

C-Mart Marketing Plan

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Into to Marketing - Period 5

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i. Description of Product

The product we are focusing on is Crater Fan gear which includes sweatshirts, shirts, sweatpants, hats, stickers, face stickers, jewelry, shoes, terror towels, bags, lanyards, water bottles. Clothes come in all sizes ranging from XS-XXL and coming in all different colors, and styles

ii. Market analysis

1. The C-Mart is doing very well, especially with partnering with the new company Three Rivers / Pastega Coffee for food and snacks, also with everything going so well C-Mart is able to give back to the school, including help fund exhibition night, student board, Deca and helping buy technology for the classes.
2. In the industry, convenience stores have been doing well and expanding all over the country. Seven Eleven has partnered with the company Seven & I Holdings Co. they have planned to expand overseas to Japan. Convenience stores have been expanding anywhere they can. On www.csnews.com it stated that at the NACS, the Association for Convenience & Fuel Retailing they are expecting this trade show to be the biggest by far; with 1,050 companies attending the show. Convenience stores are doing well all over and are only making more and more money.
3. Our target market is Crater High School students, ranging in ages from 14-18. Students from freshman, 10th grade, to seniors and super seniors 12th grade go to the C-Mart to buy products. The psychographic profiles of our customers are experiencers and strivers. They both are big consumers. Experiencers shop and focus on looks and having cool stuff. Strivers care about being social and showing that they have money to buy things.

4. Competition's SWOT Analysis

• Seven Eleven

Strengths

- Low prices of food because of low cost of operation
- Hot foods ready all the time
- Being able to be open 24/7

Opportunities

- Being able to branch out to many different places
- Being able to be open for really long hours and always having businesses
- Having workers whenever they need them

Threats

- A lot of competition
- With a lot of customers coming in all the time they run out of products a lot faster
- Have low performance employees which can lead to unhappy customers

Weaknesses

- High employee turnover
- Far away from schools therefore miss a lot of students during lunch
- People are becoming more skeptics and don't want to buy snacks and processed food

- Fair City

Strengths

- Good customer Service
- Very cheap prices on food
- Hot food ready to eat

Opportunities

- More business because close to a school
- Able to have lots of deals
- Being able to be open all day

Threats

- A lot of competition
- Being a local business hard to keep food in stock
- Being a small store can get really busy and make customers impatient

Weaknesses

- Students have to walk quite a ways to get to the store
- Does not sell Crater merchandise
- Not a lot of diversity in products
- Small store not room for how many students are actually coming during lunch

5. Product's/client's SWOT analysis -

- C-Mart

Strengths

- Located on campus
- Crater gear
- Cheap products

Opportunities

- Sell during school athletic games
- Advertisement is free
- More places to expand

Threats

- No constant flow of customers
- Only students can purchase items
- Only cash is accepted

Weaknesses

- Not a variety of food
- Very small
- Not always open

6. When talking to the Owner of the C-Mart, Mike Rogan, he mentioned that the business does well but does not make very much money with how low the store keeps their products for the convince of students. But the business does donate most of the money it receives to new technology, and clubs like Deca.

iii. Business Proposition

1. Our Mission statement is: It is our mission to bring spirit and funding to all Crater High School activities.
2. Our plan for marketing is lots of publicity, free advertisement. With being on school grounds advertisement is very easy. We plan to: have signs put around school on doors and windows; announcements on the Cratercomet.com website; booths at athletic events; promotions such as coupons and punch cards; and slideshows on TV's around school. Our punch cards will have ten punches and every time a student spends 4 dollars they get a punch and when they fill up all ten punches they can receive on free food item of their choice. Having a booth at an athletic event will open our market to all people who watch the game; it could also help C-Mart sell more crater gear.
3. Our goals are to have more people know about C-Mart and double the amount of customers we get each day. We want to attract more people to our store and make people want to buy more. Are long term goal is to have enough spare money to donate to Crater Activities, and purchase more crater gear to sell.
4. Our target market is high school students of all grades and even teachers, also people who attend Crater athletic events such as football, baseball, and volleyball fans. By having these customers we will make as big as profit as possible.
5. Our "value added" is having competitions/promotions like: having a competition at athletic events and see who is the biggest fan, also raffle tickets for fan gear, and having games at athletic events where you can win items. Another thing we will add is having more Crater fan gear including shirts, hats, shorts, face paint, stickers, lanyards, cowbells, foam fingers.

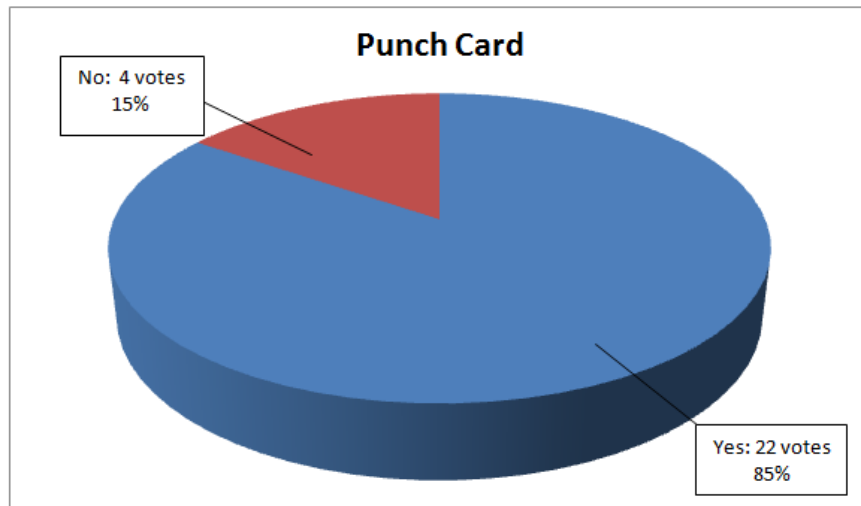
iv. Strategies and Marketing Action Plan

1. Product- C-Mart`s target market is Crater High School students with this in mind our products are made with them in mind. Our products include snacks and drink for students during their lunch time and for a games and also Crater gear including shirts, pants, shoes, water bottles, hats, sweatshirts, stickers, lanyards, pens and much more.
2. Price- C-Mart tries to make their products affordable for students. When it comes to food our prices are decided by Three Rivers / Pastega Coffee, sweatshirts and sweatpants come from a professional business online our prices are based on the price the company is selling the sweatshirts for, with shirts and such the logos are made by students at Crater, with free labor and shirt printing supplies very cheap the only real cost is for the t-shirts.

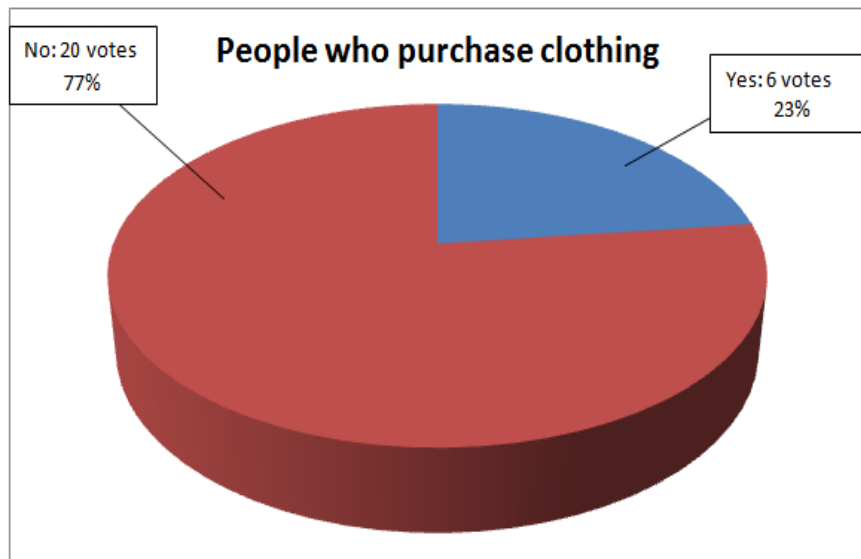
Items	Cost of original Item	Price of what C-Mart sells the item for
T-Shirts	\$3.45-\$3.95	\$5
Ink for shirts	\$60	-----
Sweatshirt-Sweatpants	\$18-\$24	\$20-\$40
Water bottles	\$3.36	\$5
Stickers	\$1	\$3
Snacks	\$.50-\$0.80	\$1.00-\$1.25
Drinks	\$0.94	\$1.25
Tattoos	\$0.18 for 2	\$1

3. Place- The C-Mart is located in the tech center at Crater High School. With new improvements the store will also be expanded to a booth by all athletic events including (gym, football field, baseball fields, etc.) Also, having vendors walking around in the bleachers of games.
4. Promotion- Promotions will include punch cards for every 3 dollars you spend until you spend 30 dollars and get 20% off. Also, having new deals on clothes including discounts during special events. Along with competitions; having the biggest fan who will receive a free item or discount.

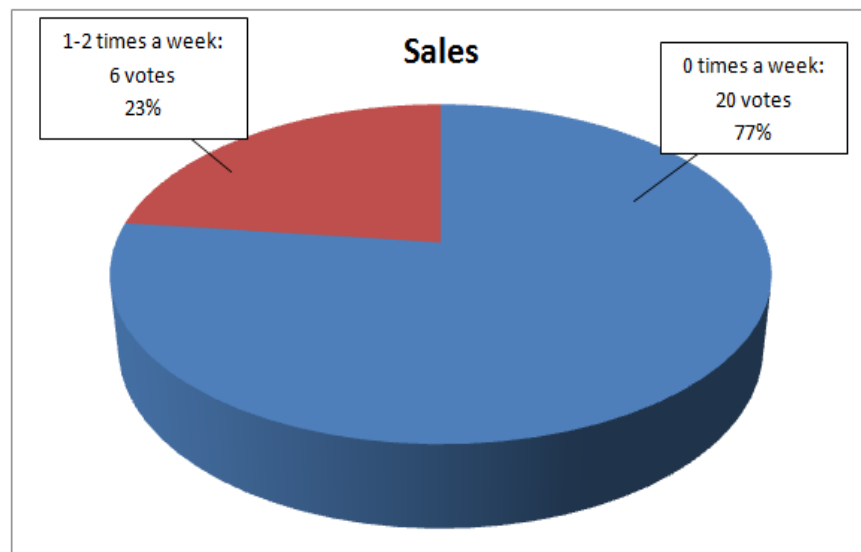
- v. Graphs - Our graphs are from our surveys of a total of 26 sophomore students in BIS.
1. Relating to the question "If there was a punch card for C-Mart would you use it?"



2. Relating to the question "Have you ever bought clothing at the C-Mart?"



3. Relating to the question "How many times do you visit the C-Mart in a week?"



- vi. Appendices
 - a. Survey

Name _____

Grade _____

This is a survey about the C-Mart located in the Tech Center. Thank you for your time. Please circle your answers and any additional comments would be great!

- 1. How many times a week do you go to the C-Mart?
 - a. 0
 - b. 1-2
 - c. 3-4
 - d. Everyday

- 2. Have you ever bought clothes from the C-Mart?

Yes

No

- 3. How do you think the C-Mart prices their products?
 - a. Extremely low
 - b. Low
 - c. Average-reasonable
 - d. A little high
 - e. Extremely high

- 4. Do you think there should be more discounts at C-Mart?

Yes

No

- 5. If so what kind of discounts?

- 6. Do you feel the C-Mart is excluded to only BIS students?

Yes

No

7. If you could change one thing about the C-Mart what would it be?

8. If you had to add more of one type of product what would it be?

- a. Drinks
- b. Food
- c. Clothing
- d. Fan gear (Stickers, face-paint, etc.)

9. If C-Mart were to offer a punch card would you use it?

Yes

No

10. There are 170 days in the school year based on that on average how many days do you think you went to C-Mart your freshman year?

- a. 1-50
- b. 50-100
- c. 100-170

11. What about your sophomore year?

- a. 1-50
- b. 50-100
- c. 100-170

12. Why are your results this way?

b. Promotional pieces

ARE YOU CRATERS BIGGEST FAN?

**Come to Craters Homecoming Football
Game and show us how much you love
Crater!**

We want to see YOU in all your Crater Gear!

ORANGE

BLACK

CAMOUFLAGE

**Don't have Crater gear? Stop by the C-
Mart!**

**The biggest fan gets a swag bag full of
amazing stuff from the C-Mart**

WE WANT TO KNOW WHO YOU ARE



C. Evaluation

1. We hope to be able to sell more products and increase sells by at least 30% by Winter break. We hope to have our competitions at the homecoming football game, and also on senior nights at girl and basketball and same for volleyball, soccer, and then baseball, softball, track, and all sports possible.
2. We will find if have hit these benchmarks by comparing the new year's profit to the last year of C-Mart. Also by how many people try to dress up and win the competition and by seeing how many punch cards are used and how many we get back full.
3. If these benchmarks are not reached our second plan is to change our marketing strategies and try to give the customers new products and more options even if it will cost us more money.