

Kudler fine foods marketing focus assignment

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They have three locations La Jolly, Del Mar and Encinites. Kathy Cuddle opened her first store at La Jolly, California, within some years of operations she opened her second store at Del Mar in the year 2000 and in 2003 she opened her third store in Encinites and each store has nearly 16,000 square feet of retail space located in a fashionable shopping center. After the opening the first store at La Jolly, she took nine months to break even and finished the year with a profit. Their mission is to provide the best selection of foods, wine and related needs in an unparalleled consumer environment.

Cuddle Fine Foods remains to gain and increase popularity with their current development they are ready to develop changes to increase revenue and lower costs. Cuddle Fine Foods has experienced significant growth and now they focused on expanding the services, improving the efficiency of its operations and increasing the consumer purchase cycle. Cuddle Fine Foods main goal is to increase the loyalty and profitability of their consumers by three marketing tactics: 1 .

Expanding Services- they are offering in-store parties to show customers how to prepare specialty foods by well-renowned chefs, local celebrities, and other food experts. This tactic would be able to increase the customer purchase rate of high margin food and beverage items and this increased time spent in the store would also grow the whole revenue per every visit benefiting to the organization. 2. Frequent Shopper Program- the latest plan is following purchase behavior at the distinct customer level and giving high value incentives through a partnership with a loyalty points program.

The customer purchase behavior patterns will help Cuddle to refine its plan and offerings to greatest satisfy their appreciated customers. 3 Increased Efficiency- the many is now in a place to focus on internal processes, and how those can be enhanced to send greater than before value to the customer. Furthermore, the organization is emerging employee training programs and integrating new software systems to facilitate the effort.

A marketing financial plan has been established to support new initiatives, marketing communications, and marketing research expenditures vital to the success of their strategic objective. Though, the organization is in process of developing a system to track the customer purchase behavior because the surveys inducted in 2007 show the customer dissatisfaction and working toward improving the customer satisfaction (Cuddle Fine Food's 2008). The Marketing Mix used by the company is to vend goods and services to their customers are: product, price, place, and promotion.

They started frequent purchase program that will give them helpful information on customer purchase patterns. The promotions such as the frequent purchaser and the cooking classes are designed to be self-funding. The store offers value added services rather than discounts to its customers (Cuddle Fine Foods, Sales and Marketing: Sales Plan, p. 1). The stores are focusing on improving the existing locations. Therefore, its seeing new methods to increase the business.

The customer buying behavior patters will support to the company to refine their processes and offerings to great satisfy their appreciated customers. Price is not the primary distinguishing factor for Cuddle consumers. The

consumers are absorbed on product quality and finding specialized items.

Cuddle emphasis is delighting new and existing customers. As a sales organization, this means it must actively analyze the customer data to provide products and services that exceed customer needs.

Recommendations Improved information Management and New customer Motivated Program. Cuddle should develop new strategies like have a customer referral program and Affiliate Marketing because such programs encourage customer loyalty and at the same time helps in achieving goals. It is important for Cuddle Fine Food to know what their rival is responsible for several reasons if their rival is giving a promotion to the public that is attracting more business, then Cuddle will want to offer something along the same lines so more business will sway in their direction.