

Marketing plan for retail store assignment

[Art & Culture](#)



**ASSIGN
BUSTER**

My purpose of choosing this business, it can raise our needs and to earn a living. My product is affordable and cheaper. The materials use are refrigerator, ceiling fan, broom, dust pan, and trash can. The materials are clean so that they will entertain my store. My store is made up of cement and it was painted. My products are based on the needs of neighbors. When competing others I will put materials that they don't have like a trash can. Trash can is important because every food we eat there is a trash to be put on the trash can.

Some customer don't know where will put it. To sell my products I have to entertain them by telling my neighbors, my relatives, my friends, and my family and advertising them by putting some posters when my mother will earn money for it. Marketing Plan 1. Objectives My purpose of choosing this business, it can raise our needs and to earn a living. AI. Description of my business or Product My product is affordable and cheaper. The materials use are refrigerator, ceiling fan, broom, dust pan, and trash can. The materials are clean so that they will entertain my store. My store is made up of cement and it was painted.

The name of my business is rethinks SARI-SARI STORE. rethinks is came from my mothers name mechanics is macaroni and my fathers name which is retired ret. My product are base on the needs of my neighbors. III.

Comparison of my business with its competitors My business is affordable and cheaper while other business is very expensive. Some business is made of cement but it was not painted and their store don't have trash can. Elf there is no trash can where will the customer put their trashes. Some

business wants to have a credit so I decided to have a credit payable in one month.

IV. Location My business is located in Attitudinal, Bataan City near in the school and my house so that I can easily divide my work in house and store.

V. Market Area and Customer There are many customer near the school like pupils and students so that many customers will entertain and going to and from whatever they want in my store in affordable and cheaper price than

the other store VI. Total Demand The population of our bargain is more than Phil , 300. 00 so I will sell 10 kinds of rodents per day to achieve the PH 1, 300. 00 VII.