

Managing Enterprise in the 21st Century

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Pause Presentation



Marketing Plan



We will focus on attracting different types of customers both regular and visitors. We intend to use our experience gained within the business for marketing purposes. We will also use only organic products. Our objective will be to offer a high level of service and offer excellent product. Our price will be a little expensive. We will have various types of live entertainment. Our products will be competitive against our main rivals being Costa Coffee, Café Nero, and Starbucks. According to our experience of product understanding, social media and SWOT research is that businesses should thrive if all of research is carried out.

Strengths: European and Caribbean Sandwiches, Coffees from around the world and our unique Mobile Phone App.

Weakness: New Brand.

Opportunities: Location, Attracting Tourists, Workers, and Residents

Threats: High Street Brands and Brexit.

Business Promotion

Criteria	Description	Year 1	Year 2
Radio capital FM	Every day at 8am (20 seconds)	£ 1000	
London Metro Free Newspaper	Eevery working day (Mon- Fri)	£ 400	£ 400
BA Flight Magazine	This would be a quarter page advertisement	£ 300	£300
Reward Scheme	Buy 6 coffees and get the 7th free	£100	£100
Free Samples	Given in the street	£200	
Student Discount	20% discount Mon-Fri	£300	£300
Keys Workers	20% discount Mon-Fri	£500	£500
Friday Karaoke competition	Friday evening at 7pm for the best 2 singers receive a £25 food and drink voucher	£200	

Marketing Plan: £3000 per month

How we will promote our business

Marketing Plan: £3000 per month
£1600 per month

Year 1

Year 2

Radio capital FM:

- It is the most popular London station that allows advertising as Radio 1 & Radio 2 do not, also it attracts younger listeners that tend to go to coffee shops.
- We suggest every day at 8am (20 seconds) when people listen of the way to work.
- Approx. £ 1000 per month Year 1

London Metro Free Newspaper:

- This free newspaper is handed out at all London Tube, Train and Airport centres which means many people read this daily.
- We suggest an advertisement every working day (Mon- Fri) and placed in the centre of the paper and half a page big.
- Approx. cost £ 400 per month Year 1 Year 2

BA Flight Magazine:

- This would be in their in-flight magazine that is changed every 3 months for incoming flights to London's 3 Airports.
- This would be a quarter page advertisement that would be seen by all passengers on flights entering London which would be many.
- Approx. cost £ 900 per 3month issue = £300 per month Year 1 Year 2

Reward Scheme:

- The offer would be to buy 6 coffees and get the 7th free
- Approx. costs £100 per month for the printing of the cards. Year 1 Year 2

Free Samples given in the street:

- Approx. cost £200 per month Year 1

Student Discount:

- We would offer all students with a student card 20% discount Mon-Fri
- Approx. cost £300 per month Year 1 Year 2

Keys Workers (Fire fighters, Police, Ambulance, teachers, Nurses, military personal, traffic wardens, council workers)

- The key workers will be offered a 20% discount Mon-Fri when they show their official government card
- Approx. cost £500 per month Year 1 Year 2

Friday Karaoke competition

- We will have a Karaoke competition every Friday evening at 7pm for the best 2 singers receive a £25 food and drink voucher to use in the café/bar
- This would cost £50 per week X 4 weeks = £200 per month Year 1

Conclusion

We have used different types of media to attract customers of varying types and believe we have used our budget in the best possible way.
