

# Marketing assignment

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BUSTER**

A specially made terra cotta container is lined with a single large section of a banana leaf. It is placed over preheated coals and the rice flour and water mixture is poured into it, taking care not to spill it into the container itself. Another piece of banana leaf is added to the top and covered with more preheated coals. This Marketing Plan gives the details involved in the new launch of the brand "Booing's", that will offer a unique baaing experience to the general market scene. We aim to achieve a wide share for our uniquely-topped baaing products.

And build a competitive company and soon be the primary and leading business in the market. The company's mission Provide the best tasting native delicacy with a rare twist in the market, and to show our admiration for the taste of our culture with every bite you will have. And its vision is to become the most winning baaing brand on the market that will satisfy the needs and cravings of each and every consumer. To offer the market new variations of the Baaing, Booing's is here. Booing's offers the market wide varieties of toppings for Baaing.

From fresh fruits, chocolates, fillings and veggies that will surely be loved by customers. The company knows that customers are already fond of eating baaing that's why they give this Filipino delicacy a new twist. As the name suggest, Booing's offers a wide variety of Baaing with Toppings, the 1st in the market. With its affordable price and delectable taste, costumers will surely be back. They will choose their own toppings, Do-let-Yourself Baaing.

**SAMPLE VARIETIES AND FLAVORS** Baaing ala Pizza A Filipino classic this sweet cake is tremendously easy to make and disproportionately tasty.

Think sweet, buttery cornbread with just a bit of cheese. Very light with a smooth crumb. This recipe has been simplified from the traditional preparation methods which call for wrapping in banana leaves. For the toppings we put, grated cheese, slices of tittle an Malta and coconut. Baaing Nutshell Instead of mixing rice flour, baking powder, and salt and figuring out the perfect balance of the three, we will use self rising flour that already has baking powder and salt in it. For the flavor of rice, I used rice milk. Nowadays, most grocery stores carry rice milk.

You can find it in the same section with soy milk and almond milk. And for the flavor, we go for nutshell mix with cocoa powder. Baaing White Chocolate with Almonds A baaing inspired cupcake coated with white chocolate and almond at the top of it! Naughty Nuts Baaing Baaing cupcake filled with peanut and cashew nuts. Decorated by icing cakes that o will surely love. It is to just your ordinary baaing dessert, this is just beyond desert. You can also prepare it for parties and other occasions to be a part of the menu. Baaing ala Mango Baaing pie filled with mango toppings.

No need to be conscious about burning your baaing because mango can do the right cook for you. Mango toppings prevent burning the top of the pie. So you can have your Baaing Mango Royals so delicious and cook just right. Baaing Pie We usually see baaing as a single small cupcake like desert so we came up with this Baaing made large good for five or more people. So you can avoid being "biting" with this big one. You can also share this without compromising your share! Cheesy Baaing This is large baaing made with a lot of cheese.

Baaing sour cream and onion Baaing Pastel I. SOOT ANALYSIS STRENGTHS  
New taste and twist for baaing. Affordable price yet incredible taste. Our product has the ability to innovate in continuous basis. Filipino cultured product. Different flavors and wide varieties to choose from. WEAKNESS Lack of brand awareness. Many existing competitors. Poor distribution. Limited resources in creating an impacting image in the market. New in the market and smaller in comparison. OPPORTUNITIES Wide market potential. Few competitors rather than other product line. Franchising.

International Opportunities THREATS Well established competitors. Colonial Mentality among Filipinos. Competition Duplication. Health II. MARKETING OBJECTIVES The objective of this Marketing Plan is to create brand awareness of the newly established business, Booing's. Create brand image and experience as well. Stimulate buying behavior among customers and to increase sales of Booing's. III. MARKET STRATEGY Booing's is for all. Can be eaten by all. Families, Peers, Friends. We have created strategies that will target each and every market we cater.

From Barbuda pack, to box to school and combo meal. Our target market is usually groups, as they can stimulate the buying process and cycle of Booing's. And we all know that if this people buy our products, they purchase dozens of dozens. ' V. STRATEGIES Personal selling Personal selling is a strategy that salesperson uses to convince customers to purchase a product by selling the product after meeting face-to-face with the customer. The salesperson uses a personalized approach to meet the individual needs of the customers by demonstrating the ways that the product will benefit them.

The customer is given the opportunity to ask questions, and the salesperson addresses any concerns he has about the product. The BOOING'S promotes product through attitude, appearance and specialist product knowledge. The aims are to inform and encourage the customers to buy, or at least try the product through their curiosity. Advertising Booing's website Website is a place on the World Wide Web that contains information about a person, organization, etc. , containing hyperlinks to each other and made available online by an individual, company, educational, institution, government, or organization.

Booing's will advertise through its website. Its website will contain different information about Booing's, together with its different toppings, how can people avail the product and where they can avail it. Booing's Website will not only give information about its product, but also give different information that will get the attention of the people who will see the website. Booing's website will provide different information regarding the latest weather, the latest trend and efferent healthy foods that best suits food-conscious people.

The group decided to include these different information in our website to connect with the people's interest. Booing's Faceable Page and Twitter Account Since we are in a period or era where technology really advances, people are being attached to different social media. Social Media helps us to communicate with people all around the world. When we are using the internet, we face not only our friends, relatives, family, nor our countrymen, but we are facing the world. We are being connected to the world when we use the Internet and the social media.

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The famous social media sites nowadays which lots of people have this are twitter and faceable. Nettings are active and uses these sites. It is where they express their feelings, thoughts, stories, ideas, etc. It is where they connect and communicate with others. Just like those who wants to connect with the world, Booing's also wants to connect with the world. Booing's will have Faceable Page and Twitter Account. Booing's Faceable Page will provide different information's about our product. We will also post different tasteful photos of Booing's.

Also in our Twitter Account, we re open to those people who wants to twit us of what toppings they want in our banging's. Booing's Faceable Page and Twitter account will also serve as our advertising media. By this, we can promote our products free and will be able to connect with our target market. Booing's provides baaing products with different toppings. People are open to share us their own mixes of toppings. Customers can customize their own toppings. So let us all share and twit us your Rice Cake toppings in our Top-Banning Faceable Page and Twitter Account! Print Publications Advertising

Print publications such as magazines, newspapers and Special Issue publications offer advertising opportunities at all geographic levels. Binghamton will advertise our products through print magazines, newspapers especially in food magazines or menu sections, this way customers or prospected customers can be aware about our business which is Baaing with a twist. Direct Mail Advertising This method of advertising uses postal and other delivery services to ship advertising materials,

including postcards, letters, brochures, catalogs and flyers, to a physical address of targeted customers.

Direct mail is most effective when it is designed in a way that makes it appear to be special to the customer. Binghamton will have a flyers and brochure letters that will be distributed to the residence living around the vicinity of our business. This aims to increase the awareness of the people living in the area near the business location. Signage and Billboard

Advertising The use of signs to communicate a marketer's message places advertising in geographically identified areas in order to capture customer attention. The most obvious method of using signs is through billboards, which are generally located in high traffic areas.

Outdoor billboards come in many sizes, though the most well-known are large structures located near transportation points intending to attract the interest of people traveling on roads or public transportation. Indoor billboards are often smaller than outdoor billboards and are designed to attract the attention of foot traffic (I. E. , those moving past the sign).

Binghamton will have a signage outside the vicinity of the store. A signage that could attract the attention of possible customer or by passers that will entice them to visit the store.

Another one is the transportation advertising wherein Binghamton will have a sticker that will be put in tricycles, public utility vehicles etc. That will serve as a walking advertisement of the Binghamton. Product Placement

Advertising Product placement is an advertising approach that intentionally inserts products into entertainment programs such as movies, TV programs

and video games. Placement can take several forms including: visual imagery in which the product appears within the entertainment program actual product use by an actor in the program words spoken by an actor that include the product name

Product placement is gaining acceptance among a growing number of marketers for two main reasons. First, in most cases the placement is subtle so as not to divert significant attention from the main content of the program or media outlet. This approach may lead the audience to believe the product was selected for inclusion by program producers and not by the marketer. This may heighten the credibility of the product in the minds of the audience since their perception, whether accurate or not, is that product was selected by an unbiased third-party. Binghamton will offer pensioners to any TV shows in exchange of publicity and promotions.

Like for example, sponsoring in ASAP or other cooking or business related shows. Sponsorship Advertising A subtle method of advertising is an approach in which marketers pay, or offer resources and services, for the purpose of being seen as a supporter of an organization's event, program or product offering. Sponsorships are intended not to be viewed a blatant advertisement and in this way may be appealing for marketers looking to establish credibility with a particular target market. However, many pensioners options lack the ability to tie spending directly to customer response.

Additionally, the visibility of the sponsorship may be limited to relatively small mentions especially if the marketer is sharing sponsorship with many



other organizations. Binghamton will offer sponsorship especially school events like school programs, seminars or party events. Binghamton will provide a free Binghamton product for the host of the program and a kiosk or cart for students who want to buy Binghamton product. Pittston unlit Battling Filipinos are fond of eating, the reason why most of eat-all-you-can business became successful.

Booing's will offer the market Unlit Baaing between 10am-1 pm. Shoot, Share and Win! Booing's A Sales Promo wherein using only your phone, take a picture of your booing's. Upload it and share the most attractive photo will win booing's and other surprises! Free Taste and Sample Since Booing's is new in the market, we will conduct some sale promotional strategies in order to promote an increase in sales and to make the public aware of the new product. Booing's BARBUDA PACK with a FREE DRINK Promotional Tools: Advertising, Sales Promotion, Publicity Objective:

To increase sales of our featured promotional products for the month of September, October and November. Message: There will never be dull moments when you are with your friends. Share the Barbuda Pack with DRINK of Booing's with your friends. Barbuda Pack with DRINK is a special promo of Booing's for you and your friends. It will run from September, October and November in the first year of the business. This Barbuda Pack with DRINK is a giant baaing with toppings that will surely be enjoyed by you and your friends with a free drink. A giant baaing with toppings good for 6 people with a free 1 .

L Coke would be loved by you and your friends. Eat it with your friends while sharing your stories and moments with them. Enjoy it. Love it! Duration: These limited edition Pittston BARBUDA PACK with a FREE DRINK will run only from September 1 to November 30 of the first year of the business . You can have this for your Barbuda trips, gimmicks, parties, etc. While chatting with your friends. Expected outcome: Increase sales and awareness on our featured product, the Booing's BARBUDA PACK with a FREE DRINK. Booing's Corporate Social Responsibility Outlook At Bagging Project

As a part of our Corporate Social Responsibility, We, booing's came up to an idea of extending our hands to help small communities in Northern Luzon especially our Filipino rice farmers. We named our project TAP (Outlook At Bagging), this project aims to lessen their struggles by donating tools and supplies that they'll be needed in farming. This project will be implemented through the help of our consumer. Once they buy one piece of Booing's product, 50 cents of our sale will go to our budget in buying tools and supplies. We choose to help our cabanas because they are the one who supply our main ingredients which is rice.

Bring Back the Blessings project Sharing the blessings that we received is one of the practices that we Filipino are known for. In relation with this, Booing's create a project EBB or Bring Back the Blessings project, this aims to fill the empty stomach of street children scattered in our community. We will give one box of Booing's per one family on Christmas Eve. There are certain places that will be targeted by our team in distributing this box of Booing's. We want to make them feel that there are still reasons to smile on the day of Christmas. Title: Free Bite-sized Booing's Promotional Tool: <https://assignbuster.com/marketing-assignment-essay-samples-89/>

Sales Promotion Objectives: To create brand awareness of our product in the market. Free Samples for everyone! Producing a bite sized booing's and give it for free as a part of introducing are new product in the market. We'll give one booing's per one person in our outlet on the first day of our operation. Bite sized booing's will be put in a cup and be distributed by our staff on January 2, from 11 am to 8 pm on our outlet as we make our grand launching. Expected Outcome: Brand awareness, creating instant demand on our booing's and acquiring new customer might be some effects of this strategy.

Title: Wickedly Fun Halloween Baaing Cupcakes Create a creepy baaing cupcake creation that is sure to dazzle your Halloween party guests by decorating baaing cupcakes. Our Halloween baaing cupcake monsters, black cats, witches, and ghosts are all magic to make and decorate! This promotion aims to increase sales and at the same time creating and increasing the awareness of our customer These limited edition Halloween baaing cupcakes will run only from November 1-15. You can have this for trick or treat or just an additional flavor for your Halloween party foods or dishes. Box to school

The back to school season is fast-approaching, and taking advantage of the spending boom with creative social campaigns can help your business achieve social success. Sometimes students doesn't have any time to eat due to hectic and stressing schedule as well as parents who doesn't have any time to prepare food for their children, so we proposed to have a back to school Binghamton boon pack just for them. This is a limited only specialty of Binghamton which will be offered only on the month of June 2016. So grab a <https://assignbuster.com/marketing-assignment-essay-samples-89/>

box of our Special back to school Binghamton! Share it with friends, classmates or teachers or simply grab a bite while on the go!

This promo aims to increase the sales and also increase product awareness among students and parents. Everyday is Mother's Day Baaing! "

Promotional tools: To increase sales of our product and provide value to all the mothers. Producing a customized baaing cupcake for mother's day with a special message on its wrapper dedicated in all the mothers out there. These limited edition customized baaing cupcakes will run only from Mall-1 5.

Increase sales and awareness on our featured mother's day baaing cupcake.

" Best Dad Ever Baaing Cupcake! " To increase sales of our product and provide value to all the fathers.