



MKT500026VA016-1212-001 - MARKETING MANAGEMENT



## Part A: Your Marketing Plan

Iviance Liggans on Sun, Jan 24 2021, 8:53 PM

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Submission ID: 0d8af4af-d975-4194-93a2-f843471335b7

A Miraculous Touch LLC Mar...

Word Count: 2,695

Attachment ID: 3930691988

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A Miraculous Touch LLC

1 SPA AND SALON MARKETING PLAN

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January 24, 2021

A Miraculous Touch LLC Marketing Plan

**1 INTRODUCTION TO THE COMPANY A MIRACULOUS TOUCH LLC IS A NEW EXECUTIVE SALON AND SPA SERVICE PROVIDER LOCATED IN CALIFORNIA, THE CITY OF LOS ANGELES, AND SAN DIEGO. THE ENTERPRISE WILL OFFER A WIDE RANGE OF BEAUTY AND HEALTH PRODUCTS RANGING FROM ULTRA-COMFORTABLE AND ULTRA-CHIC SPA ROOMS, WITH THE BEST AND SLEEKEST SPA EQUIPMENT AND LINEN. THE COMPANY HAS A WELL-TRAINED, WELCOMING, AND EXPERIENCED MASSAGE PROVIDER AND BEAUTICIANS WITH EXPERIENCE IN MODERN AND EXOTIC HAIRSTYLES, THERAPEUTIC MESSAGES, FACIAL AND BODY TREATMENT. A MIRACULOUS TOUCH SP WILL OFFER, AMONG OTHER THINGS; DEEP TISSUE MASSAGE, REFLEXOLOGY, THE TRADITIONAL SWEDISH MESSAGES. THE SALON WILL PROVIDE ESSENTIAL HAIR SERVICES SUCH AS SLEEK CUTS, BRAIDING, STYLING AND COLORING, EXTENSION, AND HAIR TREATMENT AND RESTORATION SERVICES FOR BOTH MEN AND WOMEN. THE BUSINESS SHALL ALSO SELL VARIOUS HAIR CARE PRODUCTS, ANTI-AGING CREAMS.**

**THIS MARKETING PLAN HIGHLIGHTS THE MAIN STRATEGIES THE BUSINESS WILL IMPLEMENT TO REACH ITS TARGET AUDIENCE AND ACHIEVE ITS REVENUE GOALS. THE CONTENT OF THIS MARKETING PLAN SHALL INCLUDE A DETAILED DESCRIPTION OF THE MISSION STATEMENT, THE SHORT TERM AND LONG-TERM GOALS OF THE COMPANY, THE INTERNAL AND EXTERNAL ENVIRONMENTAL ASSESSMENT THROUGH PESTEL AND SWOT ANALYSIS, THE MARKETING MIX THROUGH THE USE OF THE 4PS, INCLUDING THE PRICING, PROMOTION, PLACE AND PRODUCT ELEMENTS. THE PAPER**

**SHALL ALSO HIGHLIGHT THE BUDGETING CONSIDERATIONS FOR THE IMPLEMENTATION OF THE MARKETING STRATEGIES TO BE ADOPTED.**

**MISSION STATEMENT A MIRACULOUS TOUCH LLC'S MISSION IS TO DEVELOP AND RUN A PROFITABLE BUSINESS THAT PROVIDES HIGH-END AESTHETIC AND THERAPEUTIC MASSAGE SERVICES, HAIR TREATMENT, AND OTHER BODY CARE PROFESSIONALLY AND SATISFACTORILY. WE AIM TO PROVIDE OUR CLIENTS WITH THE BEST EXPERIENCES THROUGH OUR LICENSED AESTHETICIANS.** We seek to tailor our services to our clients' <sup>1</sup> **TASTES PROFESSIONALLY TO ENSURE CONTENT AND SATISFACTION TO CREATE LOYAL CLIENTS.**

Marketing Objectives

### **1 LONG TERM OBJECTIVES**

1. <sup>1</sup> **THE COMPANY'S LONG-TERM OBJECTIVE IS TO EXPAND THE BUSINESS BY OPENING BRANCHES IN OTHER MAJOR CITIES WITHIN THE UNITED STATES. CONSIDERING THE HIGH DEMAND RESULTING FROM FASHION AS A SOCIO-CULTURAL DRIVER, THERE IS A HUGE DEMAND FOR MODERN HAIRSTYLING SERVICES, INCLUDING HAIR PATCHING, EXTENSION, AND TRIMMING.**
2. <sup>1</sup> **THE COMPANY AIMS TO PROVIDE EMPLOYMENT OPPORTUNITIES TO OVER 1000 PROFESSIONALS WITHIN THE NEXT THREE YEARS, A GROWTH OF 705 IN EMPLOYMENT CREATION.**
3. <sup>1</sup> **THE COMPANY SEEKS TO DEVELOP A CHAIN OF THE SERVICE-BASED COMPANY, TO PROVIDE CUSTOMIZED STYLING SERVICES, SPA EXPERIENCE, BEAUTY, AND HEALTH PRODUCT SUPPLY ACROSS SEVEN DIFFERENT STATES BY THE END OF THE SECOND YEAR OF OPERATION.**
4. <sup>1</sup> **TO ENSURE A 505 GROWTH IN REVENUES EVERY YEAR THROUGH AGGRESSIVE MARKETING, QUALITY SERVICE, AND PRODUCT SUPPLY.**

## **SHORT TERM OBJECTIVES**

- 1. 1 MARKET PENETRATION TO INCREASE SALES AND REVENUES TO THE TUNE OF 30% WITHIN THE FIRST YEAR OF OPERATION THROUGH MARKETING AND PROVISION OF QUALITY PRODUCTS AND SERVICES.**
- 2. 1 PROVIDE EMPLOYMENT OPPORTUNITIES TO OVER 100 QUALIFIED YOUTHS WITHIN THE COMPANY'S DIFFERENT SERVICE AND PRODUCT DISTRIBUTION SECTORS.**

## **TRACKING THE MAIN GOALS OF THE COMPANY**

**WEBSITE VISITS THE COMPANY SHALL USE THE WEBSITE VISITS AS A STATISTICAL AND INFORMATION SOURCE TO DETERMINE THE NUMBER OF NEW INTERESTS AND CUSTOMERS SEEKING TO KNOW MORE ABOUT ITS SERVICES. WEB ANALYTICS TOOLS SUCH AS GOOGLE ANALYTICS SHALL BE USED TO TRACK AND ANALYZE WEB DATA (MAINTZ & ZAUMSEIL, 2019). THROUGH ITS WEBSITE, AMIRACULOUSTOUCHLLC.COM, THE COMPANY SHALL PROVIDE ALL THE INFORMATION NECESSARY, SUCH AS THE ESSENTIAL PRODUCTS, LOCATION, AND THE SERVICES PROVIDED.**

**CUSTOMER VALUE CUSTOMER VALUE SHALL BE MEASURED BY THE NUMBER OF POSITIVE REVIEWS, RECOMMENDATIONS, AND RETENTION OF CLIENTS. THIS SHALL BE ACHIEVED THROUGH THE PROVISION OF QUALITY SERVICES AND PRODUCTS THAT BRING POSITIVITY TO OUR CLIENTS.**

**CUSTOMER RETENTION RATE CUSTOMER RETENTION MAINLY INVOLVES THE CREATION OF A LOYAL CUSTOMER BASE THROUGH QUALITY SERVICES AND PRODUCTS. THIS SHALL BE ASSESSED THROUGH THE MAINTENANCE OF RECORDS WITH FIRST-TIME CLIENTS AND REPEAT CLIENTS. THE COMPANY SHALL CUSTOMIZE ITS SERVICES**

**AND PRODUCTS FOLLOWING CUSTOMER PREFERENCES IN A BIT TO  
CREATE LOYALTY.**

**CUSTOMER ENGAGEMENT CUSTOMER ENGAGEMENT SHALL BE  
MONITORED ACROSS ALL THE PROMOTION PLATFORMS AND  
CHANNELS. THE COMPANY SHALL CREATE A WEBSITE AND OPEN  
VARIOUS SOCIAL MEDIA ACCOUNTS WHERE VITAL INFORMATION AND  
DETAILS, LIST OF PRODUCTS AND SERVICES SHALL BE AVAILED. THE  
ENGAGEMENTS SHALL BE MONITORED IN TERMS OF THE NUMBER OF  
INQUIRIES MADE, THE NUMBER OF LIKES AND SHARES, BY THE NEW  
AND RETAINED CLIENTS, AS WELL AS THE TELEPHONE INQUIRIES,  
THROUGH OUR TELEPHONE AND EMAIL ACCOUNTS.**

Target audience

**1 THE COMPANY SHALL USE MARKET SEGMENTATION, WHICH  
INVOLVES CATEGORIZING OR DIVIDING THE MARKET INTO DISTINCT  
GROUPS BASED ON THEIR DIFFERENT ATTRIBUTES (DIBBS & SIMKIN,  
2016).** A Miraculous Touch LLC shall target three distinct customers, including:

- 1. 1 MEN AND WOMEN SEEKING HAIR CARE SERVICES SUCH AS  
TRIMMING, SHAVES, BRAIDING, AND HAIR EXTENSION SERVICES.**
- 2. 1 MEN AND WOMEN SEEKING MASSAGE AND OTHER BODY THERAPY  
SERVICES.**
- 3. 1 MEN AND WOMEN SEEKING HAIR AND BODY HEALTH PRODUCTS  
SUCH AS SHAMPOOS, MASSAGE OILS, ANTI-AGING CREAMS, HAIR  
RESTORATION PRODUCTS, AMONG OTHERS.**

**ENVIRONMENTAL ANALYSIS (PESTLE ANALYSIS) THE PESTLE ANALYSIS  
ASSESSES THE EXTERNAL FACTORS THAT AFFECT THE OPERATIONS OF  
ANY BUSINESS. THE FOLLOWING ARE SOME OF THE POLITICAL,  
ECONOMIC, SOCIO-CULTURAL, TECHNOLOGICAL, AND**

**ENVIRONMENTAL FACTORS (PHILLIPS & MOUTINHO, 2018) THAT INFLUENCE A MIRACULOUS TOUCH LLC'S OPERATIONS.**

**POLITICAL ENVIRONMENT THE POLITICAL FACTORS INVOLVE MOSTLY GOVERNMENTAL INFLUENCES AND POLICIES THAT IMPACT THE OPERATIONS OF A BUSINESS. THESE MAY INCLUDE BUT ARE NOT LIMITED TO; LEGISLATION, TAXATION, AND TARIFFS. 2 A MIRACULOUS TOUCH LLC IS AFFECTED BY GOVERNMENTAL POLICY ON TAXATION. 1 THE TAXES ARE CHARGED ON THE REVENUES, WHICH SIGNIFICANTLY DETERMINE THE PROFIT MARGINS OF THE BUSINESS. THE TARIFFS ALSO IMPACT THE COMPANY ON IMPORTING PRODUCTS SUCH AS THE EQUIPMENT'S AND OTHER EXOTIC MASSAGE AND HAIR PRODUCTS OBTAINED FROM OTHER COUNTRIES. WITH THE GOVERNMENT ENCOURAGING AND PROVIDING INCENTIVES TO STARTUPS, THE COMPANY SHALL BENEFIT FROM A TAX WAIVER FOR THE FIRST TWO YEARS OF OPERATIONS, WHICH WILL IMPROVE ITS PROFITABILITY AND HELP SAVE ON THE COST OF TAXATION.**

**ECONOMIC ENVIRONMENT THE INCREASE IN THE COST OF ACCESSING FINANCES FROM BANKS WILL HUGELY IMPACT THE SERVICES AND PRODUCT DISTRIBUTION AS IT DOES NOT HAVE MANY INVESTORS. INFLATION RATES WILL ALSO LEAD TO THE INCREASED COST OF EQUIPMENT, WHICH WILL DRIVE UP THE PRODUCTS AND SERVICES'**

values, leading to a likely reduction of customers.

**1 SOCIO-CULTURAL ENVIRONMENT WITH THE INCREASING NUMBER OF WOMEN PURSUING LUCRATIVE CAREERS, THERE IS AN INCREASE IN DEMAND FOR HEALTH AND SPA BUSINESSES. THIS PROMISES PROFITABILITY DUE TO THE RISE IN DEMAND AND AFFORDABILITY. Th**  
growing awareness of Massage therapies' **1 HEALTH BENEFITS, CONSIDERING THE CURRENT LIFESTYLES, ESPECIALLY ON DIETING, CREATES A MASSIVE DEMAND FOR THE SERVICES. THE INCREASING AWARENESS OF BODY AND BEAUTY WILL HELP DRIVE THE DEMAND FOR PRODUCTS**

**AND SERVICES SUCH AS FACIAL SCRUBS, HAIR STYLING, AND SLEEK CUTS.**

**TECHNOLOGICAL ENVIRONMENT THE USE OF TECHNOLOGY IN THE PROVISION OF MASSAGE SERVICES HAS GROWN. EQUIPMENT SUCH AS THE ADJUSTABLE BED RESTS EXPENSIVE. TECHNOLOGY IS ALSO USED IN THE MARKETING SEGMENTS, WITH THE INCREASING CONTENT MARKETING STRATEGIES TAKING CENTER STAGE. SOCIAL MEDIA AS A MARKETING TOOL WILL ENABLE THE BUSINESS TO REACH A LARGE CUSTOMER AND TARGETED AUDIENCE BASE.**

**ENVIRONMENTAL ANALYSIS ENVIRONMENTAL FACTORS CONTRIBUTE SIGNIFICANTLY TO THE SUCCESS OF THE SPA AND SALON BUSINESS CONCERNING WASTE PRODUCT DISPOSAL, THE USE OF DANGEROUS PRODUCTS SUCH AS CHEMICALS USED IN CLEANING AND MASSAGE OILS. THE COMPANY MUST IMPLEMENT VARIOUS ENVIRONMENTALLY FRIENDLY DISPOSAL MECHANISMS TO REDUCE THE LIKELIHOOD OF POLLUTION AND MAINTAIN A WELCOMING AND CLEAN ENVIRONMENT**

**LEGAL ENVIRONMENT THE SPA AND SALON BUSINESS'S LEGAL ENVIRONMENT REVOLVES AROUND COMPLIANCE WITH LEGISLATION RELATING TO LICENSING, TAX COMPLIANCE, HEALTH AND SAFETY REGULATIONS. A MIRACULOUS TOUCH LLC SHALL ENSURE THAT IT OBTAINS ALL THE NECESSARY LICENSES BEFORE STARTING TO OPERATE. IT WILL ALSO ENSURE THAT IT EMPLOYS QUALIFIED AND PROFESSIONAL SERVICE PROVIDERS, GET INSURANCE, AND ENSURE THAT TAXES ARE PAID IN TIME.**

**2 SWOT ANALYSIS OF A MIRACULOUS TOUCH LLC THE SWOT ANALYSIS IS STRATEGIC IN ANALYZING THE INTERNAL ENVIRONMENT OF A BUSINESS, ASSESSING THE STRENGTHS, WEAKNESSES, THE AVAILABLE OPPORTUNITIES, AND THREATS A COMPANY FACES TO DEVELOP A**

## **COMPETITIVE EDGE AND IMPROVE BUSINESS EFFICIENCY (MCDONALD 2016).**

**1 STRENGTHS OF THE COMPANY A MIRACULOUS TOUCH LLC HAS VARIOUS ADVANTAGES THAT WILL ENABLE IT TO COMPETE EFFECTIVELY WITH OTHER COMPANIES WITHIN THE BEAUTY AND SPA INDUSTRY. FIRST, THE COMPANY IS STRATEGICALLY PLACED IN AN AREA WITH MANY AFFLUENT AND UPPER-MIDDLE-CLASS FAMILIES INTERESTED AND ABLE TO AFFORD THE COMPANY'S PREMIUM PRODUCTS AND SERVICES. THIS WILL HELP THE COMPANY ACHIEVE ITS REVENUE TARGETS. THE COMPANY ALSO PROVIDES A WIDE RANGE OF SERVICES, WHICH WILL HELP COMPENSATE FOR THE REVENUE STREAMS OF POORLY PERFORMING SEGMENTS WITHIN THE ESTABLISHMENT. THESE SERVICES INCLUDE FACIALS, DEEP TISSUE MASSAGES, HYDRATION THERAPIES, SHAVING, AND HAIR BRAIDING SERVICES, AMONG OTHERS.** The business is strategically located in a strategic location with an excellent atmosphere. **1 CLIENTS CAN ENJOY THE COOL BREEZE IN THE AFTERNOONS, GIVING THEM A RELAXING AND FEEL-GOOD AURA.**

**WEAKNESSES OF THE COMPANY THE COMPANY'S MAIN WEAKNESSES ARE THE ENORMOUS COSTS OF MAINTENANCE OF THE BUSINESS CONCERNING THE RENTAL EXPENSES, RECURRENT EXPENDITURES SUCH AS SALARIES, AND THE PURCHASE OF THE TOOLS OF THE TRADE SUCH AS DRIERS AND MASSAGE TABLES. THE COMPANY ALSO HAS VERY FEW INVESTORS, MAKING IT HARD TO ACCESS CASH TO FACILITATE THE PROVISION OF SOME OF THE SERVICES SUCH AS HYDROTHERAPY.** The other weakness is the high cost of the services and clients' **1 UNWILLINGNESS TO INDULGE AS THEY CONSIDER IT A LUXURY. A MIRACULOUS TOUCH LLC ALSO HAS A WEAKNESS OF FEW DISTRIBUTION CHANNELS AS THE PRODUCT SUPPLY IS ONLY THROUGH ONLINE STORES AND THREE DISTRIBUTION STORES WITHIN THE CITY OF LOS ANGELES.**

**OPPORTUNITIES FOR THE COMPANY VARIOUS OPPORTUNITIES ARE AVAILABLE FOR A MIRACULOUS TOUCH LLC, ESPECIALLY IN THE AREA OF EXPANSION IN OTHER CRITICAL TOWNS DUE TO THE ENORMOUS DEMAND CREATED BY THE FASHION REVOLUTION. THE COMPANY ALSO HAS A MASSIVE OPPORTUNITY FOR NETWORKING THROUGH MARKETING USING SOCIAL MEDIA, WORD OF MOUTH AS SATISFIED CLIENTS WILL SEEK TO MAKE RECOMMENDATIONS AND BRING IN THEIR FRIENDS AND FAMILY. THEY ARE VERY FEW COMPETING FIRMS THUS PROVIDING THE COMPANY WITH AN OPPORTUNITY TO SAVE ON MARKETING COSTS AND REINVESTING IN MODERN EQUIPMENT AND SKILLED PERSONNEL, THUS INCREASING ITS COMPETITIVE ADVANTAGE. THE COMPANY HAS THE CHANCE OF EXPANDING ITS PRODUCT LINES TO INCLUDE THE SUPPLY OF BODY CREAMS AND OTHER BEAUTY PRODUCTS SUCH AS MAKEUP KITS.**

**THREATS TO THE COMPANY THE COMPANY'S PRINCIPAL THREATS INCLUDE THE POSSIBILITY OF FINDING SKILLED AND EXPERIENCED EMPLOYEES FOR SOME OF THE SERVICES OFFERED, SUCH AS HYDRATION THERAPY AND DEEP TISSUE MASSAGE. THE COMPANY ALSO FACES THE THREAT OF EMPLOYEE TURNOVER, WHICH IMPACTS THE GOAL OF LOYAL CUSTOMER BASE CREATION SIGNIFICANTLY AS CUSTOMERS ALWAYS FORM A BOND WITH SPECIFIC SERVICE PROVIDERS, LEAVING WITH THEM ONCE THEY ARE OPT-OUT. THE THREAT OF UNPROFESSIONALISM, ESPECIALLY IN THE MASSAGE SEGMENT, MAY RESULT IN NEGATIVE PUBLICITY, WHICH MAY REDUCE THE NUMBER OF CLIENTS AND NEGATIVELY IMPACT THE COMPANY'S REVENUE TARGETS.**

## Competition

**1 THE COMPANY'S MAIN COMPETITORS INCLUDE • THE DREAMZ SPA, • A COMPANY THAT HAS BEEN IN THE INDUSTRY FOR OVER 15 YEARS, • THE TALIA SALON AND SPA, AND • OTHER SMALLER ESTABLISHMENTS**

## **OFFERING THE SERVICES OF HAIR MAINTENANCE AND BEAUTY THERAPY.**

**THE SMALL COMPANIES ARE QUITE COMPETITIVE AS THEY HAVE A BROAD BASE OF LOYAL CUSTOMERS, AND THEY PROVIDE SERVICES AT A RELATIVELY CHEAPER COST. THE COMPANY SHALL IMPLEMENT VARIOUS STRATEGIES, INCLUDING AGGRESSIVE PROMOTION, DISCOUNTING, AND DIFFERENTIATED PRICING SCHEMES TO SEE OFF COMPETITION FROM THESE ENTERPRISES.**

**THE 4PS OF MARKETING TO MARKET THE PRODUCTS AND SERVICES EFFECTIVELY, A MIRACULOUS TOUCH LLC SHALL DEFINE ITSELF THROUGH THE 4PS. THE CONCEPTS HIGHLIGHT THE PRODUCTS, PLACE OR LOCATION, PROMOTION, AND PRICING STRATEGIES THAT A COMPANY IMPLEMENTS IN MARKETING ITS PRODUCTS AND SERVICES (MACLAREN, FARRINGTON & O'GORMAN, 2017), AS DISCUSSED BELOW.**

### Product

**1 THE MAIN PRODUCTS AND SERVICES THAT THE COMPANY WILL MARKET BY THE MARKET DEMAND SHALL INCLUDE BUT NOT LIMITED TO THE FOLLOWING;**

- 1 HAIRDRESSING SERVICES INCLUDING DRESSING, BRAIDING, TRIMMING, PLAINTING, AMONG OTHERS**
- 1 THE SALE OF BEAUTY PRODUCTS SUCH AS MASSAGE OILS, SHAMPOOS, HAIR RESTORATION PRODUCTS, HAIR FOODS, AND MOISTURIZERS.**
- 1 MASSAGE SERVICES, INCLUDING DEEP TISSUE MASSAGE, HYDROTHERAPY, NATUROPATH, HERBALIST, ACUPUNCTURE, AMONG OTHERS.**

4. 1 **BEAUTY THERAPY, INCLUDING FACIAL SCRUB, FACIAL MASSAGES, AMONG OTHERS.**

**PLACE THE BUSINESS SHALL BE LOCATED IN CALIFORNIA, IN SAN JOSI AND LOS AGELESS, AS THE BUSINESS TARGETS VARIOUS MIDDLE-CLAS FAMILIES. THE COMPANY SHALL HAVE ITS MAIN FACILITIES IN THE TUBMAN COMPLEX ALONG MT. WHITNEY AVENUE AND SANTA MONICA IN LOS ANGELES. HOWEVER, THE BEAUTY PRODUCTS OF THE COMPAN SHALL BE AVAILABLE IN VARIOUS BEAUTY STORES ACROSS THE CITY. THE PRODUCT SHALL BE AVAILABLE FOR PURCHASE ONLINE, THROUGH THE COMPANY'S WEBSITE, WITH CRUCIAL INFORMATION CONCERNING THE PRODUCT'S DISTRIBUTION, CONTACT DETAILS, AND SHIPMENT DETAILS AVAILABLE ON ALL THE COMPANY'S ONLINE PLATFORMS, INCLUDING FACEBOOK AND INSTAGRAM PROFILES.**

**PROMOTION A MIRACULOUS TOUCH LLC SHALL IMPLEMENT VARIOUS STRATEGIES IN MARKETING ITS PRODUCTS TO THE TARGETED AUDIENCE. FIRST, THE COMPANY SHALL USE CONTENT MARKETING TO DRIVE TRAFFIC TO ITS SITES AND DRIVE SALES OF ITS PRODUCTS AND SERVICES. THIS IS A DIGITAL MARKETING STRATEGY THAT WILL INVOLVE CREATING BLOGS WITH VALUABLE INFORMATION RELATING TO THE SERVICES AND PRODUCTS SUPPLIED BY THE COMPANY. THE ESSENTIAL INFORMATION MAY INCLUDE THE HEALTH BENEFITS, ECONOMIC AND AESTHETICS ASSOCIATED WITH THE BUSINESS AND THE PRODUCTS OR SERVICES. THIS WILL INCLUDE BUT IS NOT LIMITE TO CREATING VIDEO ADVERTISEMENTS ON SOCIAL MEDIA PLATFORMS ONLINE PAID ADVERTS, SOCIAL MEDIA PROFILE CREATIONS, AND THE DEVELOPMENT OF A PROFESSIONAL WEBSITE FOR THE COMPANY. TH COMPANY SHALL ALSO USE EMAIL MARKETING AND REFERRALS TO BUILD TRUST A D A LOYAL CLIENT BASE. SINCE THE BUSINESS WILL BI OPERATING IN THE BEAUTY INDUSTRY, THE COMPANY SHALL USE BRAND AMBASSADORS TO CREATE BRAND AWARENESS.**

## **THE PRICING STRATEGY**

**PRICING IS ONE OF THE ESSENTIAL ASPECTS OF ANY MARKETING PLAN AS IT IS DEVELOPED EXPLICITLY PER THE TARGETED AUDIENCES' abilities**

**1 BEING A MULTI-PRODUCT AND SERVICE COMPANY, A MIRACULOUS TOUCH LLC SHALL IMPLEMENT A DIFFERENTIATED PRICING STRATEGY FOR THE PRODUCTS AND SERVICES SUPPLIED. ON TOP OF THAT, THE COMPANY SHALL APPLY VALUE-BASED PRICING IN DEVELOPING PRICING FOR ITS PRODUCTS.**

**FOR THE BEAUTY PRODUCTS AND SERVICES, THE COMPANY SHALL USE COMPETITIVE PRICING MODELS. THE AVERAGE RETAIL PRICE FOR THE HAIR PRODUCTS SUCH AS SHAMPOOS WILL RANGE BETWEEN \$6 TO \$25, DEPENDING ON THE SIZE AND QUALITY.**

**FOR MASSAGE THERAPIES, THE COMPANIES WILL FIRST ADOPT A PENETRATION PRICING STRATEGY BY USING LOWER PRICES AND INCREASING THEM AS THE BUSINESS EVOLVES. DEEP TISSUE MASSAGES SHALL BE PROVIDED AT THE COST OF \$50 FOR THE FIRST THREE MONTHS OF OPERATION.**

**FOR THE HAIR TRIMMING SERVICES, THE COMPANY SHALL CHARGE A STANDARD RATE FOR BOTH MALES AND FEMALES RANGING FROM \$4 TO \$50 DEPENDING ON THE CLIENT'S PREFERENCES AND HAIR TYPE.**

**BUDGETING BEING A NEW COMPANY, A MIRACULOUS TOUCH LLC AND SHALL HAVE TO SPEND HUGE AMOUNTS IN THE INITIAL STAGES OF OPERATION THROUGH PROMOTIONS, INCENTIVES, LICENSING, AND DISCOUNTING. AS SUCH, IT IS ESTIMATED THAT THE MARKETING PROCESS SHALL COST THE INVESTORS AN ESTIMATED \$ 85,000, WHICH IS BROKEN DOWN INTO:**

**1. 1 PROMOTIONS \$ 40,000**

2. 1 INCENTIVES \$ 20,000
3. 1 DISCOUNTS \$ 10,000
4. 1 WEBSITE CREATION \$ 15,000

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