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Introduction

My regional company, Alba, is located in the Rio Grande Valley and is a self-started small business that sells handmade Mexican jewelry. All of our products are created and sold by individuals with Mexican roots that have a strong sense of relationship with the products themselves. As of today we have around 18 full time employees that fall under this category that are tremendously passionate about the store and the products it sells. I have chosen to market this type of Mexican jewelry in the Rio Grande Valley because most people in the valley come with Mexican roots. In order for them to feel more connected to their lineage I wanted to provide them a way where they will always have a small piece of home within themselves. Hence, Alba jewelry which will help them have a small part of Mexico everywhere they go.

What mainly motivates me for this project is the fact that there are many people in the United States that come from Mexico that are never able to go back. Not being able to go back where you were raised, where your native language is spoken, where your family is, and most importantly the place that one can call home is without a doubt one of the most heartbreaking any person can endure. This is why I am tremendously passionate about this company. As I might be able to slightly ease the pain and bring a little piece of home to those who can't go back to their homes. Creating this connection and sense of relief to my clients is what I want to be able to do with Alba. Doing this is also my main motivator when it comes down to my company.

Mission Statement

Our mission is to enter the marketing of jewelry stores in the United States with a competent marketing strategy with a focus on social media marketing, as well as the creation of a brand identity that stands out from the competition. In the competitive sphere are the plethora of American-based jewelry brands; nonetheless, our company's values of quality, integrity, and reliability, are what will make the company's marketing strategy prevail over the competition's marketing strategies.

Marketing Objectives

My main objectives that are present in my marketing plan align perfectly with my mission to connect people more to their roots. My two main objectives for this to happen are the following. The first objective that Alba wants to achieve is having around 100 visitors per month to our selfie station in store. This station would consist of a section within our store that has multiple tapestries that have Mexican origin backgrounds for our clients to take selfies in. These tapestries will change each month and are for our clients to feel closer to home when they attend our store which is also our mission statement. The second objective for our store is to be able to upload Tiktoks and Instagram posts weekly our first 60 days. I decided on these objectives as they will help me promote my business in many ways. Granted this, the first objective would promote my company in numerous ways as people would take pictures within my store and post them on social media only promoting Alba more. The second objective would bring in new clientele that were not previously aware of my store. I believe that these are highly attainable and I can achieve them because of how they correlate with my business and overall goals with Alba.

Marketing Environment Analysis

MICRO Environment

Suppliers:

The suppliers for Alba would consist of people that live in Mexico that are able to make our products. They will be hired and exclusively make products for our company. These suppliers are also natives of Mexico that make our jewelry with supplies that come from the country. Meaning that Alba is able to have very specific products that are unique and exclusive to our stores. Only giving us that much of an advantage. Our materials would come from the flora and fauna of Mexico which would be picked out by the makers of our products. We would pay the owners of the lands to be able to pick out the materials for our products. Because of this however, we might suffer from shortages and delays as we rely heavily on agriculture and what is occurring in that land. Meaning that we must find alternative ways to make our jewelry or change up our jewelry products as the seasons are changing in order to be able to keep up with all of nature's lasting changes. Additionally, our company will most certainly have ethical sourcing, given that the products will be manufactured by local artisans and there will be an ethical approach towards the supply chain as well as sourcing. This will ensure that the sourcing of the materials for the production of the jewelry is responsibly and ethically managed, all while remaining true to our company values.

Competitors:

Within Jewelry there are many competitors present as it has a tremendously wide variety of options when one is on the market for this type of product. However, the difference for us would be the undeniable fact that we provide handmade jewelry that is imported from Mexico because of our overall Mission. Some examples of some of our competitors here in the Rio Grande Valley would consist of Swarovski, Kendra Scott, and James Avery. All of these are places where most people go when they think of jewelry. Some of their strengths are without a doubt the fact that they are all household names. As well as the fact that most people when they think of jewelry can't help but relate it with these big name brands. However, some of the weaknesses that

they possess is the fact that they are tremendously generic and there are millions of jewelry articles that look alike. According to most of their websites they all have a similar sentiment which is that they want to be there for important moments. Which is not the goal for our brand, as the overall goal for our brand is to bring a piece of home to our clients not necessarily to be pieces of jewelry that remind them of important moments.

Consumers:

The consumers for our products are both men and women alike of all ages. They are mainly from Mexican heritage who are unable to go back home. As well as others who like Mexican and well produced handmade products that are imported from another country. There were a variety of options when it comes down to the jewelry itself. As we provide options like bracelets, anklets, rings, earrings, and body jewelry. All of our products can be used by just anyone who might want to wear an accessory. This includes individuals from all genders and sexes, as we aim to become a brand recognized for its inclusiveness to consumers at a greater scale, not limited to the female sex and gender. Our products are not only limited to Mexican consumers but to whoever would like to appreciate someone else's culture and its beauty. We would inevitably fall under the consumer market for this category. We would also have an international market of consumers as we would be importing our products from another country. Meaning that we would also like to have our products available in an international scope. To elaborate, we want to be able to have world wide shipping in order to reach more consumers abroad.

Marketing Intermediaries:

Given the fact that marketing intermediaries help the company promote, sell, and distribute its products to the final buyers, they are highly important for Alba. They would be one of our main sources of marketing and will help us be able to reach the clientele and the number of people we desire. Alba would want to hire marketing service agencies that would help us out have a much better chance of reaching our desired audience.

MACRO Environment

Demographic:

When looking into the size, density, location, age, gender, race and occupation for our products there is a wide variety for our audience. This is because the size would consist of all Mexicans in the Rio Grande Valley which means that's most of the population. With age also being able to vary tremendously in many ways as our products can be worn by just anyone. The race would be mainly targeting the people with Mexican backgrounds however, it does not limit itself to that. Because of our large demographic we have to have a large amount of different products that are able to fit everyone as much as possible. As well as staple products that can be identifiers of our brand. For Mexican consumers, our products will remind them of their origins and family, while for consumers of other nationalities, our products could become souvenirs of their transnational travels and/or charms of luck that they can carry around to remind them of Mexican culture.

Cultural Environment:

When it comes to cultural environment the most dominant factors. As core beliefs are what help our products be able to be sold. These core beliefs would be the importance of remaining connected to home and honoring our past and our loved ones. Which is the main reason as to why Alba will be able to be successful. Making sure that society keeps this mindset is essential for our success. The cultural environment can also consist of the fact that for every nice occasion or meaningful celebration most of the time people want to give their loved ones jewelry. Realizing this about our culture can help us also learn that we have a tremendous advantage because of our product. An aspect that could negatively affect us because of this fact as well, however, is the fact that jewelry is culturally portrayed as a "women's only" thing. Nonetheless, we must clear up that this is something that can be changed and that everyone can have a small piece of home with them and it does not make them less of a man. With this idea in mind, our products might also be marketed to a

non-gender specific audience of consumers, setting the foundation for a gender-inclusive brand that will offer products just for the sake of what the product is and not who the product is meant to be worn by (according to societal standards).

Economic Environment:

Given the fact that economic factors affect the overall consumer purchasing power and spending Alba focuses on catering to people from the Rio Grande Valley. Meaning that because of the economic present in the valley which is mostly not the highest of income we try to make our products as affordable as possible. This is because 27.3% of people that live in the Rio Grande Valley fall under the poverty line. Thus, knowing that we want to be able to reach out to as many people as possible, we work to have normal, regulated, and affordable prices that can be accessible to a greater proportion of the population. In order for them to have some of our jewelry at their reach at any time. This could also help promote the brand at its initial stage, as we want to reach as many of our consumer audience as possible at the starting point, and later raise the prices as demand grows.

Natural Environment:

Because all of our products are made from nature we work hand in hand with the natural environment all the time. As we don't want to damage or hurt the flora and fauna that we are using. This is while also keeping in mind that the raw materials we use can run out at any time and we have to be highly conscientious of taking care of our ecosystems and not damaging them on any level. To take care of this concern of ours, we will practice ethical sourcing, all to hold our company accountable for the acquisition of sources for the

manufacturing of our products. We must also consider, however, that because we are dealing with non-renewable resources, we must eventually raise the prices of our products to account for the extraction of these resources, which we will reinvest into the environment as a means to balance our output. This can take the form of planting trees using a fraction of our profits, or contributing back to the environment in the form of using recyclable packaging in our products.

Technological Environment:

The technological environment when it comes to our product and our brand Alba would definitely come in when it comes to marketing the products themselves. This is because we would want to use the mass social media pages like TikTok, Instagram, Twitter, and Facebook. In order to maintain a healthy social media persona and image we would post at least 3 uploads a week to be able to keep marketing our product as much as humanly possible. This is because reaching to audiences is sometimes the hardest part for a business to be successful which is why working harder to achieve this is important for Alba. Because generations like *millennials*, Gen Z , and even baby boomers are all active on social media this is the best way in which we can reach out to them. Technology is one of the biggest outlets available to market products and Alba wants to be able to use that to our advantage in order to bring home to a wider number of people.

SWOT Analysis



Segmentation

When it comes down to segmentation we are specifically dividing out clientele and trying to find ways where we can reach the intended audience. In this case we have an audience mainly of people that have Mexican heritage wanting to reconnect, stay connected, or remember their home and stay as close as possible to it.

Demographic Segmentation:

When it comes down to the age and overall life cycle segmentation and Alba there are a wide scope of options. This is because we cater to all ages and gender is not a tremendously important factor either when it comes down to wearing and buying our products. When it comes down to the division of income segmentation however, we do have options for all types of clients. As most of our products are affordable to the general public of the Rio Grande Valley and we try to align to their incomes as much as possible. However, we do have a selection of fine jewelry items made from specific rocks and minerals from Mexico that might be less accessible, trying to appeal to the fraction of the population that can afford to spend more on our products.

Geographic Segmentation:

Geographically speaking our main audience would reside in the Rio Grande Valley which is predominantly Mexican. Given that we have this region located as people who tend to consume other Mexican origin objects and services, like food or a mariachi, it is safe for us to assume that our product would have a group of people willing and excited to see what it is about, promote it to their friends, and buy it. The range of cities we will be specifically targeting include border cities, like Mission, Hidalgo, Pharr, and Edinburg, TX. However, we are also open to expanding the reach of our company to major cities with Latino and Mexican populations like Miami, California, and New York.

Psychographic Segmentation:

When it comes to psychographic segmentation, we are going to be targeting individuals from any and every social status, as we will be offering products of varying prices. Most of our targeted audiences will fall under the group of the population that values fashion, jewelry, Mexican artisanry, and trendy products in general, and we will use this information to target our advertising towards these niches of individuals in social media. We also expect our audience to engage in daily activities related to shopping, to speak Spanish, and to engage with members of the Latino community, as all of these indicate that they are interested, or part of, Mexican culture and will be interested in purchasing our products. Another factor to take into consideration would be individual opinions of Mexican culture. We will be targeting individuals who appreciate Mexican heritage and style, even if not from the Mexican culture, as these will make sure that they will like the style of our products, and it can also serve as an indicator of plausible Latin-American origins.

Behavioral Segmentation:

In targeting individuals with particular behavioral patterns we will be looking at individuals with frequent shopping patterns. This will ensure that they remain engaged with our product releases and that they keep our products on the 'trendy' market. In addition, we will be targeting the proportion of people who are frequent visitors of Mexico, as it is this segment that will be likely to purchase products from Alba as a means to remember their visit. Not only, but we will also be guiding our marketing efforts towards individuals who display a high level of engagement with Mexican-related products, culture, music, and fashion. This will provide us with

insight as to their individual tastes, and will be a more accurate predictor of whether or not they will be interested in our products overall.

Targeting Choices

In consideration of the previously defined segments (geographic, demographic, psychographic, and behavioral), it is in the best interest of our company to target as many of these as we can through niching. We will attempt to create a hypothetical profile of our most engaged consumers, taking into account what interests, demographic, geographic, psychographic, and behavioral groups they are likely to belong to. For instance, it is likely that a frequent consumer of Alba will fall under the middle-class status group that is also 15-25 years old. It is also likely that this consumer will be from the Rio Grande Valley and is familiar with the Mexican culture and community. It can also be assumed from this consumer, that they are a frequent shopper, as jewelry could be considered more of an accessory rather than a necessity when it comes to frequent purchases. Also, it might be the case that they will be followers of fashion trends and novel products, all of which will help us design a hypothetical profile for our consumers to produce a more accurate targeted marketing strategy towards our niche of interest. Buyer interests will include Mexican heritage products, shopping, and once again, traveling (preferably from in and out of Mexico).

Product Positioning

In the construction of our brand identity our focus will remain to frame our brand as an ethical, quality-focus, reliable, and eco-friendly brand. Hence, we will bring most of our attention towards bridging the gap between our consumers and our company, also to build a customer relationship that fosters long-term engagement with our brand. This goes hand in hand with building a strong retention rate for our customers, but also to generate a trusting environment for consumers in regards to the quality and reliability of our products. We are cost effective as we will be calculating an appropriate price for each of our products, based on not only the value of the materials but also the individual demand of each product, raising the price for high-demand products. We are also efficient, given that products will be sourced and produced on a basis of demand, so our products are not oversupplied or undersupplied. Again, our brand will be recognized by an eco-friendly approach towards the sourcing of materials for the manufacture of our jewelry, hence why Alba will have a competitive

advantage over other brands with different ethics of sourcing and production. Another of our competitive advantages includes the fact that our marketing strategy will focus on microtargeting consumer segments, all so that our advertisements are cost-effective and targeted towards the fraction of the population that are most likely to purchase our products.

Marketing Mix Strategies

As part of our marketing mixed strategies we will be reaching out to consumers through social media platforms like Instagram, TikTok, and Facebook, in both the mass market and niche marketing approaches. We have thoroughly selected these platforms specifically from all others because we have noticed a dramatic increase in engagement with users, which will likely turn out in the favor of our brand and in reaching more consumers in the long run. Through targeted advertisements, we will be reaching out to individuals with our preferential consumer profile; however, we will also be producing advertisements that will be attractive to all consumers, in spite of their psychographic, demographic, economic, and behavioral backgrounds. These more broad-scale advertisements will simply include attractive images of our products, and we will be advertising the products that are most classic and likely to be valued by any and every consumer.

Among the features and benefits of our product, we find that our quality of craftsmanship will lead to the construction of our brand identity, that of which will be focused on consumer relationship with our brand and building trust with our consumers. Our pricing strategy will also involve targeting every income group, all so that we are not limited to high-status or low-status consumers to increase sales. Products will range from \$35 dollars to \$300 dollars per piece, to say nothing of our fine jewelry line which will be valued at higher prices for consumers who are interested in purchasing luxury items. We will distribute our products through online purchases done through our website and via local and, ideally, worldwide shipping, which will reduce the initial costs of installation of a physical shop. Once we gather enough profits to reinvest in a physical store, then retail in person will also be available. Our promotion strategy will involve social media platforms, as well as influencers who will be given free pieces in exchange for advertising across their platforms. These promotion strategies will be integrated in our marketing strategy, as we move from our mass marketing approach (through social media) into a more cost-effective niche targeting through the use of new advertising marketing tools and influencers who have a higher trust and engagement with their followers. Coupled with this strategy, we will specifically contact influencers who's following is interested in fashion and jewelry in particular, which will

ultimately increase our brand reach towards consumers who are more likely to be interested in Alba's products.