Coby’s Marketing Plan

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Executive Summary

- Failing business, without CAS or the college wouldn’t be open
- Help Coby’s realize their potential audience and to utilize opportunities
- Help Coby’s to design new events and promotions
- Help Coby’s decide whether it’s worth staying open or not
Environmental Analysis

Technological Forces
- Access to all students e-mails
- Social media gold mine
  - Feedback
  - Promotions
  - Advertisements

Sociocultural Forces
- Very diverse demographic
- School supplies nearly 2,000 from out of the area with varying backgrounds.

Economic Forces
- People are spending the same on staying in, as going out.
- Unemployment is even with the nations average
Competitive Forces
Major Competition

Both Local Diners
- Similar breakfast options
- Custom salad availability
- Array of sandwiches

Dunkin Donuts
- Coffee
- Breakfast sandwiches
- Bagels
- Hot Chocolate

Pizza Shack
- Sandwiches
- Burgers
- Salads
- Location
Coby’s Advantages

Both local diners
- Location
- Potential market reach
- Larger customizable options
- Events

Dunkin Donuts
- Cheaper
- Different style of breakfast options
- Event availability

Pizza Shack
- Customizable burgers and salads
- Breakfast
- Events
Coby’s Disadvantages

Both Local Diners
• Open less hours
• Less family options
• Much smaller loyal customer base

Dunkin Donuts
• Less variety
• Less beverage customization ability
• Much smaller loyal customer base

Overall
Coby’s has little to no loyal customer base.

Pizza Shack
• Pizza
• Less connection with community itself
• Much smaller loyal customer base
**SWOT**

**STRENGTHS**
- Backed by the college
- Located on main street
- Customization sections of menu
- Dinner/Drink Pairing nights
- Accepts "coby cash" and "food swipes"

**WEAKNESSES**
- No steady business all year long
- Inconvenient operating hours
- People think its a college oriented place
- Being off campus
- Parking
- Deserts
- Poor advertisement

**OPPORTUNITIES**
- Thousands of cars pass a day
- Ability to contact over 2,500 people at once
- Free advertising through school
- Sporting events
- Fair Week
- Students wanting to be involved
- Local partnerships (events, promotions, advertising)

**THREATS**
- All competing restaurants/food vendors
- Closing due to negative business
- Students leaving for breaks
Marketing Objectives

Qualitative Measures
• Create a stronger bond with local public
• Create the environment of “Pro-Community”
• Obtain customer loyalty from students

Quantitative Measures
• Reduce losses to under $80,000 ($103,205)
• Increase sales by $15,000 ($181,701)
• Reduce Advertising Costs To $500 ($1,107)
• Increase customers who are non-students
• Increase social media outreach
  • Facebook: 1,500 total likes (586)
  • Twitter: 300 total followers (28)
Target Markets

**Type 1: College Students**

- Ages: 17-25
- Semi restricted income
- Active
- Involved College Students
- Students looking to receive a quality meal in an environment they can socialize.

**Type 2: Community Members**

- Ages: 35-55
- Middle class, single or double income
- Single, or small family which tie them to community
- People looking for a relaxing night out. Where they can try new things and socialize all at once.
Marketing Mix: Type 1

**Price**
- Keep current
- Competitive, sometimes lower

**Promotion**
- Send regular e-mails
- Really utilize social media
- New styled paint n sips
- Game day events
- Promote nutritional value
- Sushi nights
- College Schedule Promotions

**Product**
- Supply same products
- Continue to roll out products based on certain event

**Distribution**
- Change operating times
## Marketing Mix: Type 2

<table>
<thead>
<tr>
<th>Price</th>
<th>Promotion</th>
<th>Product</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Keep current</td>
<td>• Utilize mailing list</td>
<td>• Supply same products</td>
<td>• Change operating times</td>
</tr>
<tr>
<td>• Competitive, sometimes lower</td>
<td>• Utilize social media more</td>
<td>• Continue to roll out products</td>
<td>• Make more use of pick-up availability</td>
</tr>
<tr>
<td></td>
<td>• Utilize success of meal pairing events</td>
<td>based on certain events</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Work with other schools in town</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Continue local team sponsorships</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Utilize main street</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Implementation Timetable

<table>
<thead>
<tr>
<th>First Quarter</th>
<th>Second Quarter</th>
<th>Third Quarter</th>
<th>Fourth Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Send E-mails</td>
<td>• More E-mails</td>
<td>• Close for July</td>
<td>• Run all regularly scheduled events</td>
</tr>
<tr>
<td>• Social Media Promotions</td>
<td>• Graduation &amp; Finals week promotions</td>
<td>• Begin E-mails</td>
<td>• Holiday themed promotions</td>
</tr>
<tr>
<td>• Exclusive student Promotions</td>
<td>• Regularly scheduled events</td>
<td>• Utilize Fair Traffic</td>
<td>• Finals week promotions</td>
</tr>
<tr>
<td>• 1st run of lower level drawings</td>
<td>• 2\textsuperscript{nd} run of drawings</td>
<td>• Run regularly scheduled events</td>
<td>• Heavily e-mail to promote before winter break</td>
</tr>
<tr>
<td>• Regularly scheduled events</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Performance Evaluation

Qualitative

**Bond with community**
- Measure growth of mailing list
- Measure growth of Facebook likes
- Measure growth of Twitter followers
- Measure amount of non-food card swipe purchases
- Measure and evaluate feedback received online or in store

**Bond With Students**
- Measure growth of Facebook likes
- Measure growth of Twitter followers
- Measure amount of food card purchases
- Measure success of college based events or promotions
- Measure and evaluate feedback received instore or online
Performance Evaluation

Quantitative

Loss reduction
- Monitor total losses quarterly

Ad Cost Reduction
- Constantly monitor the costs of advertising

Sales increase
- Monitor sales quarterly

Increase social media audience size
- Measure Facebook likes monthly
- Measure Twitter followers monthly

Measure amount of non-student customers
- Measure amounts of non-food card swipes (quarterly)
- Utilize a new function to make Coby’s aware if provider is a student or not
Conclusion/Recommendations

• Change is obvious
• Kids want more than just a meal
• All ads need modernization
• Is it worth it?

Further recommendations:

1. Possible smoothie options?
2. Events are the biggest strengths on the competition, utilize them more
3. More social media outlets
Thank You