

Marketing plan psychology essay



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Luca of Musselburgh Ltd is a long-established family-orientated company that's main headquarters resides in the Musselburgh area of East Lothian, Scotland. There is another branch which is situated in the well-known area of Edinburgh – Morningside. Each branch impresses another type of consumer because the surrounding areas have different residential profiles and consumer needs.

The company aims to provide customers with great quality fresh dairy ice cream at a reasonable price and wants to develop and expand through time. This report identifies key strategic planning issues that have come to the attention of the directors of S. Luca and plans marketing objectives for the next twelve months and the details of how the implementation will take place. By examining the internal and external environment of the ice cream market in the UK and internationally, this report is able to place S. Luca in a position that could further the development of the organisation through marketing and through extending the menu to cover the winter months, where there is a decrease in the sales of ice cream units.

The company has many strengths, some weaknesses but a lot of potential. If this plan goes ahead, it could give S. Luca what it needs in order to gain competitive advantage over other companies and expand nationally, and hopefully in the future, internationally. When implementing this plan, it is highly necessary to monitor the process throughout, to make any changes along the way. By having pre and post analysis of the marketing plan, it will be obvious then, the success and how much more the business has expanding. In the future, it is then possible to expand and delve in to and

develop other aspects of the business in order to increase profit and client business.

1. 2 Identification of the key issue/basis for plan Although the company in hand has great potential, it is important to understand the nature of the plan. It has come to the attention of the owners of S. Luca that during the winter months, the sales compared to the summer, are extremely low. Sales are proving to be 60% lower in the winter months, especially through take-away and sit-in ice creams. Understandably it is because of the Scottish weather sales are taking a huge knock, and so a plan must be undertaken to ensure rise in sales of ice cream, as this is the key product made, distributed and sold throughout East Lothian and Edinburgh.

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