

Marketing agency business plan flashcard



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Executive Summary: OnSite Marketing, Inc. (OMI) aims to provide advertising, marketing, and public relations services to targeted business environments in the Automotive Aftermarket industry. OMI intends to leverage the thirty plus years that co-owner Steve Crain has in the automotive arena, especially as it related to his position as the Director of Marketing for SEMA (Specialty Equipment Market Association) where he helped SEMA, the non-profit organization that is the core of the Automotive Aftermarket, market and grow their trade show into the industry's largest trade only show.

SEMA afforded Steve Crain the networking goldmine that continues to follow and serve him today. OMI's plan seeks to generate company sales and profits from the development and delivery of advertising and marketing materials in printed collateral, broadcast media, and public relations. The highlights of this plan are the projected sales-revenues for the next three years of \$354, 711 \$390, 182, and \$429, 200, respectively. These targets are attainable through a proactive approach to the solicitation of clients, developing the respective appropriate methods for market penetration, and ultimately increasing client sales and revenue.

This methodology has already secured annual and multi-annual contracts which OMI will build upon. This business plan has been created on the basis of market research, which spanned 1999 through 2004. Data concludes the size and growth of the market and demographic segments, customer needs, perception, and buying behavior trends have been on the upswing, and are expected to continue. OnSite Marketing, Inc. , feels it is able to capitalize on its automotive marketing expertise, and will benefit from its operations

beginning in November 2004. Description of Business: Legal Name and Form of Organization

OnSite Marketing, Inc. (OMI) is a California corporation, classified as an “ S” corporation. The owners of this corporation are Diana Crain with a 50% share and Steve Crain with a 50% share. Mission Statement and Objectives Mission Statement: To contribute to the success through the relentless pursuit of creative advertising, marketing, and public relations Objectives: OMI aims to help clients become market leaders while helping others build their businesses from the ground up. OMI takes an integrated approach to building brands and driving sales for our clients. Licenses and Permits

OMI is licensed by the State of California and the City of Corona – see appendix a Description of Services Marketing – it’s the first word in our name, and it really does matter. OnSite Marketing, Inc. (OMI) is a market-driven, full-service advertising agency. OMI offers particular expertise within the automotive aftermarket as it relates to both Business to Consumer (B2C) and Business to Business (B2B) marketing. The portfolio of services offered include market research, advertising strategies, campaign development, creation of advertising materials in both print and broadcast media, public relations, and specialized client assistance.

OMI is led by the former Director of Marketing for SEMA (Specialty Equipment Market Association), Steve Crain, and supported by an organization of industry professionals and creative staff with extensive Automotive Aftermarket marketing expertise. This team understands the unique business needs, multi-tier distribution, and market forces of our automotive

related clients. Within this highly competitive arena, OMI strategies are based on the underlying philosophy of utilizing agency creativity in partnership with client objectives to achieve the maximum desired results.

Our services include: Advertising

Trade and consumer ads for print, online and radio
Catalogs Print and electronic
Collateral Materials Capabilities brochures Sales brochures Product literature Directories Direct Mail Lead generators Direct response Product launches Event promotions E-Marketing Website development Website integration HTML e-mail broadcasts Interactive promotions Marketing and Creative Planning Strategies analysis Promotional plans Branding strategies Concept development Event planning and management Multimedia Presentations Packaging and P. O. P. (Point of Purchase) Displays Public Relations Press Releases Editorial Special Events Sales/Technical Development

Seminars Workshops Video Production
OnSite Marketing, Inc. operates with 3 full-time employees along with a family of freelancers who are part of the team. This enables OMI to take on large volumes of work, while keeping overhead and other costs affordable. OnSite Marketing, Inc. 's strategic advantage lies in our capability to be a single source for all of our clients' advertising, marketing, and public relations needs. OMI helps expand our clients' visions and ensures they become reality.

Description of the Location
OMI is operated out of leased offices located in the City of Corona in Riverside County, California, at 119 N.

Maple St, Suite “ M”, Corona, California 92880. Industry Analysis: Often Businesses know they make a great product and can’t understand why the world is not knocking down the door to buy it. Through OMI research and, in particular Steve Crain’s years of experience, it has determined that though a business may know how to manufacture a great product, it (even when believing it does) does not know how to properly market their product. It was apparent that many companies in the automotive specialty equipment industry fell into this dilemma and combined with the sustained growth in this segment of the market, OMI saw the opportunity to help these businesses and capitalize on their needs to generate a profit. In 2003, manufacturer sales of specialty automotive products reached \$10. 02 billion, and retail sales were \$28. 9 billion. In fact, the Automotive Aftermarket has seen a growth of 8. 9% average annually for the past ten years. See supporting data in Appendix b Marketing Plan: Services OnSite Marketing, Inc. is strictly a service oriented company that offers particular expertise in marketing, advertising and public relations: specifically to the automotive aftermarket as it relates to both Business to Consumer (B2C) and Business to Business (B2B) marketing.

OMI’s service is to develop the creative and/or campaigns to implement or augment our clients’ advertising, marketing and PR programs. The portfolio of services offered include the following: Advertising Trade and consumer ads for print, online and radio Catalogs Print and electronic Collateral Materials Capabilities brochures Sales brochures Product literature Directories Direct Mail Lead generators Direct response Product launches Event promotions E-Marketing Website development Website integration

HTML e-mail broadcasts Interactive promotions Marketing and Creative Planning Strategies analysis Promotional plans Branding strategies

Concept development Event planning and management Multimedia

Presentations Packaging and P. O. P. (Point of Purchase) Displays Public

Relations Press Releases Editorial Special Events Sales/Technical

Development Seminars Workshops Video Production OMI sells these services

via our in-house Account Executives whereupon we execute the creative

required, and after sign-off from the client, printed or electronic files are

delivered to the client or their representative, i. e. a magazine or commercial

printer. Terms for these sales are typically fifty percent deposit at agreement

of initial estimate and fifty percent net thirty.

As OMI is a service-oriented company, inventory requirements are essentially office supplies, focusing primarily on paper products and replacement laser

and inkjet cartridges for the various professional quality in-house printers. No

inventory of parts or other merchandise for resale is required for operations.

Inventory is controlled by the President and/or the Director of Operations via

a minimum stocking level and reorder point analysis. Currently, OMI buys the

above office supplies on a COD basis. See current list of vendors in Appendix

c Sales Pricing Policies OnSite Marketing, Inc. rices services to each client

individually as no two clients have the same requirements. This pricing is

based on a structured per hour rate for the types of services we implement

or create for the client. See Estimate Worksheet in Appendix d. Distribution

and Channels Distribution of OMI services are on a one-to-one personal basis

with each and every client. See current client list in Appendix e. Promotion

and Strategies OMI does and will promote itself through the use of trade

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advertising, attending industry-related trade shows, and direct mail campaigns in addition to telemarketing and cold-calling done by the Account Executives.

Target Market Demographics/Geographics/Segmentation Primary target market is the 6, 000+ member companies of SEMA (Specialty Equipment Market Association) who comprise the bulk of the automotive aftermarket manufacturers, importers, and resellers in the United States. OMI's focus is primarily those companies located in the three Southwestern states consisting of California, Arizona, and Nevada, with particular emphasis on the small to mid-size company and/or corporation that has either no design department or those with limited in-house capabilities.

Advertising Plan

Media

OMI's current media purchases are limited to automotive aftermarket industry trade publications. Please refer to the Media plan and budget in Appendix f. Events OMI will attend automotive aftermarket industry trade events. See attached Schedule of Events. Prioritizing events based on number of exhibitors, number of attendees, and location in relationship to OMI. Of the thirty-two primary events in our industry in the United States in 2005, OMI plans to attend a minimum of twelve. These twelve are bolded on the following events listings. Additional events may be attended depending on resources, i. e. time, personnel, and budget. 1/6/2005 – 1/9/2005

International Consumer Electronics Show (CES) Las Vegas, NV 1/10/2005 – 1/12/2005
Pacific Design & Manufacturing Show Anaheim, CA 1/17/2005 – 1/20/2005
Automotive News World Congress Dearborn, MI 1/18/2005 – 1/19/2005
Midwest Carwash Association Expo Novi, MI 1/21/2005 –

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1/23/2005 NAMM Show Anaheim, CA 1/22/2005 - 1/30/2005 New Jersey Auto Show Secaucus, NJ 1/25/2005 - 1/27/2005 SEMA MPMC Media Trade Conference Los Angeles, CA 1/28/2005 - 1/01/2005 SHOT Show Las Vegas, NV 2/1/2005 - 2/3/2005 Mobile Air Conditioning Worldwide Convention and Exposition Las Vegas, NV /4/2005 - 2/5/2005 SEMA Offroad Indianapolis, IN 2/4/2005 - 2/5/2005 SEMA Spring Expo (SSE) Indianapolis, IN 2/9/2005 - 2/10/2005 SAE Hybrid Vehicle Symposium Costa Mesa, CA 2/16/2005 IARA Chicago Remarketing Roundtable Las Vegas, NV 2/19/2005 - 2/21/2005 DealerNews International Powersports Dealer Expo Indianapolis, IN 2/20/2005 - 2/24/2005 National Wheel and Rim Association Annual Business Conference Scottsdale, AZ 2/22/2005 - 2/24/2005 Clean Heavy Duty Conference Palm Springs, CA 2/24/2005 - 2/26/2005 TIA Off-The-Road Conference Tucson, AZ 2/26/2005 - 2/27/2005 Big Show / East Coast Secaucus, NJ 3/10/2005 - 3/12/2005 Hotrod & Restoration Trade Show Indianapolis, IN 3/15/2005 - 3/20/2005 PBES Annual Conference Phoenix, AZ 4/10/2005 - 4/12/2005 Automobile Finance Conference & Trade Show San Diego, CA 4/11/2005 - 4/14/2005 SAE World Congress Detroit, MI 4/28/2005 - 4/30/2005 AERA Engine Rebuilders Association Expo Las Vegas, NV 4/29/2005 - 4/30/2005 PERA Spring Technical and Marketing Conference Las Vegas, NV 5/2/2005 - 5/5/2005 SEMA OEM Tech Talks Detroit, MI 5/20/2005 - 5/22/2005 SEMA International Auto Salon (IAS) Atlantic City, NJ 6/5/2005 - 6/7/2005

International Conference on Intelligent Transportation Systems Las Vegas, NV 6/15/2005 - 6/17/2005 Non-Prime Auto Financing Conference Lake Las Vegas, NV 8/5/2005 - 8/9/2005 ADS International Convention and Exhibition

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Operations: Facilities OMI operates in a leased office space that is located in a multi tenant building. The OMI offices are approximately 2040 square feet with four individual offices, conference room, break area with half kitchen, private men's and women's bathrooms, and two larger common work areas. OMI is open for business from 8: 30 am through 5: 00 pm Monday through Friday. Production Plan OMI's production consists of taking conceptual ideas and developing those ideas into final advertising/marketing pieces by having OMI staff artists create and transform them into final art (materials) through the use of computers and computer graphic programs.

After client approval and a complete proofing process, these concepts, now fully developed materials, are delivered to the client via printed copies or electronic files. These developed materials are then used by the client for advertising, marketing, and public relations via such methods as magazine ads, web sites, brochures, etc. Equipment and Technology OMI is a technology oriented business capitalizing on the advances in computers and the supporting software. At the core is a Macintosh XServe computer server that supports up to 100 workstations, 7 of which are currently purchased and in use. Additionally there is a HP Proliant Windows Server that has similar capabilities.

OMI's advantage is being able to utilize both Mac and Windows operating systems simultaneously and in concert with each other in order to properly fulfill our client's needs and expectations. OMI also utilizes both a Watchguard Firebox X-500 firewall system to protect data from Internet attacks/threats and a Exabyte VXA-2 Tape back-up system that completes a tape back-up of all work, unattended, every night. OMI also employs UPS

(Uninterrupted Power Supply – Battery back-up) on all computers, servers and phone systems. OMI software is based around an industry specific, full feature cross platform business and accounting software called Clients & Profits. This software enables to all aspects of the business from accounting to production to be controlled and managed.

In addition, OMI utilizes the latest in design software with Adobe's Creative Suite being the core product which is augmented with various other programs from complex web design programs, database management, spreadsheet, to common word processing programs. In addition to communicating with our clients via the internet, e-mail and our FTP site, OMI purchased an advanced phone system from Avaya Phone systems that includes complete voice mail, remote access and advanced intra-office capabilities. Labor Requirements OMI requires a multitude of levels of graphic design ranging from concept and development to layout to implementation via production artist.

Typically this would include the following positions: Creative Director, Senior Art Director, Graphic Artist, and Production Artist. In addition to the Art Team, the Sales Team would consist of a Senior Account Executive and an Account Executive. Operations and Administration are implemented by the President and a support staff for A/R, A/P and Trafficking. Additional outside vendors are utilized for special project work and such necessary business functions as CPA and legal. Quality Control Quality Control in OMI's world consists of an elaborate proofing system that tracks all change orders, corrections, and additions to any and all work prior to distribution to clients for both preliminary and final sign-off.

This insures that OMI delivers the most accurate and complete materials to clients and/or their designated recipients, i. e. , a magazine for ad placement. Organization Plan: Ownership/Employees/Outside Services

Ownership OnSite Marketing, Inc. (OMI) is a California corporation, classified as an “ S” corporation. The owners of this corporation are Diana Crain with a 50% share and Steve Crain with a 50% share. Employees/Organization Chart Steve Crain, Diana Crain, Brian Charpentier, Mike Lee, and Ron Gillespie.

Responsibilities/Tasks/Salaries Director of Operations \$38, 000 – \$52, 000 Supervises office activities to achieve maximum expense control and productivity.

Develops procedures and policies for office activities, such as filing, records management, typing, word processing, faxing, and mail distribution.

Responsible for managing, tracking and reporting monthly billing, managing, preparing and invoicing agency work. May be responsible for maintenance of office equipment and supplies. A/R and Trafficking Administrator \$16, 600 – \$31, 200 Provide administrative support for advertising agency, oversee accounts receivable and collections, and provide other clerical services.

Candidate must have strong Word, Excel, and accounting software skills; accounts receivables and collections experience; excellent organizational skills and professional communication skills necessary. Must have the ability to prioritize and meet deadlines.

Experience in advertising agency or printing environment preferred. Must work with Clients & Profits software and on PC and MAC computers Sales – Senior Account Executive/Account Executive \$40, 000 – \$80, 000 Sales professional to service existing clients and develop new clientele with

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effective communication and presentation skills, proven track record of sales growth and customer retention, a strong work ethic, ability to interact with a team of graphic artists. Must work with Clients & Profits software and on PC and MAC computers. Creative Director \$58, 000 – \$82, 000 Responsible for the overall supervision of the agency’s creative product, both design and copy.

Interfaces between the client, the Account Executive, and the Creative Department. Responsible for taking the strategic marketing plan that has been developed and interpreting it into the “ big idea. ” Assigns all creative projects within the agency staff and chooses which freelancers will work on which creative assignments. Approves all creative work before it is presented to the client. Interfaces with Account Executive for approval prior to presentation to the client. Senior Art Director/Art Director \$42, 000 – \$60, 000 Experienced graphic designer leads production artist team. Candidate must conceptualize marketing plans and develop creative for presentations. Degree in field and 3+ years agency work experience required.

Must work with Clients & Profits software and on PC and MAC computers and use cross platform versions of Quark, In-Design, Photoshop, and Illustrator. Graphic Designer \$28, 000 – \$48, 000 Graphic designer to carry out creative as directed by the Senior Art Director. Candidate must have knowledge of collateral, web site, label, package design and print advertising. Must work with Clients & Profits software and on PC and MAC computers and use cross platform versions of Quark, In-Design, Photoshop, and Illustrator. Production Artists \$18, 000 – \$36, 000 Entry level graphic designer with an eye for

design on various projects in the automotive arena. Complete project tasks as directed by Senior Art Director.

Candidate must be fast and accurate on projects such as: ads, brochures, direct mail, catalogs, etc. to meet deadlines. Must learn to work with Clients & Profits software and on PC and MAC computers and use cross platform versions of Quark, In-Design, Photoshop, and Illustrator. Employee Benefits OnSite Marketing, Inc. employee benefits include Group Medical Insurance, and a Retirement Plan. Also included are standard paid vacation, holidays, and sick days. See Employee Handbook copy in Appendix g. Outside Services In addition the current employees (see list of employees) OMI utilizes the CPA and Accounting Services of Bonnie & Hopkins, LLP. Certified Public Accountants and Business Consultants located at 2592 N. Santiago Blvd. , Orange, CA 92867, the Legal services of LaVonna G. Hayashi, Attorney At Law with offices located 9650 Business Center Dr. , Suite 119, Rancho Cucamonga, CA 91730, and the payroll Services of ADP (Automatic Data Processing, Inc.) headquartered at 1 ADP Boulevard, Roseland, N. J. 07068 Financial Plan: Loan Proposal According to the OnSite Marketing, Inc. , Business Plan, the information revealed within from Industry Research, the Marketing Plan, and ongoing clients – OnSite Marketing, Inc. will bring in \$ 346, 100. For OnSite Marketing, Inc. to achieve this goal a loan of \$100, 000 is requested.

The express purpose of this loan is to allow for business expansion, working capital, purchase of additional computer equipment and related software, additional office furniture and fixtures for new employees, salaries, and expanded advertising and marketing promotions. Sources and Application of <https://assignbuster.com/marketing-agency-business-plan-flashcard/>

Financing According to the OnSite Marketing, Inc. , Business Plan, the information revealed within from Industry Research, the Marketing Plan, and ongoing clients – OnSite Marketing, Inc. will bring in \$ 346, 100. For OnSite Marketing, Inc. to achieve this goal a loan of \$100, 000 is requested. The express purpose of this loan is to allow for business expansion, working capital, purchase of additional computer equipment and related software, additional office furniture and fixtures for new employees, salaries, and expanded advertising and marketing promotions. Supporting Data:

Equipment/Inventory List See copies of invoices in Appendix h. Computer: MAC XServe G5 Server 2 – Power MAC G5 Computers PowerBook G4 Laptop 2 – Apple Cinema Display 20” Monitors MAC Server Sonata Graphics Card 3 – MAC Server Hard Drive MAC Server RAID Card 4 – MS Office for MAC HP Procurve Router 4 – APC UPS Backup ViewSonic 15” Monitor Brother HL 1440 Printer Exabyte Tape Backup 10 tape Carousel Epson Perfection 4180 Photo Scanner Brother MFC 8840 DN Network Printer LT5000 Lower Tray Brother 8840 DN HP Prolient Rack Kit HP Prolient Server Cord, Card, and Mouse HP Prolient Server Watchguard Firebox X500 Firewall Apple G4 19” ViewSonic Monitor

Dell Dimension 8200 Computer ViewSonic P95f+ Monitor IBM Thinkpad 600 Laptop Epson 2200 Printer Epson 900 Printer Epson Photo R300 Printer Lexmark Z23 Printer Furniture & Fixtures: Avaya Telephone System Telephone Music Module System Sony Office Stereo System Refrigerator Microwave Dishwasher 2 – 5-shelf Bookshelves 2 – 3-drawer lateral files Leather sofa Leather chair 2 – glass/leather side tables Conference Room table 8 Conference Room chairs 3 – 5’ L-shaped desks 3 – executive chairs 7

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- side chairs 1 - 5-shelf bookshelf 2 - 2-drawer lateral file 2 - 6' L-shaped desks 5 executive chairs 1 Sr. Art Director Work Table 2 - Graphic Artist L-shaped stations - Graphic Artist chairs Mini Conference table 4 conference chairs Executive Lateral file Executive Hutch for Lateral file Executive Credenza Executive Hutch for Credenza Executive Desk Executive Chair 2 guest chairs

Ongoing Contracts: In addition to our client list, OMI has the following annual contracts: Benty & Associates - Magazine production - \$40,000 annually Benty & Associates has contracted OMI to design, develop and produce a minimum of ten magazines per year. These magazines include but are not limited to MazdaSport, which has primary funding by Mazda Motors of America, and Cruiser Quarterly, which has primary funding from DaimlerChrysler.

Falcon Pedroza Management - Web site development - \$25,000 minimum annually Falcon Pedroza Management has contracted OMI to upgrade all existing websites in their current hotel chain and create new sites as they expand and purchase new hotel locations. AUJ Motorsports/AI Unser Jr. - Celebrity endorsement contract AUJ Motorsports/AI Unser Jr. hired OMI to promote him to the end of generating a celebrity endorsement contract, The resulting sign contract pays OMI \$12,500 for year one and \$10,000 each of the following four years. CTA (Cup Team Adventures) - Celebrity endorsement contract CTA entered into an agreement with AUJ Motorsports which was negotiated and promoted by OMI. The resulting sign contract pays OMI \$12,500 for year one and \$10,000 each of the following four years. ————— [pic]