## Marketing Objectives and Strategies

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| **Marketing Objectives and Strategies:** Strategy | Product | Pricing | Promotion | Placement |
| Increase sales by 25% each year within the first 2 years | Specials each night for something different such as sumo wrestling competitions, Velcro wall competitions, combinations of favorite activities with dinner for a special price | In order to create more business, we will work to provide a product at affordable prices. | In order to reach our goal of increasing sales by 25% in 2 years we are going to have to advertise!  This will consist of radio and newspaper advertisements, flyers (in the mail, and bulletin boards at different stores) | We plan to also use merchandise as part of our marketing plan as well as provide us with additional revenue. We will make an agreement with local business the will allow us to sell clothing as part of a name recognition plan. |
| Increase customer satisfaction  By 50% in 2 years. | Food and beverages will offer a money back guarantee. | In order to appeal to our customers we will have an event each week, where either food or beverages would be on sale. | Determining if we have reached our goal of customer satisfaction  is more difficult than finding out if we have increased our sales. In order to determine how we are doing, we will survey our customers. | To increase customer satisfaction, we offer a very comfortable atmosphere in our establishment. Some examples would be making the restrooms relaxing and large, so there is less of a line. We will also offer parking to avoid parking on the street and risk being towed. |
| Create awareness of our business  (everywhere) local colleges as well as  Colleges and corporations around the USA. | Sumo wrestling, Velcro wall, pool tables, video games, sports shows, bar and grill. | We understand that when you are in college, money is scarce. So in order to create a college like atmosphere we have to make prices as low as possible, but still making a profit. | Radio, newspaper, flyers, and the phone book are the best ways to reach college students.  Clothing (sweatshirts, T-shirts), radio (98.9), newspapers (Burlington free press) | To attract college students we would have to be located in the city/urban areas. If the college is close to the bar then the kids are going to be more likely to come if they can just walk home after instead of having to spend money on a bus or taxi. |