

# Marketing plan sample assignment

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I. Mission Statement Floatea aims to satisfy the taste of Milk Tea lovers II.

Objectives To earn at least 20% more of profit monthly. To create a Facebook page and Twitter account and get 1, 000 likes from people and 500 followers. To create at least 5 new fruit flavors of Milk Tea. To create a healthier float that health conscious people can enjoy III. SWOT Analysis Strengths Milk Tea is the newest food trend today. Our product gives Milk Tea a twist. Our product offers numerous health benefits.

Doesn't require a lot of manpower Weaknesses Limited capital The ice cream on top of the Milk Tea easily melts. Owners doesn't have much experience.

Opportunities Our product has a huge type market potential. We'll open stalls in schools since our target market are students. Add variety of ice cream flavors. Threats There a lot competitors that are already known than our product. There will be other store that would offer better variation. We don't have direct supplier so we buy our raw materials at a higher price IV.

Marketing Strategy A. Target Market Demographic Floatea's target market to female who are ages 17-20 years old, single and student. Floatea is meant for all the users in higher or upper class. Psychographic On the basis of psychographic, Floatea has targeted the people who are Milk Tea lovers who wants to experience and try something new about Milk Tea. Also, Floatea has targeted people who loves ice cream. Milk Tea and ice cream all in one!

Technographic People who uses social-networking sites like Facebook, and Twitter.

B. Marketing Mix 1. Product Floatea offers Milk Tea Floats, 120 ml of size with different varieties of tea flavors which are Royal, Hazelnut, & Wintermelon.

We also offer different varieties of ice cream flavors like chocolate, strawberry, and vanilla. Floatea's Milk Tea Floats come with different kinds of add-ons, namely, Nata de Coco, Pudding, and Tapioca Pearls. 2. Price The company's pricing for the 120 ml Milk Tea float is Php80. 00. Customers are expected to pay in cash. 3. People

Floatea intends to have two to three women aging 20 to 30 years old, with experience in making Milk Tea or is willing to be trained, friendly, and approachable. 4. Positioning " The Milk Tea with a twist. " 5. Place Floatea aims to provide service in schools (Kostka, Ateneo, & Miriam College) and build up a store along Katipunan Avenue. 6. Promotion The promotion that Floatea has and will comprise are the following: Floatea would like to widen its scope of information by having a flyers and posters Every Customer will be given a loyalty card in which the customer is given one stamp for every Php80. 0 purchase Every person who will like/follow our Facebook/Twitter page will get 5% discount in purchasing one (1) Milk Tea Float Every customer is entitled with a free add-on for every Milk Tea Float purchased Free delivery for a minimum purchase of Php 160. 00 along Katipunan Ave. only V. Implementation 7. 1. Product Floatea offers Milk Tea Floats, 120 ml of size and with different varieties of tea flavors which are Royal, Hazelnut, & Wintermelon and different varieties of ice cream flavors like Chocolate, Strawberry, & Vanilla.

Floatea's Milk Tea Floats are offered with different kinds of add-ons, namely, Nata de Coco, Pudding, and Tapioca pearls. 2. Pricing The company's pricing for the 120ml Milk Tea Float is Php70. 00. Customers are expected to pay in cash. 3. Positioning " The Milk Tea with a twist. " Evaluation 1. Bazaars and <https://assignbuster.com/marketing-plan-sample-assignment/>

School Fairs Bazaars and school fairs every January, February, & December, three consecutive days per month. The school events in Ateneo are usually on January