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MAR 100

*Week F Assignment*

With four products being displayed in shark tank, one truly caught my attention. It wasn't something I expected to be intrigued by and it was Bridal Babes. Before diving into Bridal Babes I would like to talk about the other companies and what I did not like in their approach. With Plufl their whole idea was a "dog bed for humans". However, that really does not sound appealing to some people as it didn't appeal to some of the sharks and me. I am a human, not a dog and I can't just have a big bed just on the floor. It seems as if they could not find a better way to market the whole idea of the bed and the "dog bed" idea on it. With Big Bee Little Bee it wasn't appealing either. It was adorable hearing the little girl gives her pitch and talk about the products. However, the bad part about the pitch was the fact they came off mentioning the marker product making it seem like it was their "hero" product but however it was the scrubber and it was not in their main pitch. Even in the end when Kevin was mentioning he was out they brought out a whole new product. As all the sharks agree on they didn't focus on one product and focused 100% on it and that's what led to them losing money overall. Now with the last company Pretty Rugged the whole beginning pitch seemed off to me. She mentioned her great-grandfather being a pioneer in this world and that is amazing, however to me it didn't really seem to match her idea in the company. Unless it is her going around doing trade shows around the world talking about her company that relates to her grandfather.

Now let's get into Bridal Babes. The first thing was the wife came in with one of the dresses highlighting their product and getting complimented by everyone. Their whole pitch to me was amazing. It seemed like they knew what they were talking about and had everything covered. Even the other male sharks were confused about how the wife was talking about the materials of the dresses, while the female sharks were so astonished by everything. With the male sharks being confused they had a response to them to actually really understand the product and what they are doing with the company. That is what really stood out to me in how they answered everything with perfection, and it seems they really driven by their goal. They have a goal with this company, and it is to diversify and let women be able to wear dresses that people can't traditionally wear due to being curvy. I was even with the male sharks confused as well not knowing what a 2-26 is in dress sizes. However, the way the wife was talking about everything and breaking it down it highlights how Bridal Babes has a foundation and they are building on top of that and landing a deal with one of the sharks is going to build their company even more. The target audience being wedding attendees there is truly never going to be one dress being made. Once you get the bride, you have the bride plus the bridesmaid or just the bridesmaid

alone. It's always going to be multiple dresses and with these materials being fit for anyone it appeals to the consumers need tremendously.