

ZINE  FF



Unplug and Unwind with ZineOff
A Magazine made by Teenagers for Teenagers

INTRODUCTION:

Feeling stuck, helpless, anxious, or stressed?
Just unplug and unwind with ZineOff.

ZineOff allows our generation to feel like they have a safe space when reading our magazine. Within doing that, they will get all the information that are needing that they feel that they cant get anywhere else. We are all in this together!



Customer Empathy:

- Researched potential customers: VE students who are in Generation Z.
- We know what is trending and what people our age are interested in.
- We want to share things that people our age may find comforting.



The background of the slide features a serene sunset over a vast, calm ocean. The sky transitions from a pale blue at the top to a soft orange and pink near the horizon. The water below is a deep teal color with gentle ripples. A solid orange horizontal banner is centered across the image, containing the text.

PROBLEM STATEMENT



At ZineOff, we strive to prioritize mental health with a product offering that not only makes customers feel at ease, but valued as well.

Solution Statement:

- Our magazines focus on mental wellbeing by providing customers with tips to cope with challenges.
- Magazines catered to consumers who lack enthusiasm and happiness.

COMPANY GOALS & MILESTONES

ZineOff's main intention is to focus on mental wellness and the prosperity of our readers.

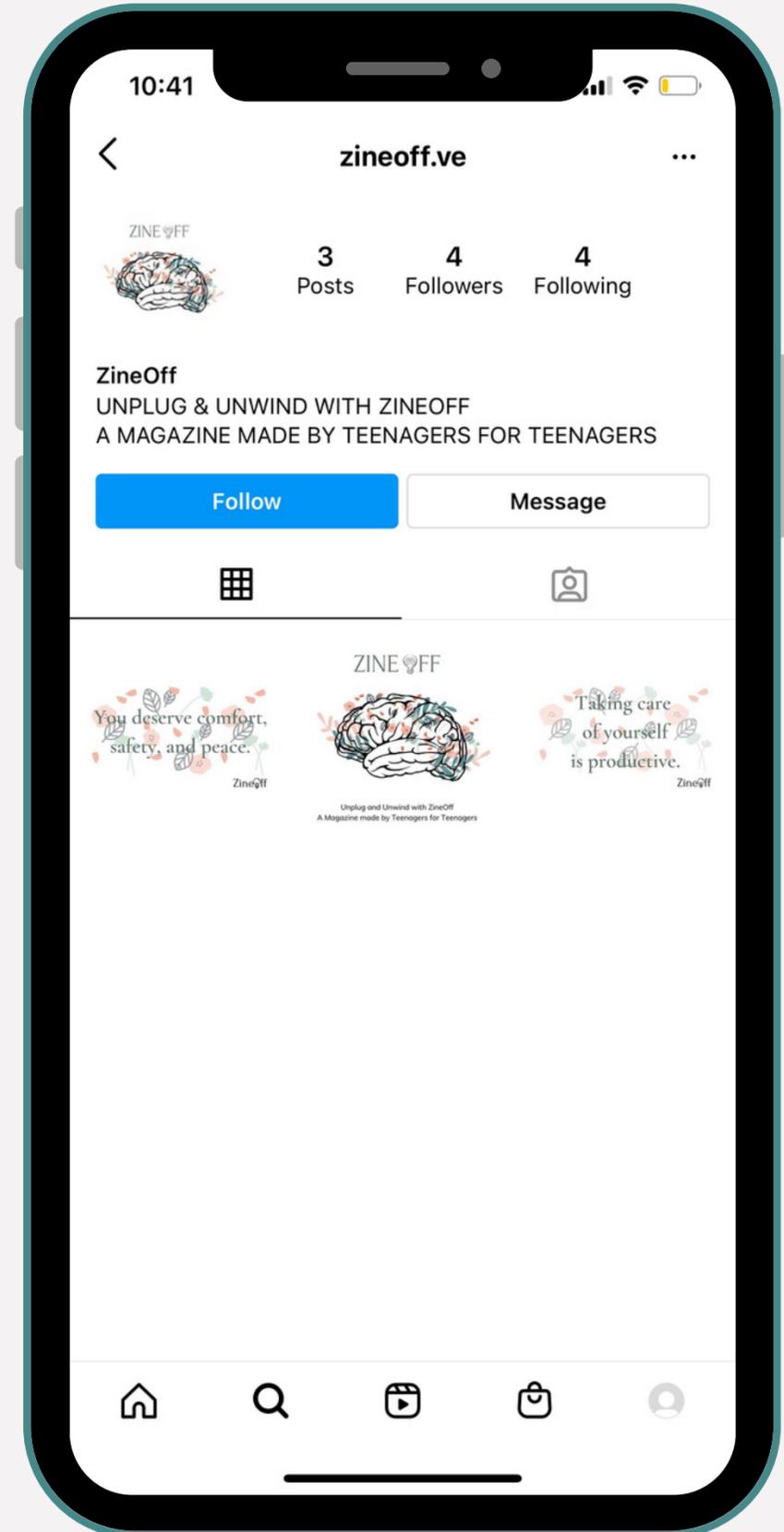
We hope to see improvement in our target audience's health after using the resources and services we've provided for them.

One of the goals as a company is to be one of the top 10 magazines of this kind in the industry.

Another goal is to have our sales to go from the break-even, currently at 3,596, to and increase of 40% by April 2022.

WHO IS ZINEOFF?

- LLC Corporation & Subscription Based Plan.
- We specialize in the creation of magazines containing various resources / topics surrounding wellness.
- Mental health, Physical health, Spiritual health.
- A magazine for teens, ran by teens



OUR MISSION:

Many times we, as teenagers, are not easily understood by adults. Due to the pandemic, many of us are going through a hard time right now.

We decided to take matters into our own hands and create something fun, informative, and that can be used as an escape to help us ease our minds as well as implement selfcare.



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ORGANIZATIONAL CHART

Viangelly Pena
Chief Executive Officer

Daniela Ramos
Chief Financial Officer

Katheryn Martinez
Chief Technical Officer

Yedeline Almonte
Chief Administrative Officer

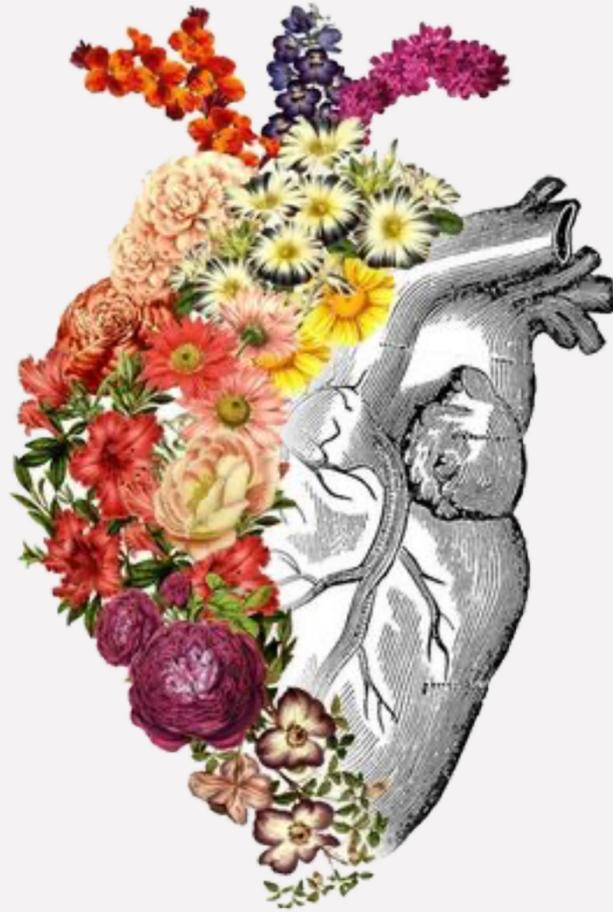
Jamisha Rosado
Chief Marketing Officer

Yedeline Almonte
VP of Human Resources

Dolche Davis
Chief Sales Officer

Shantiele Pena
Human Resources

SWOT ANALYSIS



ZINEOFF

Strengths

- Digital
- Helps self improvement

Weaknesses

- Promotion
- Unmotivated Employees

Opportunities

- Brand new company
- Cause Change

Threats

- Bigger experienced wellness brands
- Being New/ Inexperienced

TARGET AUDIENCE:



- Anyone who suffered from mental distress during COVID
- Young adults who enjoy writing
- Young adults who are interested in practicing mindfulness
- Those with artistic talents and abilities
- The overall younger generation
- Adults seeking ways to help their children



MARKET SEGMENTATION

DEMOGRAPHIC

Primarily young adults ranging from the ages of 12-18 years old.

GEOGRAPHIC

We target an international spectrum.

PSYCHOGRAPHIC

Gen Zers wanting to improve their mental health.



MARKETING MIX

PRODUCT

- ZineOff Magazine subscription
- Easily accessible through digital copies
- Shares self care tips
- To relieve stress, help cope with anxiety, and depression

PRICE

- The magazine subscription retails for \$14.99
- Customers will have access to all of our magazines and resources for \$14.99 a month.

PROMOTION

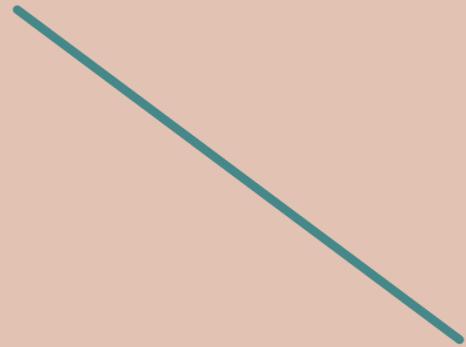
- We will have multiple social media platforms. (TikTok, Instagram page, and Twitter for constant updates to our consumers).
- We have t-shirts and hoodies with our logo.

PLACE + POSITIONING

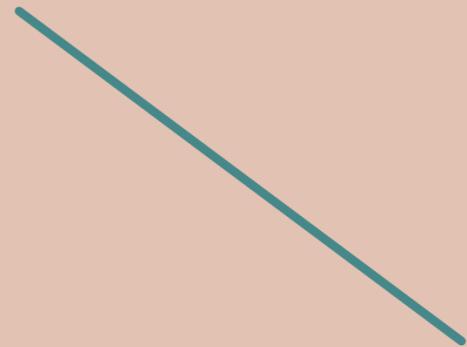
- ZineOff is a magazine that's fully digital. Whether you're in school, on a train, at the park, or anywhere for that matter, the magazine will always be accessible to you at all times.
- E-Commerce positioning since it's all online



Sensory Serenity



COMPETITIVE ANALYSIS



Nostalgia

Sensory Serenity

Similar to ZineOff it also allows for teens to take time off their phones and be able to physically distract themselves. They have a similar goal and target market that ZineOff has. Such as they have a target audience of young adults and teenagers, and their goal is to help reduce stress, anxiety and depression. They have the goal to help relax the brain and for one's self care benefits.

Nostalgia

They help to find the childhood memories that we want to find again. They find toys and accessories. They also have a target audience of young adults and teens. They help to find memories we have and bring them to life. This can be a possible competition due to the same target audience and also having interaction where the audience can be able to make requests.

DISCUSSION OF BUSINESS RISKS

Not meeting our customers' expectation

Not keeping up on our trends

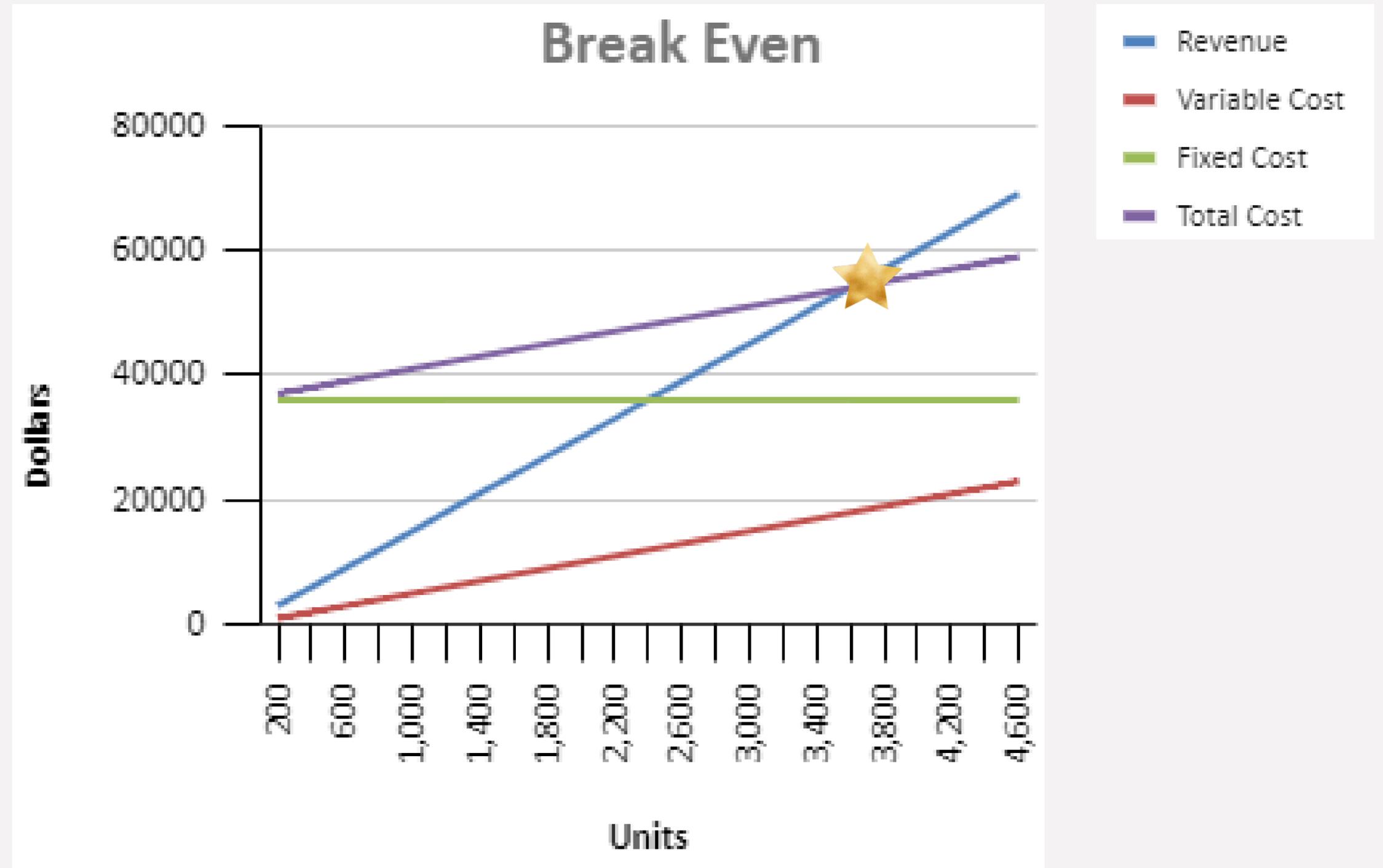
Business Strategy- Becoming less effective

ZINEOFF'S BREAK-EVEN ANALYSIS

April 2021

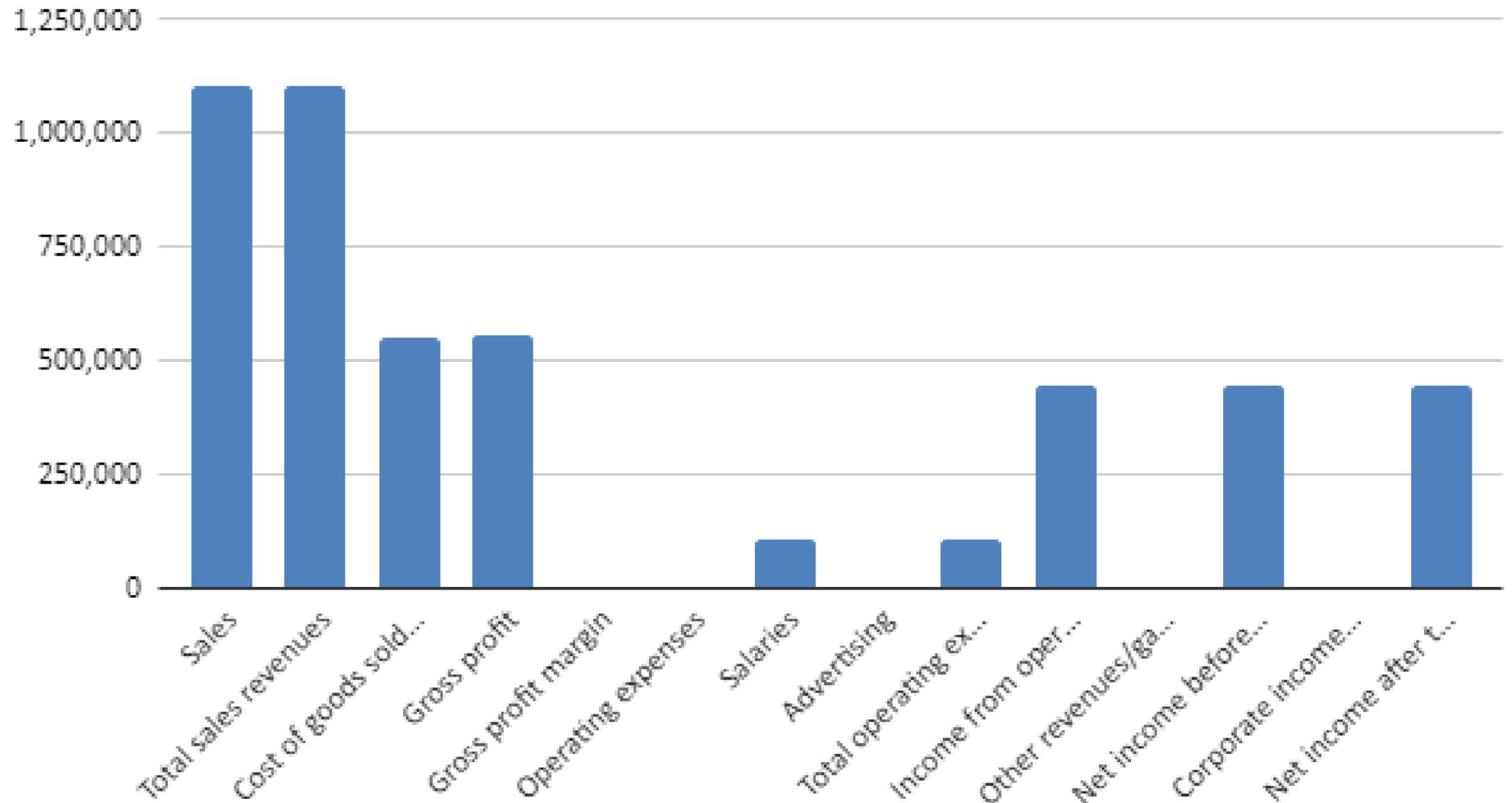
3,596 Units sold

\$53,946

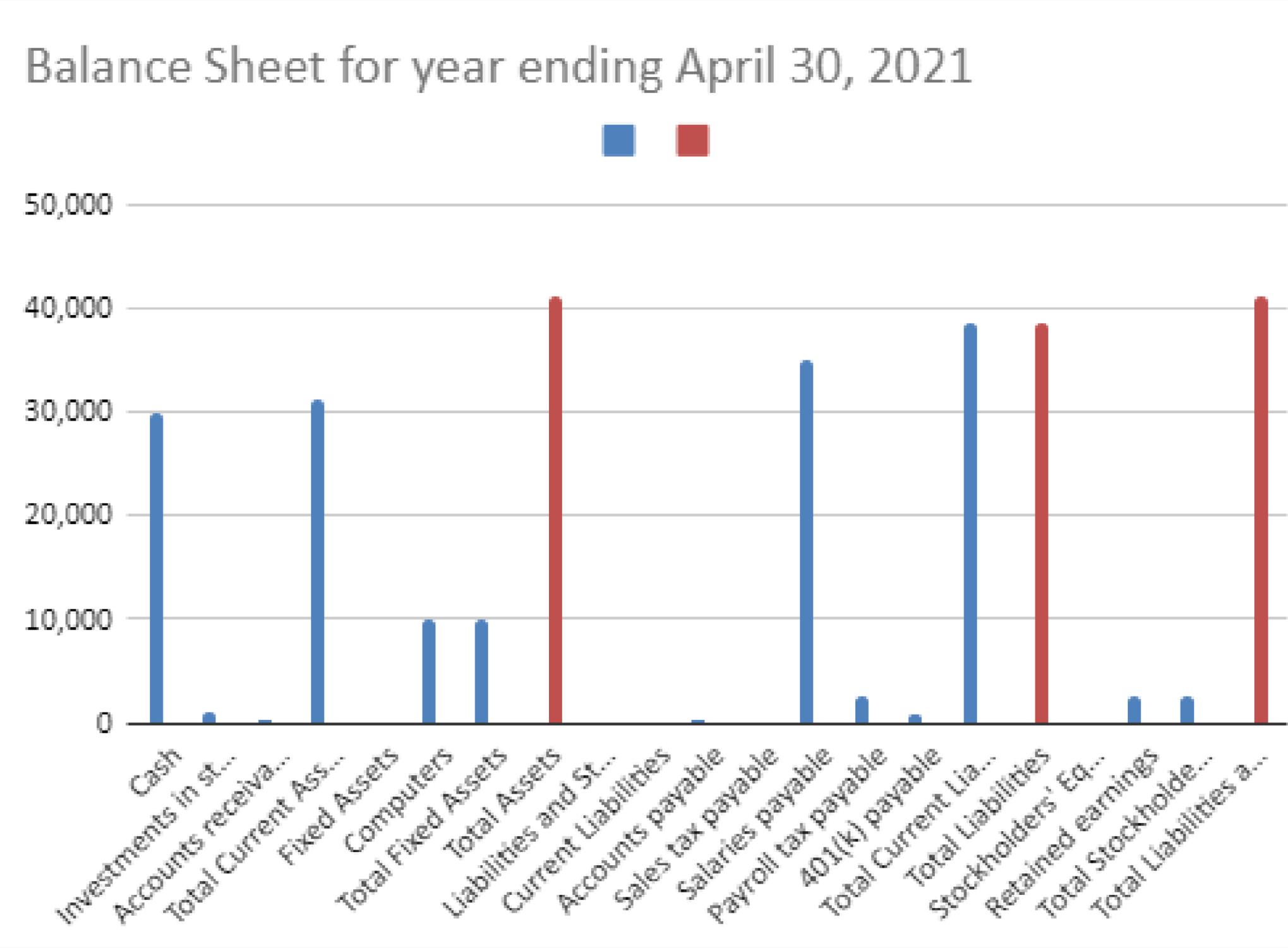


$$\frac{\$552,000}{1,102,896} = 50\%$$

Profit And Loss Statement

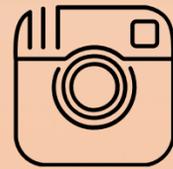


BALANCE SHEET





CONTACT US



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