

Ayesha_Amir_2306141

by Ayesha Amir

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University Of Wales Trinity St David

Marketing and Sales

Assessment 2 Part 1 – Sale Plan

BMGM 5001

Level 5

Ruth Taylor-Davies BA (Hons), MSc., MA, AHI

Ayesha Amir

2306141

Word Count: 1125

¹ I acknowledge the use of ChatGPT (www.chatgpt.com) on 6 Dec 2024 to check my grammar and spelling, as well as to help me understand the assessment requirements in a simplified way to guide my research.

I used the following ¹ prompt(s):

1. Please check my text for grammar and spelling errors.
2. Explain the main points of the assessment in simpler terms to aid ¹ my research.

I confirm that I have not presented any AI generated text as my own work. I confirm I have copies of my drafts, notes, and other resources I used before, and after the use of AI tools which I may be asked to provide in evidence.



2 Introduction

In this sales plan, we will cover the

Marketing Proposition and Objectives

Starbucks introduces ³ new products each season, such as Valentine's Day drinks, the Pumpkin Spice Latte in autumn, and the Peppermint Mocha at Christmas, alongside various other seasonal offerings. This strategy encourages new customers to try products they have not experienced before. Starbucks also conducts strong promotions and advertising during key seasons, such as Christmas and Halloween, appealing to a broad audience, including individuals aged 16-40, such as students, office workers, and families. Using the 4 P's of marketing: **Product:** Starbucks offers a wide range of items, including hot and cold drinks, sandwiches, snacks, breakfast options, coffee beans, and branded merchandise, such as cups and keychains ⁴.

Price: Prices range from £3 to £7 depending on the size and type of product, with meal options also available (Starbucks, 2024b). **Place:** Starbucks operates cafés in numerous locations, alongside vending machines and retail coffee products.

Promotion: Seasonal campaigns are delivered through social media, influencer partnerships, in-store posters, and special offers such as discounts or loyalty points, including free birthday treats for rewards members. These strategies help attract new customers by offering unique menu options, retain loyal customers with exciting seasonal choices, boost sales through promotions, and strengthen the brand's image. (Pereira, D, 2024). Starbucks plans to expand to 45,000 stores by 2025 (Starbucks, 2022a). However, Starbucks is positioned as a high-quality yet high-cost brand.

Competitors such as Gower Coffee and M ⁵ glie offer comparable quality at lower prices due to lower supply and demand. Starbucks has introduced healthy menu options and affordable choices to attract budget-conscious customers while maintaining its premium standard. (Figure 1) ^{Evidence}

^{How do you know this?} The company has also emphasised sustainability with eco-friendly products. While Costa and Starbucks are comparable in terms of product offerings and maintaining high standards, Starbucks is working to

enhance the in-store experience by introducing faster service options. (Scaleo.io, 2024)

Audience

Starbucks' products appeal to a diverse audience, including young adults, urban millennials, professionals, and loyal customers aged 18–60. **Young Adults (18–24):** Trend-seekers, students, and social media enthusiasts who appreciate seasonal drinks, comfortable study spaces, and engaging social media campaigns. **Urban Millennials (25–34):** Young professionals with eco-conscious values who prefer premium coffee, reusable cups, workspaces with a welcoming atmosphere, and sustainability-focused options. **Professionals (35–44):** Working professionals, often parents, who prioritise quality and favour quick service and family-friendly options. **Loyal Customers (45+):** Long-term patrons who value premium quality, consistent brand experiences, traditional coffee choices, and a community-focused environment.

Don't just cite at the end of paragraphs. Citation

Media

Starbucks promotes its media through various platforms, including Instagram, where reels and stories are used to engage younger audiences, and Facebook, where posts featuring pictures or videos attract viewers from an older demographic. LinkedIn is utilised to target business professionals, providing insights into company initiatives and serving as an effective promotional platform. TikTok is also employed to share stories and video reels, catering to users who browse during mornings or work breaks. Additionally, Starbucks utilises many other platforms to maximise its reach.

The company frequently uses direct mailing to inform customers about new offers or product launches. It is widely recognised that Instagram appeals primarily to younger audiences, while Facebook is more popular among individuals aged 30–60. According to a website (SimilarWeb, 2024), approximately 58.21% of Starbucks' audience consists of females, compared to 41.79% males, indicating that women are more interested in Starbucks. This makes it easier to target females with deals and offers. The website also reports that much of Starbucks' social media traffic comes from LinkedIn, highlighting the platform's appeal to business professionals aged 25–34.

Starbucks collects customer data through cookies on its website, which store user information (Figures 2.9). This enables the company to better understand its audience and tailor marketing strategies effectively. (Starbucks, 2024c., X, 2024., Instagram, 2024., Facebook, 2024., TikTok, 2024., and LinkedIn, 2024).

Don't just cite at the end of paragraphs.

Budget

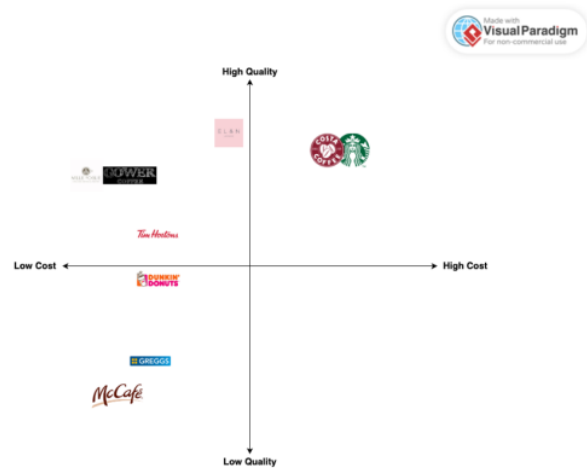
Starbucks has invested over 507.8 million US dollars in advertising (Statista, 2023). Instagram ads range from \$0 to \$4 per action, Facebook ads from \$0 to \$5 per action, LinkedIn ads from \$0.26 to \$8 per action, Pinterest ads from \$0 to \$2 per action, YouTube ads from \$0.31 to \$0.40 per view, and Twitter ads from \$0.26 to \$2.00 per action (Figure 10). This expenditure has been utilised across various channels, including direct mail, posters, websites, and more (Brainvire, 2024 and WebFX, 2024).

Recommendations / Conclusion

The strapline Starbucks could use is "**Your coffee, your story**", aiming to foster a strong connection with customers. It emphasises customising each Starbucks experience to align with individual preferences and needs.

12

Appendices



9
Figure 1

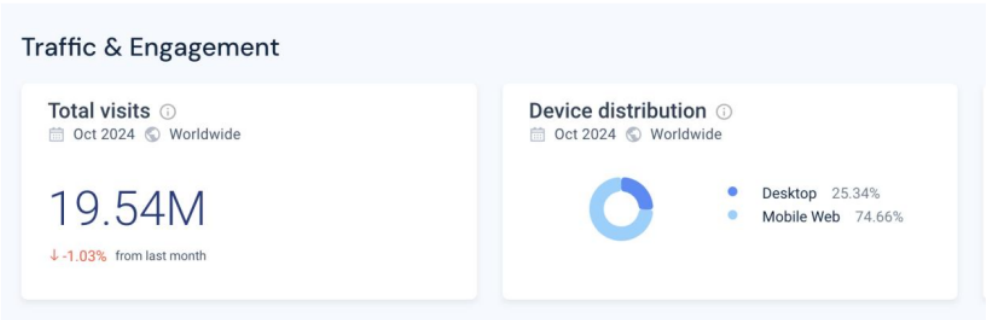


Figure 2

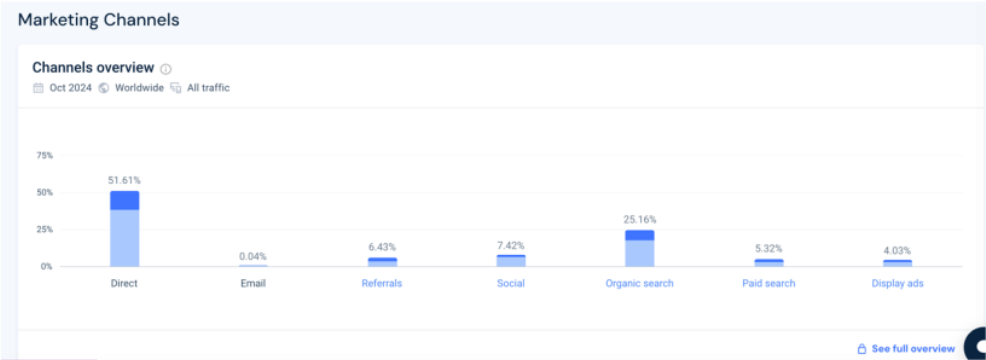


Figure 3

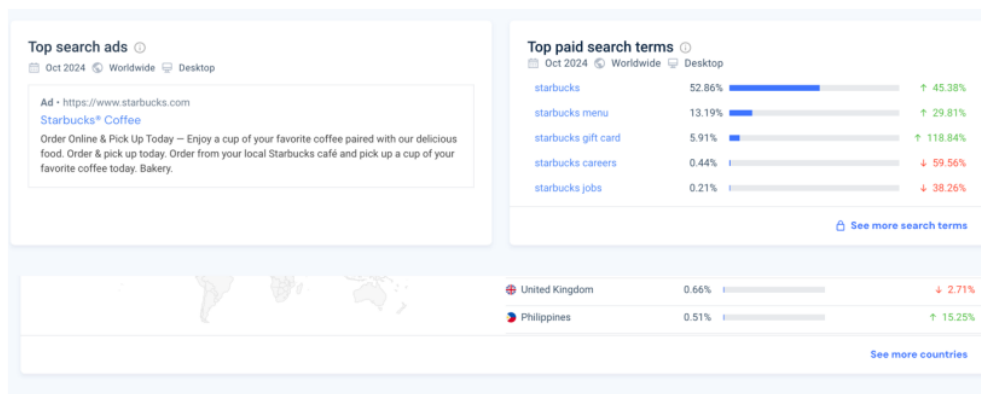


figure 4

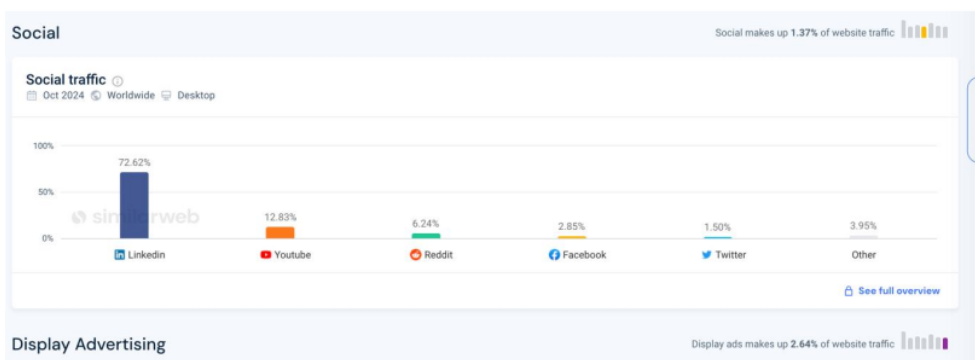


figure 5

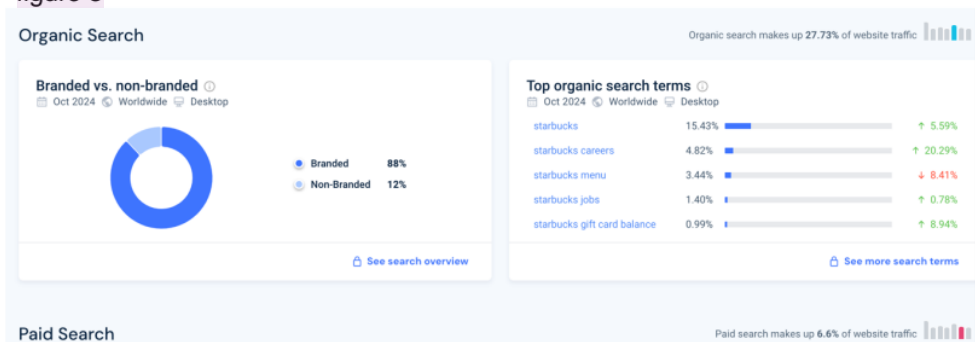
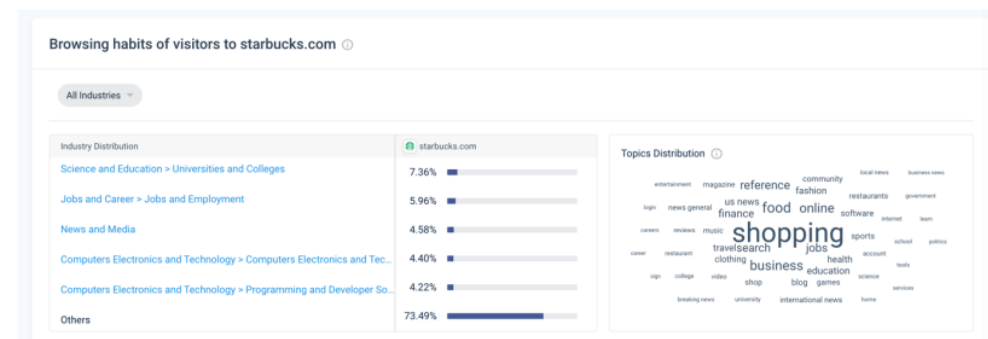
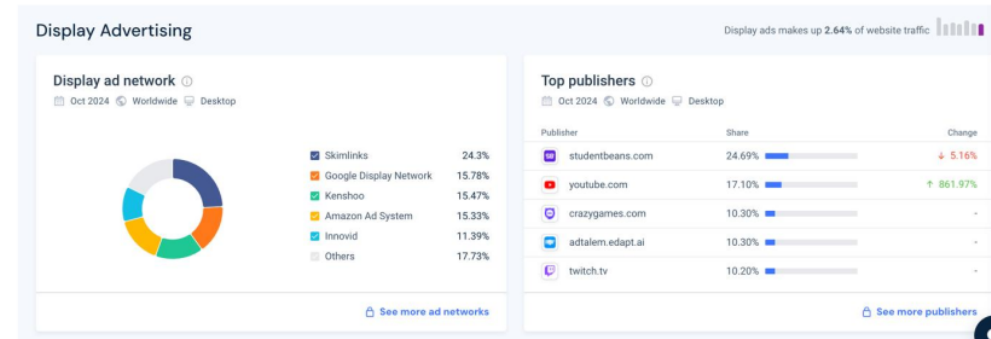


figure 6



**Starbucks Corporation's advertising
spending worldwide in the fiscal years 2011
to 2023**

(in million U.S. dollars)

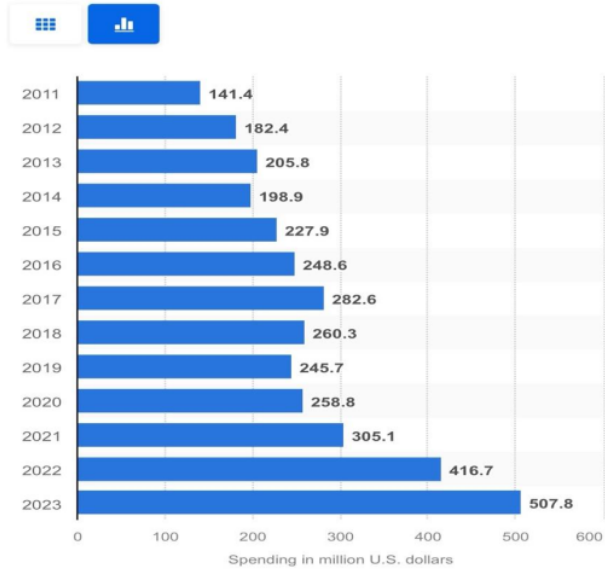
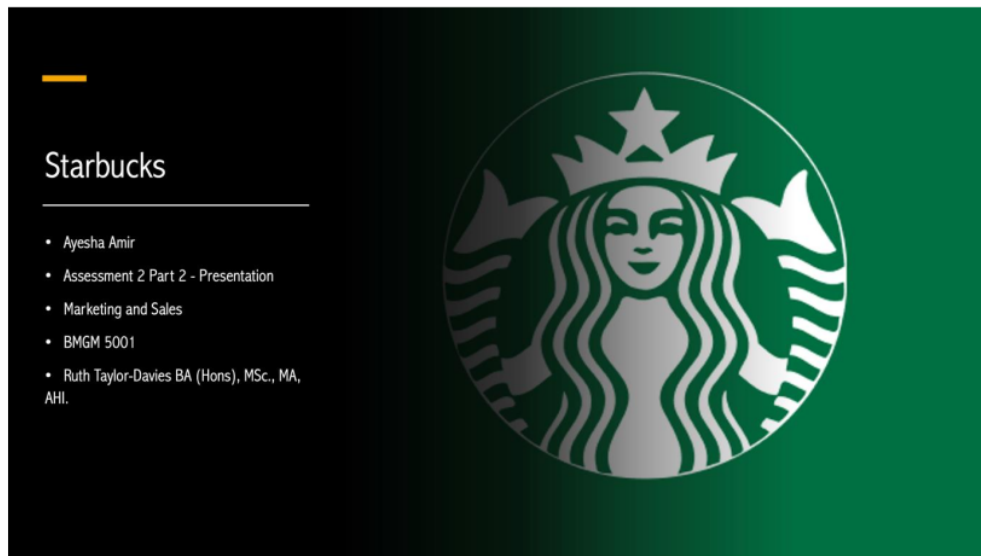


Figure 10



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lhhcURNbGIJdVlyMEtUNkR0NCUyQmtxdXVhWk50N1VlcWZRTGRTajFqSXI4dHBKdWRHQTVvNUVwUSUzRCUzRA(Accessed: 6 December 2024).

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Exclude quotes Off
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Exclude matches Off

FINAL GRADE

41 / 100

GENERAL COMMENTS

NB only 6 minutes late, so no penalty applied.

Thank you for your submission.

You have included an AI statement as required.

You have covered some of the main points, but you needed more justification of your findings.

Presentation: Your slides were well constructed and clear and despite your nerves, you were able to present fairly effectively. I had expected you to single out a new audience, never the less, you showed that you could apply the necessary theory and your digital content was fresh and engaging and was suitable for the audiences you identified.

PAGE 1

PAGE 2



Comment 1

Thank you for this.

PAGE 3



Comment 2

You can use bold/underlining etc in a report for titles etc.



Comment 3

Perhaps introduce the purpose of the report and the establishment first?



Comment 4

Reference each point.



Evidence

Evidence - support your work with examples and evidence.



Comment 5

Explain these are local brands and also how you know this to be true - e.g. comparing in-house menus?



How do you know this?

How do you know this? Citation needed

PAGE 4



Comment 6

Full stop after the citation, not before.



Comment 7

I would have started this paragraph saying "according to Similarweb (2024)..."



Punctuation

punctuation



Don't just cite at the end of paragraphs.

Cite within the body of the text, not just at the end. Otherwise the reader is unsure if the citation is linked to the last sentence only, or more of the paragraph.



Comment 8

product



How do you know this?

How do you know this? Citation needed



Comment 9

Where is the evidence for all this?



Comment 10

You need to justify this with a citation.

PAGE 5



Comment 11

Also include a citation.

QM

Don't just cite at the end of paragraphs.

Cite within the body of the text, not just at the end. Otherwise the reader is unsure if the citation is linked to the last sentence only, or more of the paragraph.



Comment 12

I like the strapline but this is a weak conclusion - it needed to better reflect the digital media you created and indeed explain why you created it - always think about the justification.

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

GRADING FORM: ASSIGNMENT 2 5001 SPRING 24

AYESHA AMIR

41

LITERATURE SKILLS /10

Guidance specific to this assessment: Include at least 20 references. Demonstrate the use of memorable and impactful phrasing of sometimes complicated ideas.



You needed more academic references and you need to be sharper re the punctuation around

4

citations. You have used some good industry and statistical sources.

KNOWLEDGE/UNDERSTANDING/25

Guidance specific to this assessment: Select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. to show your understanding.



You work shows that you have understood the 4P's and that you have used some good models in the appendices such as positioning maps. Your presentation also showed evidence of understanding but you failed to identify a new audience.

10

COGNITIVE SKILLS/25

Guidance specific to this assessment: You should provide justification for your arguments and judgements using evidence that you have reflected upon the ideas of others within the subject area and that you are able to make sound judgements and arguments using data and concepts.



You have accumulated evidence and applied it. You should have identified a new audience, so that has lost you marks.

7

PRACTICAL SKILLS/25

Guidance specific to this assessment: Deploy models, methods, techniques, and/or theories, in that context, to assess current situations, perhaps to formulate plans or solutions to solve problems, or to create artefacts, some of which may be creative. Use data to back

up your findings. When presenting, preparation is key. Be comfortable with your plan and confident when presenting and explaining it. Keep it simple, but back it up with good, well researched data and be able to discuss that when questioned.



You have used appropriate models and theories. Your presentation was interesting and your digital content was effective - you are strong in this area and this has gained you marks.

15

TRANSFERABLE SKILLS/15

Guidance specific to this assessment: Use appropriate media to effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well- structured in presentation and organisation. Use real life examples to support your analysis. The ability to conceive, research, write and present is key. Remember you're trying to convince people to take your up on your plan. Don't rush it – its about getting your point across, not about the amount of slides you have or words you use. Make sure you have shown your professionalism. You should consider this is a real presentation to customers in business.



You work is neat and tidy and reads quite clearly. However, your word count is low. Your slides were well constructed and as stated, your digital media was effective. You needed a better introduction and a stronger conclusion, and should have tried to concentrate on a new audience for Starbucks, whereas what you presented was focussed on attracting more of the same.

5