

Marketing Plan

Section 1: Marketing Plan & Sales Strategy

1. Company's target market

Individuals above the age of ten will be included in the marketing and promotional plans for the company location in California. Because the items supplied are fast foods, the target demographic is larger, which indicate that the company will use a variety of methods to reach all of the age groups encompassed by the population segment. California is located in Miami, which is surrounded by smaller communities. The population of City is around 11, 853 people, with a median age of 25. Females outnumber males in the population, having a male to female population ratio of 0.9:1. According to the Bureau of Statistics and the city's official website, California is made up of several ethnic groups, each with a certain proportion. According to the report's breakdown, there are 5.6 percent non-Hispanic/white individuals, 42.4 percent Latinos, and 52.4 percent African Americans. Other ethnic groups account for around 5.4 percent of the total population of Florida City. Because around 36% of the population is married, there are a significant number of homes in the region. Furthermore, the typical annual household income is around \$26,539 dollars. Given the costs of fast foods, the ordinary California resident can afford to make regular purchases.

The following breakdown shows the demographic information for California.

Consumer Information

Age Range- 25 years

Income range- \$8, 426

Gender- male: female ratio of 0.9:1

Marital status- 36%

Occupation- White collar jobs 15% and casual laborers 24%

Family Size – Average of 4 per household

Ethnic groups- 5.6% non-Hispanic/white people, 42.4% Latinos and 52.4% African American people

Level of education- High school level and above

House ownership- 29.2% of the population

Company Information

Industries- Restuarant

Sector- Fast food Store

Years in business- 6 months

Company Revenue- \$231, 000

Number of Employees- 15

Number of Branches- 1

Square Footage- 500 square foot

Company Ownership- Private Corporation

2. Company's market competition

Based on the evaluation, the organization has developed several methods to assist defeat the local competitors and obtain an acceptable market share. Because the firm's two big competitors are quite scary to compete with, the company will aim to carve out a niche in the market. Another method that will be used in California is the introduction of new market categories. Niche marketing will be cost effective, which is another goal of the company's marketing plan, and will aid in the creation of a large number of devoted consumers. Since Hispanics and African Americans make up such a large percentage of the population, the corporation will focus its marketing efforts on these groups. Using ethnic radio stations as an example, the product will be enhanced in order to cater to the particular demands of both ethnic groups while creating a niche in each.

African Americans and Latinos are more prone to diabetes, according to the Centers for Disease Control and Prevention (CDC), and a large proportion of persons from both ethnic groups have diabetes. Because of this, the fast food will have less sugar as well as cholesterol than their rivals and will encourage healthy living by emphasizing the benefits. Furthermore, the majority of the people in that target category have average incomes, implying that affordability is a factor in household decisions. As a result, rather than lowering prices and risking losses, the corporation will package lesser quantities and sell them at cheaper rates.

Individuals will subsequently be given the option of purchasing the amount of beverage that they can afford. The items supplied in California will thrive if a sub-category market is created by picking two groups from the target audience and a niche is created.

Competitor	% of Total Revenues	% Total Units Sold	Trend of Market Share
McDonald's	45%	60%	Increasing
Taco Bell	50%	55%	Increasing

1. Historically, the market leader has been McDonald's and Taco Bell. However, the latter is steady in terms of its market share while Taco Bell is slowly losing its market share in California.
2. In the last three, the companies that have substantially increased their market share in California include In-N-Out and Subway.
3. The competition is increasing with different companies implementing different strategies and marketing techniques to gain more market share and eventually dominate the market.
4. Some of the distinct characteristics of the market leader at the moment, 7 Eleven, includes the affordability of products, improved quality of the fast foods, design of delivery and service provision and brand recognition due to frequent advertising.

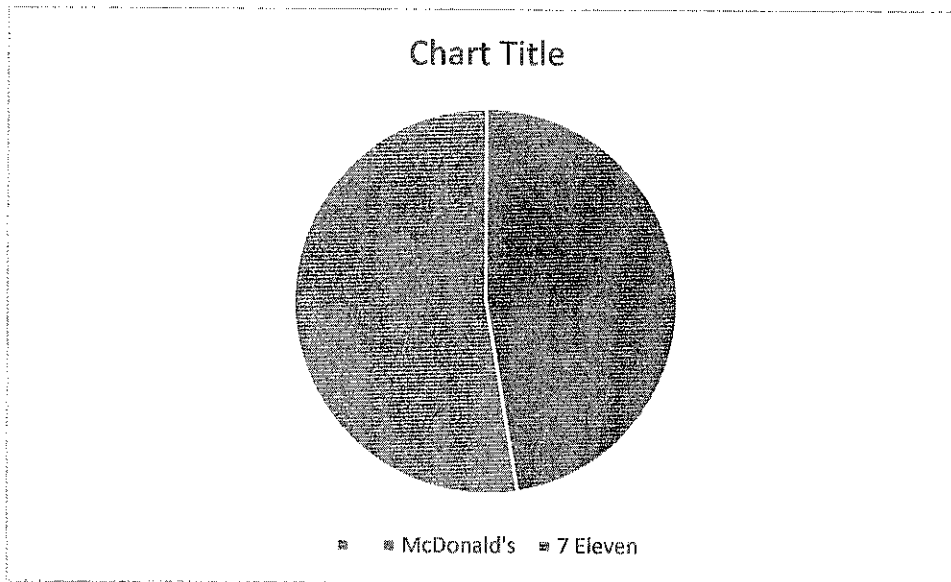


Fig 1.1 *The chart shows the estimates based on the % Total Revenue made by each competitor.*

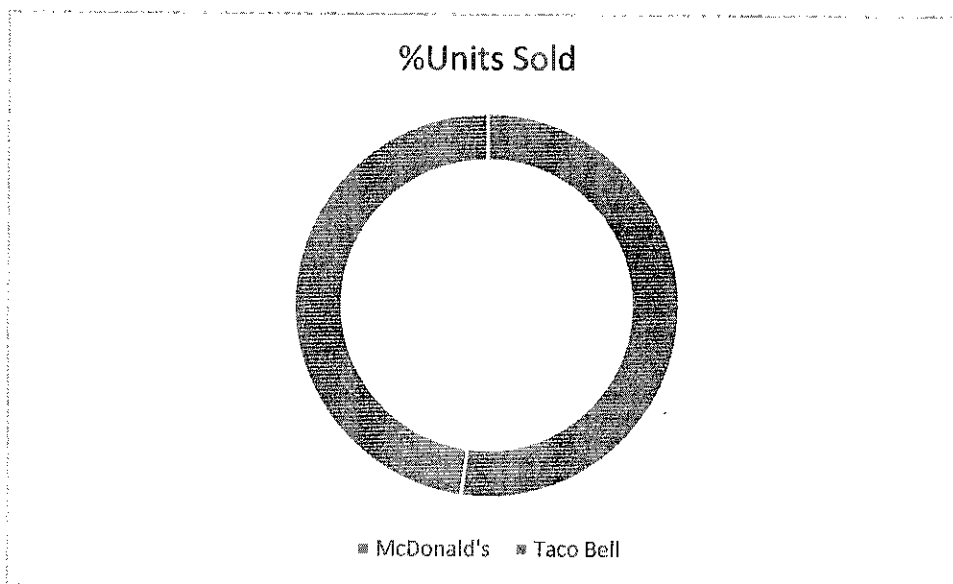


Fig 1.2 *The chart shows the estimates based on the % Units Sold by each competitor*

4. Company's message

The corporation will concentrate on finances using the five Fs for marketing and message delivery to the target demographic. The main reason for this is that a large portion of the market

segment consists of casual laborers/blue collar workers who have other demands. One of the most important considerations when acquiring goods is cost. Households are more inclined to consume low-cost items depending on their monthly disposable incomes. The corporation will utilize the tagline "*Save money, Enjoy more*" to convey this message to the public. The phrase will assist to communicate that those with limited resources may purchase beverages. Local radio stations, particularly ethnic radio stations, and social networking sites will be used for advertising. Radio stations are cost-effective and reach the target audiences, while social media will be good for young people in the target segment who like to acquire their information and engage through social media platforms. When exhibited on a shelf, the logo will be constructed of brilliant colors that stand out from the other items, and the packaging will be based on volume while retaining an easy-to-handle style.

4. Marketing vehicles

The brand will be built through a variety of marketing vehicles to increase sales and chevalier the brand. Exhibitions at major chain shops, product tasting for a week or so at various locations across the city, and the development of a huge social following on various social media platforms such as Twitter, Facebook, and Instagram are some of the marketing strategies used by beverage firms. The advertising effort for the product will also entail the distribution of branded items such as pens and keychains. The website will also be utilized as a channel, with a user-friendly layout. Other online features will include the opportunity to change currencies to match chosen currencies, as well as the ability to switch from Spanish to English and vice versa. McDonald's products are distributed throughout the year as several individuals prefer ordering the fast foods.

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