

PSC, Pasadena Sandwich Company

Agency Name:

Apature Entertainment Services, LLC

"Your customers' attention, captured."

Agency Members:

Paul-long Lee

Katharine Moore

Victor Estada

Wendy Chow

Shara Davoodi

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Media Objectives

To introduce Pasadena Sandwich Company as a major player in the catering business in efforts to enter and sustain a competitive advantage.

Overview of the project

- Introduction of business

Pasadena Sandwich Company, PSC, is a small sandwich shop located in the Eastern part of Pasadena, CA. The company is performing relatively well, with a huge lunch crowd and cult following, the restaurant is always packed. The company is looking to expand and enter the catering business, but only in the immediate Pasadena area, not willing to travel very far.

- Desired Goals and Plans

- Impact on product category and target audience

Situational Analysis (SWOT Analysis)

Strengths:

-They have a “cult” following which means they have a loyal customer base to draw from. They need that going forward. They have good reviews from Yelp which means that they have a good product and people want to eat there. They are willing to deliver. They value the customer and put customer service as a top priority.

Weaknesses:

-They don't want to leave the immediate area when they start their catering part of the business. There will be a smaller customer base if they want to stay only in the immediate area. Limited logistics capabilities. Their wait times, 30 or more minutes on average for the customer, are not favorable. They are probably losing some business because of it.

Opportunities:

- They have an opportunity to gain more customers through their catering business. They also have the opportunity to gain more business from their loyal customers who would also use the catering service.

Threats:

- There are other sandwich shops such as Subway, Jersey Mikes, etc.. Their other business, lunch in the shop, may suffer because of the catering. Another threat is limiting the size of the area that they are willing to cater to because they may not have as much sales on the catering side of things that they would like.

Product category

- Description

The catering business is one of the most lucrative and profitable businesses with a high potential for expansion and growth. Each catered event – whether birthday parties for children, breakfast in bed and intimate candlelight dinners for two, company dinner parties for 50 and wedding receptions involving a hundred or more guests — is a new experience and challenge with a new group of people.

Though the opportunities in this industry are excellent, catering very demanding business, requiring stamina, the ability to work under pressure, and excellent interpersonal skills. A cater's success greatly depends on their reputation. In order to build a good reputation in the business, caterers need to be willing to work tremendously hard and have the ability to work under pressure. This kind of entrepreneurial business is definitely growing and becoming more popular with people of all income levels.

- Industry trends

The demand for catering has increased tremendously through the years. According to the National Restaurant Association's 2008 Restaurant Industry Forecast reveals that social caterers are one of the fastest-growing segments of the restaurant industry, with sales expected to reach \$6.4 billion in sales. As impressive as the figure may be, there is great likelihood that it still underestimates the industry, as many home-based caterers are not even listed in the phone book.

The increased demand for catering business is driven by the rising number of higher-income households, number of weddings and increased corporate events with companies, corporations, charities, civic groups, event organizers and individuals calling on caterers to host on- and off-premises events. Businesses of all sizes are using catered lunches, cocktail parties and dinner meetings to build their images and increase company sales. It is a matter of keeping up with the competition in promoting a company and/or product.

Present lifestyles have also given way to increased demand for catered food service. Instead of laboring for hours, even days, in the kitchen preparing for parties or events, many homemakers now call on a caterer to provide sumptuous and unforgettable feasts for their guests. An increasing number of working mothers are paying to have catered birthday and graduation parties, as well as wedding receptions handled by caterers. The reasons are simple: if she is working outside the home, today's mother just does not have the time or the energy to do all the planning and staging of a memorable party.

Even the concept of eating out is slowly being changed by the business of catering: instead of going out to a restaurant to partake of a good meal, families can call on a caterer for that same great food.

Target audience

- Detailed description

- Reason for selection

Positioning Strategy

Competitors

- Identification and description
- Togos offers catering.
 - You can order by calling or faxing your closest Togos store. They do sandwich trays in which you can choose already popular favorites or create your own. They also do

Media Strategies

- Forms of media
 - Explanation

Sales Promotion Strategy

- Chosen techniques
 - Objectives
- Explanation
 - Methods of reaching the target market
 - Effectiveness
 - Uniqueness and Creativity
 - Cost Effective

Promotion Target Consumers:

1. Current Loyals (Main)

- Description:** These are customers that currently and consistently use our services on a more or less exclusive basis.
- Objectives:** Reinforce purchase behavior, increase usage, shift purchase timing to now.
- Problems:** Most current loyals have a maximum purchase and usage capacity, might not increase usage by a drastic amount.

2. Switchers

- a. **Description:** These are customers who order from a variety of providers, with no particular preference.
- b. **Objectives:** Convince them to choose the “right” service, and convert them to current loyals.
- c. **Problems:** Must make it easy to switch and use our product, otherwise they won’t do it. Sampling may be the best method of reaching them.

3. Price Buyers

- a. **Description:** These are the customers that purchase strictly based on the lowest price they can find.
- b. **Objectives:** Offer low price discounts that catches their attention, encourage usage of our product, possible conversion to current loyal.
- c. **Problems:** Difficult to retain, these consumers will almost always switch the moment they find a “better” deal.

Promotional Methods Proposed:

1. Coupon Promotion

- a. **Description:** All orders over \$25 will receive an instant 15% discount and a 10% discount coupon for any catering order, redeemable at Pasadena Sandwich Company. (Restrictions apply.)
- b. **Target:** Current Loyals, Price Buyers
- c. **Objectives:** To catch consumer attention, increase usage, and reinforce purchase behavior.
- d. **Creative and Uniqueness:**
- e. **Costs Effectiveness:**

2. Rebates

- a. **Description:**
- b. **Target:** Current Loyals
- c. **Objectives:** To reinforce purchase behavior, shift purchasing time.
- d. **Creative and Uniqueness:**
- e. **Costs Effectiveness:**

3. Sampling

- a. **Description:**
- b. **Target:** Switchers (and some Competitive Loyals)
- c. **Objectives:** To encourage consumers to try our services.
- d. **Creative and Uniqueness:**
- e. **Costs Effectiveness:**

4. Cause Related Promotions

- a. **Description:** Give support, Give hope: For most, the Winter holidays are a time a love, gathering, and winter festivities. For those suffering Hurricane Sandy’s wrath, it is a

lonely and desperate time. Show you care by simply by dropping a business card in the “I pledge to support those in need” jar, and Pasadena Sandwich Company will donate a percentage of your order total to the Hurricane Sandy victims, at no cost to you. Help us help those in need. (Restrictions apply.)

- b. **Target:** Switchers, Current Loyals, Non-Users, (Competitive Loyals)
- c. **Objectives:** To reinforce purchase behavior, catch consumer attention, increase usage, and encourage consumers to try our services.
- d. **Creative and Uniqueness:**
- e. **Costs Effectiveness:**

Summary of Budget

\$3000 annually

Financials from Situation Analysis

Concept Brief

Bibliography

Notes:

PSC, Pasadena Sandwich Company, is a small sandwich shop located in Pasadena. Doing pretty well, lunch crowd is always packed, has a cult following. Looking to enter the catering business, but only in the immediate Pasadena area, not willing to travel far.

Company motto:

"Fast food made as fast as we can."

Catering motto:

"If you can dream it, we can make it."

Details:

- Operations consists of approximately 10 people
- Family oriented, family friendly business
- Average customer wait time: 30+ minutes
- 4 owners (siblings)
- Operating hours:
 - 9:00am - 2:30pm Monday - Friday
 - 11:00 am - 3:00pm, Saturday.
- Website: <http://pasadenasandwichcompany.com/>
- Yelp: <http://www.yelp.com/biz/pasadena-sandwich-company-pasadena>
- Promotion Budget: \$3,000/year
- Biggest Problem: Lunch wait time, no traveling for catering.

Objectives:

- Entering the catering market; target schools, offices, dealership, etc...
- Increase profits

Ideas for Sandwich Shop Promotion:

- Website, catering menu
- blog
- Youtube Channel
- Social Media, facebook page, twitter
- SWOT Analysis
- Press Release
- Contact local offices near old town pasadena, offer free sampling, discounts, etc...
- Sponsor in-store charity events and other events to get themselves out there

Group Member Contact Info:

Paul-long Lee
plonglee@gmail.com
626-689-6120

Katharine Moore

kcmoore18@aol.com

Victor Estada
mctor00013@yahoo.com

Wendy Chow
wchow522@gmail.com

Shara Davoodi
shara.davoodi@yahoo.com