Marketing Plan for Mask Brothers Inc

**Executive Summary**

Currently, the world is a hostile place due to COVID-19 pandemic, and the Mask Brothers Inc is here to make our consumers safe from attracting the disease. As Mask Brothers Inc, we focus on producing commodities that people use as protective gear against the disease. Mask Brothers Inc focuses on producing quality masks of different types like 3 Ply Surgical Masks and KN 95 Mask. Besides, the company produces 8 oz hand sanitizer used to combat the disease. The company has a team of designers and works with medical practitioners from qualified backgrounds to help check the quality of masks and hand sanitizers produced before releasing them to the market. The company's initial investment is $50, 000, which will finance its start. However, as the company wants to expand its business, it requires $100, 000 worth of loan to bring the total investment to $150, 000. Therefore, we welcome investors to our company, and the founders of Mask Brothers Inc announce a 40% equity to our investors.

As Mask Brothers Inc, our mission is to be a leading company producing quality masks and hand sanitizers. We want Mask Brothers Inc. to be at the forefront to combat the spread of diseases and improve the safety of our customers while doing their businesses. Currently, there is a stiff competition in the market due to demand in masks and hand sanitizers. Like 3M company, Kimberly-Clark corporation, and Prestige Ameritech, our competitors produce similar commodities with Mask Brothers Inc. Therefore, as a company, we will focus on product promotion and making our products affordable to our customers, which will enable us to compete favorably against our rivals. To increase our products' sales, we target Restaurants, Corporates, Academic Institutions, Shopping stores, and other social areas.

The company wants to create a website that will allow our customers to buy online as we deliver them. The company will have an online account on social media platforms like Instagram, Facebook, and Twitter to advertise and communicate with customers on its benefits and services. Social media accounts will be an ideal place to communicate with customers about our products and services. As a company, we will work closely with social areas and ask if we can supply them with masks and hand sanitizers at a cheaper cost for a start. The company looks forward to opening local stores in different states within the U.S. to make our products available nationwide. Therefore, as a company, we are aware of the competition within the market; thus, we want to ensure our customers' safety by providing them with quality products and services at an affordable cost.

**Objectives:**

* The objectives of the Mask Brothers Inc are:
* To improve our marketing and advertising to attract more consumers in the U.S.
* To improve the quality of our products and service to promote the health of our customers.
* To attain financial success by achieving a target revenue of between 1.5 million dollars and 2 million dollars annually.
* To keep labor costs below 25% of revenue.
* To expand our market in about seven states in the U.S.
* To create partnerships with medical centers, restaurants, sporting events, and shopping centers.
* To improve online marketing to facilitate the sales of our products.

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| **Personality** | **Promise** | **Patience** | **Purpose-Built** |
| * Mask Brothers Inc wants to be the leading producer of quality masks and hand sanitizers to maintain our customers' health. As a company, we want to serve our customers wholeheartedly by offering promotional service on our goods and selling our goods at an affordable price. | * Mask Brothers Inc will improve the quality of their products and offer them at an affordable price to their customers. | * Mask Brothers Inc will work closely with social amenities like hospitals, shopping centers, and restaurants to improve its revenues and profits. * Create partnerships with other organizations to achieve financial success. As a company, we will invest in improving the quality of our products to increase its sales. | * Mask Brothers Inc’s purpose is to promote a healthy society by producing quality face masks and hand sanitizers at a cheap cost. |

**Market Overview**

Below is the P.E.S.T. analysis of Mask Brothers Analysis.

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| --- | --- | --- | --- |
| **Political (P)** | **Economic (E)** | **Social (S)** | **Technological (T)** |
| * Several measures to ensure the quality of masks and hand sanitizers. * The increased political focus on the health of society. * A high government tax on producers. | * High labor costs. * High competition in the market. * Inflation in the market. * High-interest rates. * Low consumer confidence. | * Cultural barriers. * Different attitudes on products. * Age of customers. * Customer lifestyles. | * Changes in technology. * Technological awareness. * Level of technology in society |

Indeed, Mask Brothers Inc is a manufacturing company since we focus on the production of health consumer products like face masks and hand sanitizers for health benefits. The Mask Brothers Inc will focus on about 4,000 businesses that constitute of restaurants, academic institutions, and shopping centers within the seven states that will have local stores selling and supplying our products. Mask Brothers Inc will ask for tenders in these institutions to provide masks and hand sanitizers at a lower price than our competitors. Mask Brothers Inc will have an online platform where we will encourage our customers to make their orders as we make deliveries. Our customers need products that can meet their budgets; thus, our primary focus is to ensure that customers get products at an affordable price. Our customers need us to be reliable; therefore, as a company, we will ensure that customers get exemplary service and deliveries on time. Since our customers want quality products, we will ensure that our masks and hand sanitizers are of good quality as per the state's health guidelines. Our customers need an efficient service that would enable them to get our products easily. Therefore, the company will have an online marketing platform to advertise our products, communicate with customers, and allow customers to purchase products online. The NAICS/SIC code of the Mask Brothers Inc is 339113.

**Market Segment**

**Demographic Segmentation**

In the demographic segmentation of the product sales, females tend to be more cautious than men making them good buyers than men. People between ages 15 to 50 are more concerned about their health than people between the ages of 2 and 15. This factor makes them buy more products compared to others. Married individuals buy more products compared to single individuals due to their concern for their family’s health. High-income individuals are good purchasers as they have enough funds to purchase more products compared to low-income individuals.

**Geographic segmentation**

In the geographic segmentation, I analyzed the product sales in different states within the U.S. New York has more product sales due to the lifestyle of the people and the population. Florida, Colorado, and Arizona were following in close succession with good sales of hand sanitizers and masks. However, the states of Oregon and Alabama had similar percentages of product sales. These sales were determined based on the peoples' lifestyles and the population in that specific town.

**Psychographic Segmentation**

The psychographic segmentation showed product sales based on the psychology of consumers. A high number of consumers (49%) purchased products based on their interests. 31% of consumers purchased the products based on their values, while 20% of consumers purchased the product based on personal attitudes.

**Competitive Landscape**

**Direct competitors**

Direct competitors manufacture similar products with Mask Brothers Inc.

**3 Ply Surgical Masks and KN 95 Masks.**

In the sales of masks, Honeywell Company is at the helm of the market at 22%. Honeywell is the leading producer of masks, making high annual revenue compared to other companies. The 3M company follows closely at a 20% market share. Other companies in the market share are Kimberley Clark at 15%, Foss Performance at 12%, Prestige Ameritech at 10%, and Model Merti having the least market share at 5%. Alpha Pro Tech and Louis Gerson have the same market share at 8%. A company's ability to have a considerable market share depends on the size of the company, its popularity, and its visibility and strategies they apply in marketing.

So, Honeywell is considered to be the Market leader of this industry holding 22% market share. They often dictates the tempo and pricing of the market. 3M is performing his role as a Market Challenger holdong 20% of the market share. They are the estabkished number two in the market, and kimberly clark corporation is sitting as the market follower holding 15% market shares. Basically following the lead of the Market Leader and a Market Challenger. All the rest including Mask Brothers Inc. are considered to be the Market Nich firms that just fulfilling the market needs of the specialty area within the market, in my case this product is Mask Brothers Inc.

**Hand Sanitizers**

In the sales of hand sanitizers, Private Label has a massive market share of 37%, followed by Purell Advanced at 21%, Germ X at 15%, Wet Ones at 10%, Nice N’ Clean at 8%, and Everyone Corp at 5%. However, at 4% are other companies that manufacture hand sanitizers experiencing low sales; hence, they have the least market share.

In Hand Sanetizer prduct, Private Label is considered to be the Market leader of this industry holding 37% market share. They also dictates the tempo and pricing of the market. Purell Advanced is performing his role as a Market Challenger holdong 21% of the market share. They are the established number two in the market, and Germ X sitting as the market follower holding 15% market shares. Basically following the lead of the Market Leader and a Market Challenger. All the rest including Mask Brothers Inc. are considered to be the Market Nich firms that just fulfilling the market needs of the specialty area within the market, in my case this product is Mask Brothers Inc.

**Indirect Competitors**

Indirect competitors are companies that manufacture different products but serve a similar purpose as Mask Brothers’ products. Bradford Soap Work has a massive market share of 36%, followed by Botanie Soap at 25%. The market share also includes Formula Corp at 13%, Tropical Products Inc at 9%, Power Line Inc at 7%, Doerfler at 6%, and Vermont Soap at 3%. Having the least market share at 1% are other minor companies that also manufacture soap.

**Competitive Comparison Framework**

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| **Honeywell Company** | **3M Company** | **Purell Advancement Company.** | **Bradford Soap Works Inc.** |
| **Strengths:**   * Reliable suppliers. * Strong distribution network. * Good Capital Expenditure returns   **Weaknesses:**   * Low profitability and Net contribution percentage. * Poor technology. * Poor positioning and selling proposition of Honeywell’s products.   **Opportunities:**   * New environmental policies * Low cost of transporting Honeywell’s products. * Low inflation rate.   **Threats:**   * The rise in costs of raw materials. * Competition. * Change in consumer behavior. * Increase the pay level for employees. | **Strengths:**   * High level of customer satisfaction. * Reliable suppliers. * Skilled workforce.   **Weakness:**   * Poor product demand. * Poor financial planning.   **Opportunities:**   * Low inflation rates. * Decreased cost of transportation of goods. * Creation of new markets due agreement with the government.   **Threats:**   * Rising costs of raw materials. * Irregular supply of innovative products. * The pressure to increase pay level by different movements like 15 dollars an hour. | **Strengths:**   * Purell Advancement is a company under Johnson & Johnson, which is a leading global company in consumer health products. * It has an efficient distribution channel. * It has an excellent advertising network and good visibility.   **Weaknesses:**   * Purell products are less available in rural markets. * Opportunities: * Installation of sanitizer machines in airports and food joints. * Increased advertising makes them achieve global penetration.   **Threats:**   * Intense competition in the market. * Presence of substitute products like soaps and hand wash, which kill their market. | **Strengths:**   * Presence of reliable suppliers. * Bradford Inc has a skilled workforce. * Bradford Inc sells their products online.   **Weaknesses:**   * High attrition rates within their workforce. * Poor financial planning.   **Opportunities:**   * Stable free cash flows for constant investments. * Availability of online customers. * Low inflation rates.   **Threats:**   * Intense market competition. * Increased costs of raw materials. * Change in consumer behavior. |

**Market Share**

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| **Market Opportunity** | **Strategies: Customer** | **Example** |
| New Market Segment | * Advertising their products and making the company visible to customers. * Having customer relationship management within the company to help build the level of satisfaction in customers. Building robust brand equity among the company’s potential customers. | * Purell Advancement company. * 3M company. |

**Products**

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| **Element** | **Description** | **Hand sanitizer 8 oz** |
| Targeted Customer Segment | * Social gatherings and social amenities like Restaurants, Shopping centers, Academic institutions, and Recreational areas. | * Hand sanitizers are important for everyone meeting people to reduce the spread of germs and diseases. |
| Customer Purchase Motivation and Use Cases | * How customers use the product for a specific purpose. | * To reduce the spread of germs and disease. * To maintain hygiene. |
| Name of product or service | * Our product is easy to mention and recall. | * Hand sanitizer 8 oz: The name hand sanitizer is popular, while for our product, we have given it a name 8 oz to distinguish it from other products. |
| Category of Product or service | * How customers can describe our product based on category. | * Health Consumer product. |
| Benefits | * Head: The rational reason for purchasing the product. * Heart: The emotional reason for purchasing the product. | * Head: Our product is cheap and available to customers. * Heart: Our product features, like the ability to kill 99% of germs, attract customers |
| Competitors | * Direct competitors: Companies that provide similar products with us creating a competitive market. * Indirect Competitors: Companies producing different products but can serve similar purposes as our products. | * Purell Advanced Corp and Germ X Corp. * Bradford Soap Work Inc. and Botanie Soap Company. |
| Differentiation | * Characteristics of our products that distinguish them from the competitor’s commodities. | * Large bottle containing high amount of sanitizing liquid. |

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| **Differentiation Approach** | **Description** | **Decision Guidelines** |
| Reliability | * Our product meets medical standards, making them efficient for use. | * Our products are a health product making them efficient in a wide range of places like Hospitals, Shopping stores, Recreational Activities, and Restaurants. |

Medical practitioners will analyze our products' contents and analyze its effectivity in killing germs to ensure it meets appropriate quality standards before the company releases it to the market.

**Distribution Channels**

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| **Distribution Levels** | **Description** | **Criteria** |
| 0-Level | Mask Brothers Inc—consumers | Price of the product is affordable, Product has a long shelf life, Introducing a new product in the market, and Geographically concentrated market. |
| 1-Level | Mask Brothers Inc—Retailers—consumers. | Products are durable, No intensive after-sales services required, Lack of resources to perform channel duties, |
| 2-Level | Mask Brothers Inc—Wholesalers—Retailers—consumers. | Products are durable, Products are standardized, Geographically dispersed market, and Lack of resources to perform channel duties. |

*Table 1.1: distribution channel for Mask Brothers Inc*

According to Erasmus et al. (2016), a distribution channel is a means to avail products from manufacturers to the final consumers. Mask Brothers Inc plans to use three distribution channels, including a zero-Level channel where the company will sell its products directly to the consumers. Mask Brothers Inc will adopt zero-level distribution because it is the best-suited distribution channel for introducing a new product. Karray (2015) asserts that introducing new products in the market requires manufacturers to provide personal attention to consumer needs, an activity that the manufacturer can perform better than wholesalers or retailers. Besides, this mode of distribution will allow the company to establish a direct link with the consumer and can gather crucial information with regards to the customer's response to the product. This information can be crucial in helping the company improve its product quality and functionality in the future. To achieve this distribution strategy, the company will heavily rely on the internet and e-commerce to advertise its products to the targeted audience.

Additionally, the company will adopt a one-level distribution channel to avail its products to the final consumers. This level involves delegating parts of the company's task to the intermediaries, retailers, who act as an extension of the producer in the sense they represent Mask Brothers Inc before the final customer. This arrangement is ideal for the company because of inadequate financial resources to perform channel duties like intensive advertising and marketing. Being a start-up, the company is still in its infant stages, and performing some of the channel duties will not be economically viable. Moreover, this distribution channel is ideal because the products being sold are durable and reacquire no intensive after-sale services. According to Erasmus et al. (2016), intensive after-sale services are often required for specialized and expensive products, and Mask Brothers' products do not suit this criterion. That said, the company will be tasked to contract reputable retailers to sell its products to the market.

Finally, the company will adopt two-level distribution channels to sell its goods to the final consumers. According to Karray (2015), level two distribution involves three two intermediaries with thin the distribution channel, the wholesaler, and the retailer. At this level, the company will contract reputable wholesalers to distribute its products to retailers who finally sell the product to the end consumers in small quantities. This mode of distribution is ideal for the company because of inadequate financial resources to perform intensive channel duties like advertising, marketing, and distribution. Other than the product durability and standardized quality, level two distribution channel is ideal because of its potential to cush the company from losses. The risk of loss is transferred to the wholesalers and retailers who purchase the company's products in bulk (Karray, 2015). Finally, because of the high demand for masks and sanitizers globally, this channel distribution mode is ideal for tapping into the geographically dispersed market.

**Logistics Tactics for the Product**

The economic environment in the current market is highly competitive, and businesses need to transform and improve their supply chain management practices to maintain a competitive edge. Mask Brothers Inc will incorporate technology software into its supply chain environment to help consumers have easy access to goods at their convenience and to provide visibility throughout the entire supply chain channel. In particular, Mask Brothers Inc will use the Customer Relationship Management (CRM) software to ease the fulfillment process by processing orders, Running reports, tracking inventory, Creating and managing transaction documents, and Storing shipping and tracking information (Christopher, 2016).

Additionally, the company will engage in drop-shipping to allow the products to be availed to the consumer on-demand. To achieve this, Mask Brothers Inc will adopt third-party inventory suppliers like Amazon, Wal-Mart, and Shopify. Finally, the company will set up an internal supply chain management council that can provide direction and instill the appropriate supply chain practices to supplement the organization’s general strategy. The council members will be drawn from different departments within the organization's management structure. According to Christopher (2016), the supply chain management council will help eliminate stabling blocks to success within various parts of the supply chain channel by providing a highly efficient and effective cross-functional forum for communication within the business environment.

**Price**

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| --- | --- | --- | --- | --- |
| **Criteria** | **Introduction** | **Growth** | **Maturity** | **Decline** |
| Objective | Price skimming to recover the investment cost in the business. | Increase market shares and maximize profit. | Increase the quality of the products in order to stay competitive in the market. | Increase the quality of the product and explore foreign markets. |
| Impact of competitors | Indirect competition will place a ceiling on price. | Minimal direct competition that could potentially impact the prices of the product. The prices of the products might be narrowly lowered in order to stay competitive. | Increased direct and indirect competition will significantly affect the prices of the product. The company will significantly reduce product prices to stay competitive. | A saturated market will force the company to explore foreign markets or reduce its production. |
| Channel Impact | Moderate; possible trade discounts to get new offering in the distribution channel | Moderate; some concessions might be required; not as severe as Introduction stage | Approach will move from selective to intensive. Expect different types of channels to demand different trade discounts | Reduce number of distribution channels. Change type of channel to low value-add, like direct sales |
| Costs | Highest of all stages | Still fairly high, but starting to reduce | At their lowest. Consider lowering if the market cycle is expected to be long | Fairly high due to low production volumes |
| Environment | Possible beneficial to the success of a new product or service | Examine the market to identify changes affecting product prices. | Longest of all cycle stages, so most prone to environmental effects on price | Fads and other short-term trends can have resurgence effects. |

*Table 1.2: The decision chart for Mask Brothers’ products*

A product life cycle often has a significant impact on its price and market value. According to Moon (2005), the introduction stage is about building product awareness and developing the product market. As such, the initial investment costs at this stage are the highest of all the stages. This is also the stage where the products face few indirect and direct competitions, thus guaranteeing the success of the product in the business environment. This stage also impacts the distribution channels due to the high trade discount on wholesalers and retailers.

Additionally, the growth stage is marked by product acceptance by consumers. There is also still little direct and indirect competition and organizations are often focused on increasing their market share. Moon (2005) argues that the cost of production at this stage is quite lower than the introduction stage of the product life cycle. This stage also moderately impacts the distribution channels with few trade discounts. Moon (2005) asserts that the growth stage manufactures are tasked with the responsibility of identifying some of the potential changes that might affect the product prices.

Unlike the growth stage, the mature stage is marked by an increase in direct and indirect competition, and companies react by creating a product differentiation in order to stay competitive. At this stage, the production cost also tends to decrease because of the more efficiency in the production process (Moon, 2005). Furthermore, the distribution channel at this stage is significantly impacted as companies tend to adopt a different distribution channel in order to stay competitive. Besides, the product prices at this stage are significantly affected by the business environment.

Finally, the decline stage of the product life cycle is associated with high competition, market saturation, and changing customer needs. As a result, the unit sales at this stage are the lowest in all the stages. Companies at this stage have several options to pursue in order to stay competitive: They can choose to explore foreign markets, discontinue the product, improve product functionality, or sell the manufacturing rights to other businesses (Moon, 2005). Besides, this stage is marked by a reduced number of distribution channels.

**PROMOTION**

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| --- | --- |
| **Criteria** | **Introduction Phase** |
| Goals | Create product awareness by educating the customers through stimulating trials. |
| Target Markets | Hospitals, learning institutions, organizations, and the general public. |
| Pull/Push Marketing | **Push**: offering subsidies through discounts to retailers and final consumers.  **Pull**: providing education to consumers on the benefit of the products. |

*Table 1.3: Promotional goal at introduction phase of the product life cycle*

Table 1.3indicates the promotional activities that Mask Brother Inc will undertake at the introduction stage of its product life cycle. At this stage, the company’s main objective will be to create product awareness through product education and promotion. The company’s target market will include the general public, hospitals, institutions, and organizations. To achieve its object at the introduction stage, the company plans to adopt both pull and push marketing strategies as described in the table.

**Social Media and Digital Marketing**

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| --- | --- | --- |
| **Social Media Technique** | **Examples** | **Criteria: Best used for following situations:** |
| Social Networking | Instagram, Twitter, TikTok, and Facebook | Increasing product visibility  Building customer relationship  Reaching out to a targeted audience. |
| SEO | Optimize the company’s WebPages on Google, Bing, and Yahoo | Increasing product visibility  Increasing the company’s credibility  Boosting sales in targeted markets |

*Table 1.4: Social media and digital marketing techniques for Mask Brothers Inc*

The table above indicates the Social media and digital marketing techniques that the company plans to implement to increase the visibility of the products. The company majorly plans on investing more in social media marketing because of its great potential to reach a broad range of customer base. Mask Brothers Inc plans to invest in SEO optimization to increase the company’s ranking in different internet search engines. Consequentially, this can lead to increase product visibility and sales.

**Promotion Tactics**

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| **Element** | **Description** | **Mask Brother Inc** |
| Public Relations | Build and maintain a positive company image in the media | Objective: create SEO-enabled press releases and Publicity (articles) to build and maintain the company’s brand  awareness |
| Social Media | Promote customer feedback by engaging in conversations on different social media sites. | Objective: create relevant Blogs, SEOs, and social networking content. |
| Advertising | Any form of paid or non-paid advertisement | Objective: engage in informative advertisements on TV, health magazines, and radio. |
| Events | Sponsoring various events and activities with the brand as co-star | Objective: to create public awareness by sponsoring health-related events like free COVID-19 screening. |

Table 1.5: summary of the promotion tactics for *Mask Brothers’ products*

Table1. 5 indicate the promotional tactic that Mark Brothers Inc is planning to implement to increase its product awareness and market shares. First, the company will invest in Radio and TV advertising to reach out to the target market that uses these media forms form education and entertainment. Secondly, the company will invest in social media marketing to encourage customer feedback on product quality and performance. Thirdly, the company plans to engage in different events like health clinics around its community to increases product awareness and brand loyalty. Finally, the company will be involved in social media marketing by creating relevant contents that can easily resonate with the target audience.

Marketing Budget

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Budget Category** | **Amount %** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** |
| Social Media & Digital Marketing | 50 | 3 | 3 | 3 | 3 | 3 | 3 | 8 | 8 | 3 | 3 | 5 | 5 |
| Public Relations | 15 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 2 | 1 |
| Events | 35 | 1.25 | 1.25 | 1.25 | 1.25 | 1.25 | 1.25 | 1.25 | 1.25 | 1.25 | 1.25 | 1.25 | 1.25 |
| Advertising | 50 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 2 | 3 |
| Total | 150 |  |  |  |  |  |  |  |  |  |  |  |  |

*Table 1.6 marketing budget plan for Mask Brothers Inc*

From the table above, Mask Brothers Inc plans to maintain a constant budget plan for respective marketing strategies for six months before reviewing the investment. This tactic will be adopted because the first six months represent the company's most opportunity to gain significant productivity, market shares, and sales revenue. Notably, the budget for the events remains constant throughout the business years because of the strict adherence to the company's social responsibility to its community.

**Implementation**

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| **Task** | **Description** | **Resources** | **Status** | **Jan** | **Feb** | **Mar** |
| 1 | **Infrastructure Activities** |  |  |  |  |  |
| 1.1 | Sign distribution agreement with wholesalers | Dan rep. | 100% | Start: 1/8 | End: 2/8 |  |
| 1.2 | Obtain trademark registration for new product name | Mercy Attorney X | 80% | Start: 10/8 | End: 15/8 |  |
| 2 | **Prelaunch Activities** |  |  |  |  |  |
| 2.1 | Develop creative press releases and publicity articles. | Ben Agency Y | 30% | Start: 16/8 | End: 30/8 |  |
| 2.2 | Conduct training on the new product for retail salespeople | Grace Sales Mgr. | 40% | Start: 1/9 | End: 12/9 |  |

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| **Task** | **Description** | | **Resources** | | **Status** | | **Jan** | | **Feb** | | **Mar** | |
| 3 | | **Launch Activities** | |  | |  | |  | |  | |  | |
| 3.1 | | Update social media sites with the announcement of new product | | Martha IT | | New Task | |  | | Start: 13/9 | | End: 20/9 | |
| 3.2 | | Conduct advertisements on TV and radio. | | Carl advert rep. | | New Task | |  | | Start: 22/9 | | End: 30/9 | |
| 4 | | **Milestones/Deliverables** | |  | |  | |  | |  | |  | |
| 4.1 | | Decision on new retailer | | Susan | | Pending | |  | | Event: 2/15 | |  | |
| 4.2 | | Reach total sales of 1,000 | | Jack | | Pending | |  | |  | | Event: 3/31 | |

**Recommendations**

For this marketing plan, I would make the following recommendations. Firstly, the company needs to define key metrics and goals at the beginning of the business. This recommendation will help the company understand the average customer spend and the conversion rate in the market. Key metrics normally change; hence it is important for the company to understand them at the beginning of a business season. On the other hand, having effective goals at the beginning of every business season will help the company focus on its business. Employees should understand the organization's goal of the season, which will help increase input, consequently improving the profit margin. Secondly, the company will have to review weekly metrics with the team to understand its performance. By reviewing weekly metrics, the company will realize places that underperform and correct them to avoid a decline in profitability. Thirdly, the company needs an effective communication channel that will allow managers to discuss issues affecting the organization. Effective communication will also help the company achieve its short-term and long-term goals. Effective communication is vital as it creates a good rapport between managers and employees, improving the business's performance.

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