**Company Marketing Plan**

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**Introduction, Goals and Objectives**

Millennial Company is a private company that deals with footwear care health business for the past 3 years in Albany, New York. The company business is a one-of-a-kind foot care. Its main customers have been old people, those that suffer from diabetic diseases, those that suffer obesity and cannot care for their own foot, rich individuals that do not have time for their foot care and amongst others that lives within the Albany county in New York. Currently the company want to extend its services not only to Albany people but all potential customers globally. The company offers a line of cleaning products that can easily remove unsightly stains, dirt and mud from various customers’ footwear’s (Whitler, 2021).

 The main objective is to be the preferred footwear care brand for those customers that have footwear issues by offering products that are simple to use, dependable and affordable. The company also want to make it easier for sneaker enthusiasts to maintain their collections of footwear and ensure the lasting beauty and quality of their shoes (Whitler, 2021). The company vision and mission statement of footwear care business is “better shoe care through technology" sets the tone for an organization that prides itself on being on the cutting edge of modern shoe care. This small but ambitious start-up for the Millennial Company has set its sights on becoming a leading player in the footwear health market by implementing the latest technologies to help prolong shoe life and reduce the cost of shoe ownership through high-quality maintenance products, consulting, and customer services.

**Environmental Analysis**

Both external and internal environments in which Millennial company footwear care health business operates is faced with both environmental challenges and strengths. The aim of the company is to examine the measures taken by the government and other industry competitors to protect the environment and tackle the problem of climate change (Tzavella, 2021). This environmental measures affect the retail sector and consider some ways the company businesses can adapt, including using technology and considering green issues when allocating resources. Millennial company faces a good number of competitors within its environment but due to its unique business and services, it offers to its potential customers has made it grow and developed within its environment today.

**Target Market Analysis**

The consumer for the company foot health business is anyone with a problem with athlete's foot. The company intend to target tourists and local residents in Ohio and across the New York city. The company product will suit a wide variety of needs including fungus of the feet and nails, too tight or loose shoes, sore muscles, and general comfort and relaxation (Tzavella, 2021). All the company stakeholders will do this by offering effective treatment, rapid results, professional products, accommodation for schedules, and a clean relaxing environment free from jewelry, extreme nail polish or paint that might contain toxic substances. By doing this, the company will outmatch its competitors and most customers globally will be attracted to the company excellent services.

**Business SWOT Analysis**

The SWOT analysis of the company foot health care business analysis is a strategic management tool to analyze strengths, weaknesses, opportunities and threats of a business.

**Strength**

* The company has the ability to gain revenue from all treatment sources as well as having control over pricing for each service without interference from Medicare and Medicaid, allowing for increased profit margins.
* The foot healthcare company has benefited from the aging population and is expected to continue growing with an aging population (Obayelu, 2019).

**Weaknesses**

* High competition within the region and the global market.

**Opportunities**

* The foot care health market is projected to grow to $5.7 billion by 2023, at an estimated CAGR of 5.4% from 2019. A key reason for this growth is the rising prevalence of diabetes and obesity in the European countries which have been found to have a strong link with poor foot health and an increased risk of amputation and other complications. With this opportunity, the company will make more profit (Obayelu, 2019).

**Threats**

* Most of the company stakeholders are equally exposed to foot diseases and therefore the company unable to maintain its workers.
* Unhealthy competition within the company environment.

**Marketing Mix Analysis (4 P’s Analysis)**

The Marketing Mix Analysis for the company footwear care business involves the four key factors of its marketing activities which includes; product, price, promotion and place. Within each of these factors consists many different marketing strategies to be able to position the Foot Care Health business within the industry.

**Product**

Through product extension, the company offers several types of gloves to meet different demand. Target Marketing involves focusing on convenient location and user-friendly product features. Products have unique features to satisfy consumers' particular needs (Hinson et.al, 2020).

**Price**

Most of the company foot care services are priced according to the total time used in performing a particular service. For instance, cutting of customers’ nails is charged between $20 to $50 which is very affordable in this case. Most foot care products are between $100 to $ 250 which equally affordable in the global market (Hinson et.al, 2020).

**Promotion**

The company is using social media platform such as Instagram and Facebook to market its products and business. It has equally spent almost $5000 in advertising its products to attract a wide range of customers (Ferrell, Hartline & Hochstein, 2021).

**Place**

The company is situated in an area with large population of people suffering with diabetes and obesity which are the company main target customers. The company has equally gone extra mile to build more business in the European countries to attract more potential customers not only in New York (Ferrell, Hartline & Hochstein, 2021).

**Reference Lists**

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