some brands ― and if you put a hot liquid in it, it’ll stay that way for up to 12 hours” (Hughes, 2019). These features distinguish each product and brand from the other, in turn making the product appealing for a different reason, even though they are all, at the core, the same thing, a water bottle.

**Company:**

Nalgene has a strong reputation that has built up over the course of many years. This is one of the largest strengths the company has going, their name and history. When adding a new product to their existing line, the company has the luxury of utilizing a similar target market. As a satisfied Nalgene water bottle owner, I would be interested to view their new products, meaning the company has invested customers. One of their largest weaknesses is consumer attitude towards the company. This is when the existing company reputation becomes a double edged sword. When a consumer hears the name Nalgene, they think, Water Bottles. The company is going to have to expand the minds of their consumers while expanding their product offerings. This is similar to the issue we reviewed regarding Jazzercise, the name exists and resonates with consumers instantly, but in a historical way. Even though the company currently sells storage containers and travel kits, the first item that comes to mind is still water bottles.

References

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