

PriceSmart

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Solution

Our solution is the **Send & Support Card**, a gift-card available in key community stores that allows individuals in the United States to load flexible amounts of money to send to their family abroad, using a cash-based experience. PriceSmart customers redeem the money in-store to spend on essential items.

Objective

We were tasked with creating a marketing strategy proposal outlining channels, target audiences, and key U.S. communities for PriceSmart. We worked on making remittance transfer seamless between U.S. senders and Latin-America-based receivers, who are also PriceSmart customers.

Market Research

Data was collected through surveys with current PriceSmart customers in El Salvador. We also conducted our own research on the company's target audiences and key communities specific to El Salvador, Guatemala, and the Dominican Republic.

Key communities

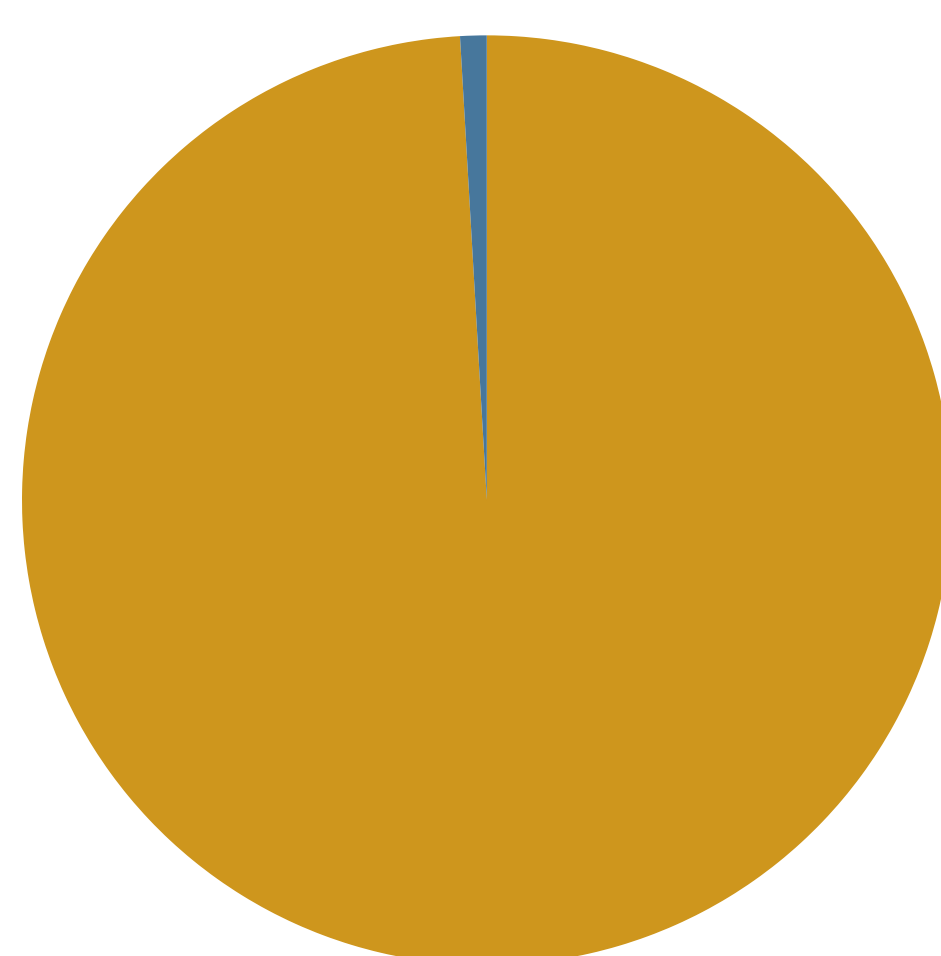
- Urban hubs such as New York City (Bronx, Washington Heights/Inwood), Los Angeles, Washington D.C./Maryland, and parts of California and Texas
- Trusted local businesses like bodegas, grocery stores, and small retailers act as key community anchors.

Target audiences

- Unbanked and underbanked migrant workers in the U.S. who regularly send money to support family in Latin America
- PriceSmart members: urban households that depend on remittances for essential expenses
- Appeals to small businesses acting as intermediaries

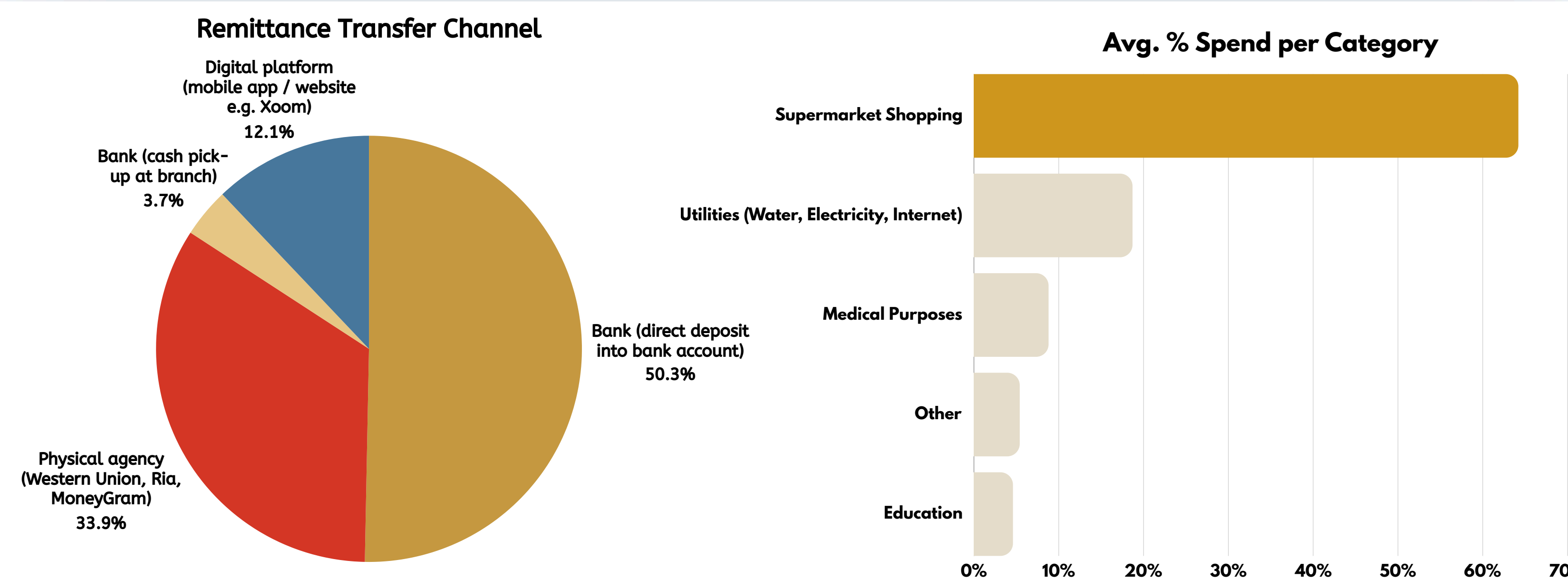
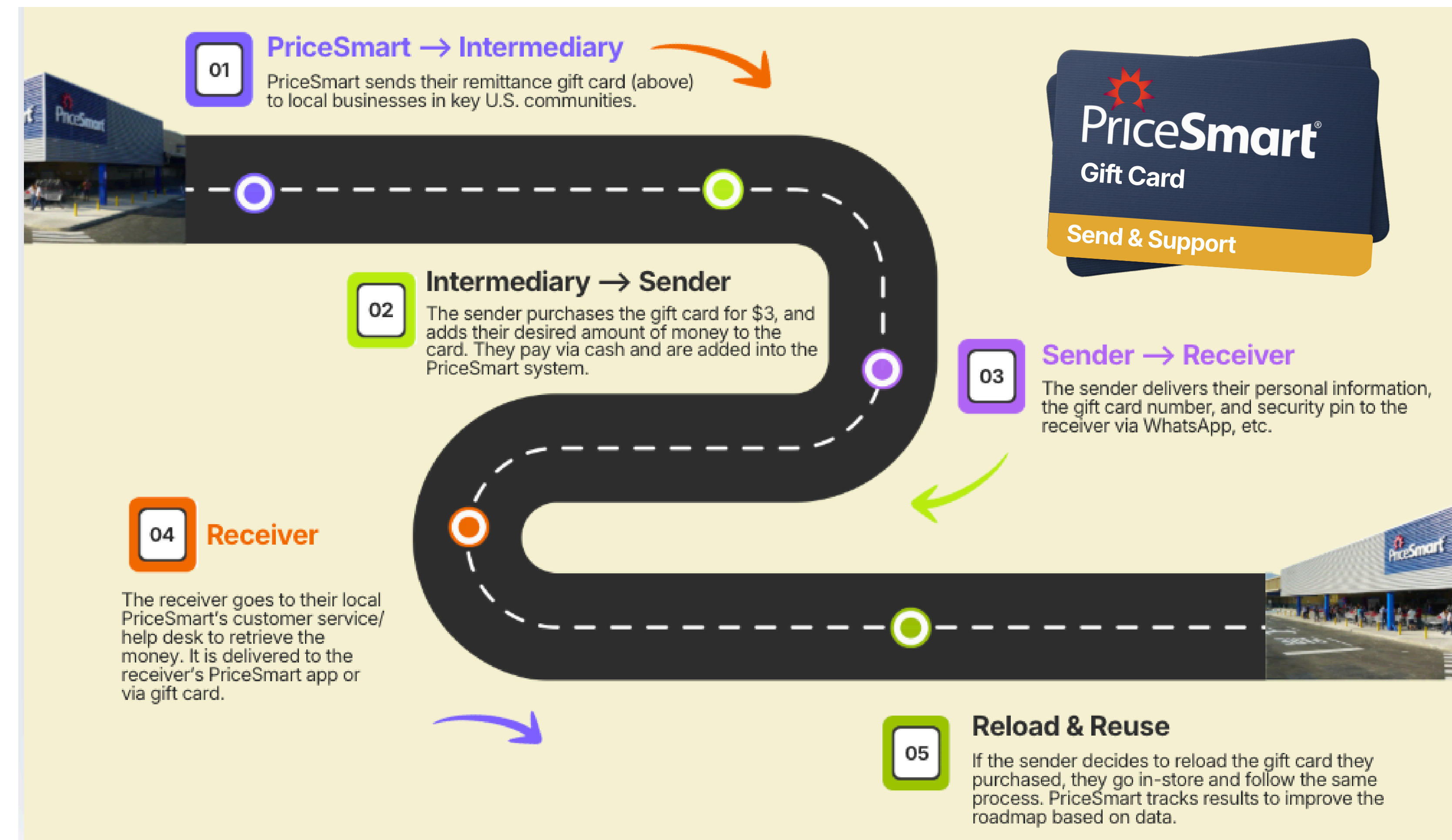
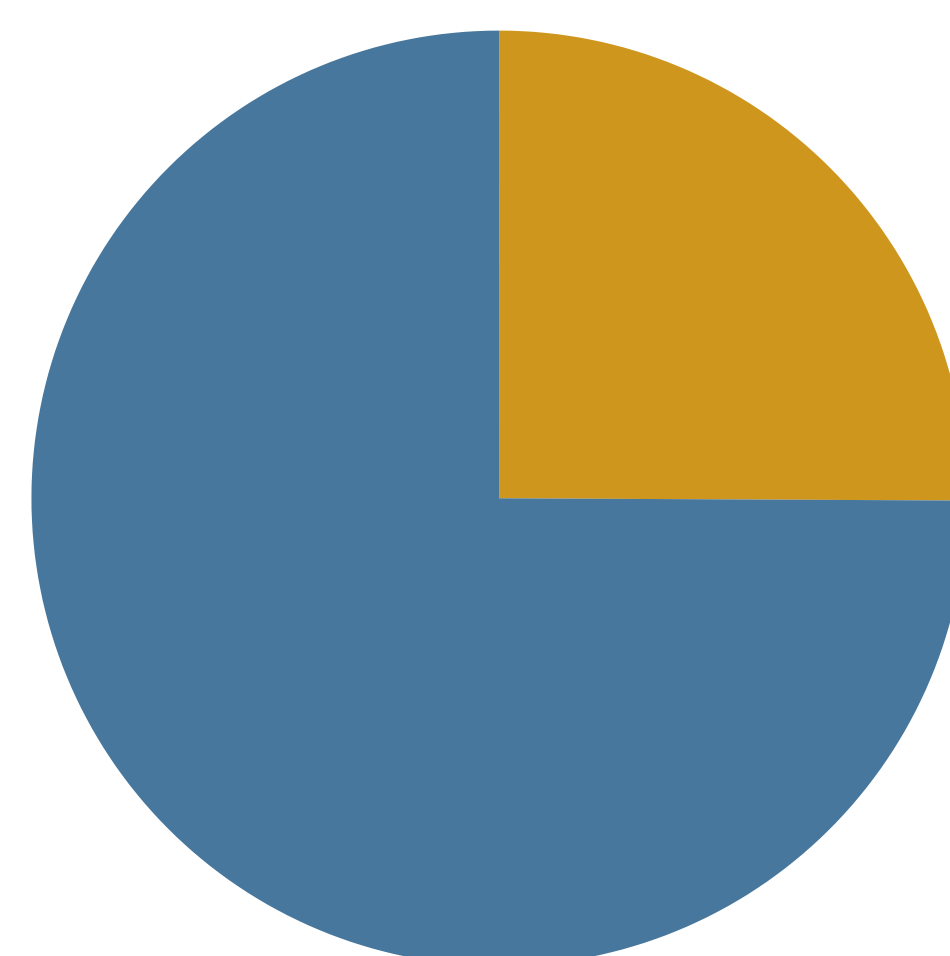
Would you recommend the PriceSmart remittance service?

- Would Recommend (Yes)
- Would Not Recommend (No)



Do you receive remittances from the USA?

- Yes (Receive)
- No (Don't receive)

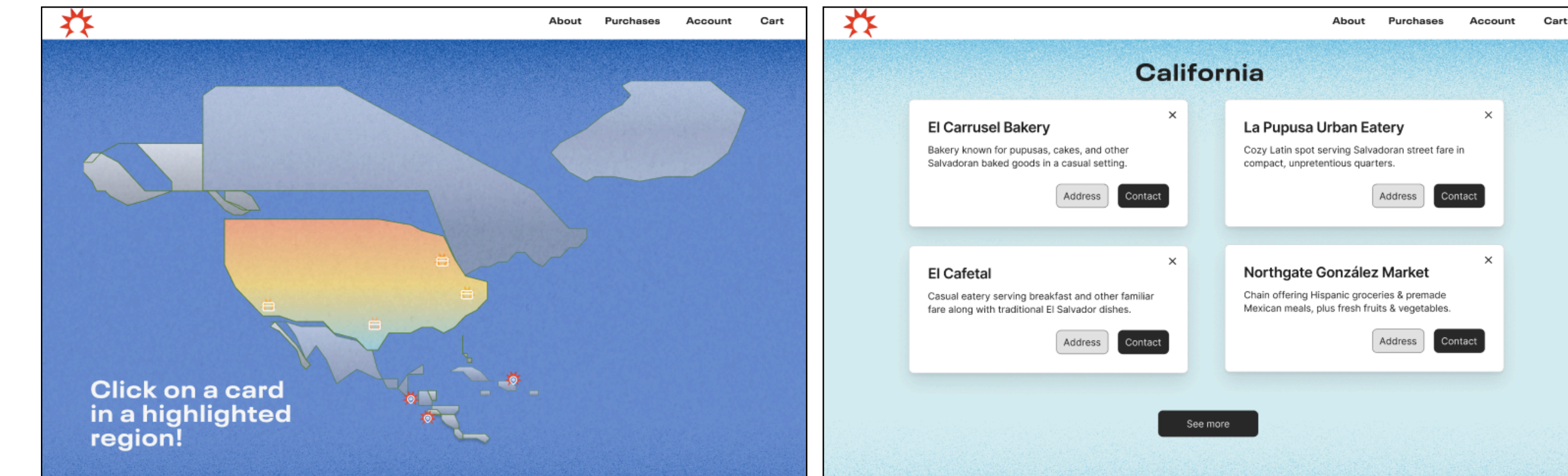


Learning Outcomes

- Market research through the lens of the warehouse industry
- Analytical skills from conducting surveys and recognizing patterns
- UI/UX Prototyping via Figma

Next Steps

We will work with PriceSmart to implement the gift card across key communities in the U.S. We will track results to improve the flow of information via data collection.



Prototypes

- Demonstrates how small businesses and senders will participate in the remittance program.
- A mobile app gives employees at participating locations efficient management of card transactions
- An online website allows senders to identify and locate participating businesses

