

## STRATEGIC MARKETING PLAN II

### 1 Introduction

An organization must develop belligerent and effective marketing strategy for most of its products. Based on this impact, the environment of the marketing strategy approved by an institute will be more life-threatening on the element of successful analysis of the products. Several items in a business strategy must be considered when one is developing a marketing plan for the case of the identified product. Therefore, in this strategic plan, the critical focus will align on details of a specific marketing plan product created termed as Rebellious Queens motivational Instagram page. The chosen product entails progressive development for a positive plan where the research of the product began in 2019. With its tools utilized from defined research on managerial approach marketing class, the outcome is yet to be accrued to give final details of the plan (Marsland, M. J., & Lazarus, 2018). In this effect, one can create a marketing plan which can utilize a specific analysis and reach the set market goals for the product.



### Product/ Service

Sources Overview

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### Product/ Service

From the current review, it is valid that the Rebellious Queens Instagram currently has 11.5K followers. It was created to encourage, empower and uplift women. When a person discovers a way to the account, one can find the categorized motivational, uplifting and empowering, which some have self-love quotes to entice the new account members. The categorization of each follower can find the exact information on what is seeking to find and meet the current needs as per the products. The real motivation in the account occurs when the energy imposed is low. Uplifting of quotes occurs when one is feeling down. Empowerment occurs when there is a need to push a little effect of change. In product interaction, one can get a sneak preview



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### Target market

Based on the product profile, the target market is female business owners who mostly stays home as moms, and others might be women working on a full-time basis. Women are regarded as crucial in the face of the business scuffles such as the glass ceiling level. Stay at home women should continuously have combined communal impact based on how they rally around and support each other through elusive interaction. Proper support of this ideal fact is that women can form different unity groups, either working full time or those staying at home. Therefore, in this effect, every woman needs empowerment based on the level of interaction. In this case product scenario,

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one might need to show direction by being part of the eventual expansion and inspiration which makes the Queens across the world rally around each with a motive of ensuring that one is not left behind during the exemption of the product (Marsland, M. J., & Lazarus, 2018). The marketing manager can utilize most of the information presented in the account. This issue will help one narrow down the target audience and eliminate future noise. Consumers of the same product are most likely to draw towards women empowerment, more so those aged 18-65 years. It is believed that the audience level must be respected according to how the product starts and is represented.

### Competition

The only competition that is accessed based on this product is their utilization of social media platforms and technology reach towards most consumers. The competition constitutes a women empowerment platform, women's motivational layout pages, and motivational speakers who align their information on the women level. This product's most significant and critical players are women who target similar audiences in the Rebellious Queens. The women empowerment market is growing to make the ethical influence more swiftly. Any idea on women's movement

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of the Rebellious Queens Merchandise. An example of this is RB black hoodie, the onesie for rebellious babies and the baseball cap, amongst other features.

#### Objectives/Mission Statement

The objectives of this product are to inspire, uplift, empower, encourage and motivate women to have the credential decision in reaching their highest potential. There is a promotion of self-defined love. Combining these objectives enables one to help each other act in unity and conformity with the effect of specific marketing goals where a person can achieve the marketing strategy. It is done to ensure that the product reaches a proper audience with data views on women aged 18-65 years. Marketing of the IG page currently has reached over 30 k followers with a confirmation that the account is reaching a larger audience and the motivational level of the speaking class is being auctioned at the Houston region (Muse, 2019). The goal of the RB merchandise is to launch its products via the Rebellious Queens website, which is currently above 10k followers. On the effect of the current marketing plan, there are precise beliefs that one can achieve each set goal as per the setup motivation in the page outline.

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## Logistics

### LOGISTICS

1 Strategize the best location for new hubs for the service arm and the best location and set up strategies for the manufacturing arm. In your calculations, consider methodologies such as:

- Weighted
- Center of gravity
- Location breakeven analysis
- Transportation method (linear programming).

Explain the principle on which you make these recommendations. Individual Projects

#### Service Arm

When it comes to interpretation and analysis of the location of the service arm, there are crucial factors that come into play while making a valid decision on the exact location. Service arm has few and peculiar characters view which are dissimilar from manufacturing arm. Some of

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For the entire location to work out, various assumptions are made that abide by the level of the arm. One of these is the deciding factor which gives the exact background on factors that consider the exact location. On this rationale, there is the market potential which is one of the biggest factors to consider on location for any service hub. It is considered prudent since the nature of the service business has to be located close to customer level and set up. A market potential survey is carried out on a high level to estimate the potential sales, which in most instances is based on the organization's survey and capabilities.

An example of this is McDonald's, which occurred before an exact decision on the location of the survey and whether it should open up a store in the location set or decline. Market potential plays a significant role in deciding the breakeven point of the arm and breakeven time for the facility being performed. It is good for the location to have an operation concept of the profit center, which makes the breakeven point and time align with the exact point of change.

The other is customer proximity based on the utmost importance level outcome. The nature of the business is such that location has to be effective, which gives a high response level as



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