

Marketing Plan

EVALUATION

This section will simply state how you plan on evaluating the successfulness of your marketing plan (after it is implemented). You will need to think back to your marketing objectives you stated earlier. How will you determine if you were successful or not? What research will you conduct?

	Exemplary	Accomplished	Developing	Beginning
Content				
Writing	Plan includes all required elements, is consistently well written and well edited. Marketing terminology is used effectively.	Plan includes almost all required elements. Is mostly well written and well edited. Marketing terminology is mostly used effectively.	Plan includes some required elements. Is reasonably well written and well edited. Marketing terminology is used sparsely and incorrectly.	Plan includes few required elements and is poorly written. Marketing terminology is rarely used.
Ideas	Target Market is described effectively and in depth. Marketing mix is described effectively and in depth and relates directly to chosen target market.	Target Market is described effectively. Marketing mix mostly relates directly to chosen target market.	Target Market is described sparsely. Marketing mix relates somewhat to chosen target market.	Target Market is not described. Marketing mix is not related to target market.
Dispositions				
Completion	Project was completed on time and submitted on the due date.	Assignment is mostly completed and submitted on time.	Assignment not received on time.	Incomplete
Use of Time	Students use class time productively	Students rarely need to be	Students sometimes	Students are not on task.

	and never need to be reminded to stay on task	reminded to stay on task.	need to be reminded to stay on task.	
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Executive Summary:

We, the CologneToGo company, sell perfume bottle atomizers. These perfume bottles come in various colors, they come in metallic silver, gold matte, black, silver and champagne. The services that we offer is convenience, we make these perfume bottles easier for our customers to buy. We are located in the MSHS campus of the American School Foundation of Monterrey.

Our business culture is based off of having fun and working hard at the same time. We meet our goals on the deadlines while we grow as a team. Our mission statement is: "We believe in smelling good through portable, affordable and easy-to-use cologne bottles!"

Within our marketing plan, you can expect a summary of our target market, our market's trends, a SWOT analysis, our competition, our marketing strategy - objectives, positioning and the marketing mix.

SITUATION ANALYSIS:

Target Market

- **Demographics**

Both men and women, anyone that wants to smell good.

- **Geographics**

ASFM, Monterrey, San Pedro.

- **Psychographics**

People that want to smell good and look good, to people who are busy because it is pocket size.

Market Trends

Our business area is in hygiene or beauty because we are selling little cologne bottles so people can use them when they smell bad easily and discretely. During the last centuries the beauty industry has been growing intensely. Before products like cologne and other beauty products were not used frequently. Now the beauty industry has grown with many new brands of cologne and a lot of different types now that people use them more frequently in their daily lives because they want to smell good. Since this industry is currently growing our product will ease the business since it will be a lot easier to be carrying around your cologne if you need to smell good.

SWOT Analysis

Strengths: The strengths of our company is that we are able to sell the product at more than half the price of what we bought them for. We are able to have new products in less than 3 days. We also offer our customers the service of convenience.

Weaknesses: The weaknesses of our company is that we are just beginning with this company and we just started selling. Also that we only have one product to sell not like other companies that have more variety of products.

Opportunities: This is a trend in America which we want to influence into Monterrey mainly, because they are not found throughout all of México. We can sell to the whole school instead of just the generation. And we can develop other products and a greater variety of products. Another opportunity would be to start selling our products online.

Threats: Since the company is not patented anyone can start our same company idea and start the same as us. Another threat is that we are getting some low quality products.

COMPETITION:

Currently, there are no competitors on the market in Monterrey. Even though this idea may seem that it has already been created, and that there are many people selling them. Actually it is the complete opposite, there are no competitors around in Monterrey. The only threat that we have would be the online market. Such as Mercado Libre, Ebay, Amazon. There we don't have a market share because we don't sell them online. But for all the people who prefer to have it right away and in good conditions, here we are. CologneToGo is here with the 100% market share in Monterrey's ground if you don't want to wait, for a slight bigger price. Our weakness is our price, because online you can find them a little cheaper. But the big strength for us, would be that we have all the market, not so high prices and that this CologneToGo bottles have a big advanced technology, and it's an attractive product.

MARKETING STRATEGY

Marketing Objectives

What we hope to accomplish with our marketing efforts is to make our products seem to have a reasonable price, while we earn a huge amount of profit. We want to gain a total of 100% of market share and we want to have at least 90 sales.

Positioning

Currently we are the best selling option in Monterrey, we sell for the lowest price and with the best quality. We offer you the product straight to you house or at school.

Marketing Mix

Product

The product that we will offer will be small, carry-on, cologne bottles that can be carried wherever, are not heavy and will keep you smelling good for every special occasion. At the moment, we will only sell these small bottles but maybe further one we can see of another product we can sell.

Our brand name is *CologneToGo*.



Logo:

Price

The price for a bottle of CologneToGo would be 150 pesos but there is a promotion for 2 bottles for 250 pesos. All colors would have the same price value.

Place

Our company distributes and services in person. Since we are starting this new business we have no way of distributing the product to other people around the world. We receive our product and we distribute it around Monterrey via car.

Promotion

A promotion we are going to have is selling 2 for 250 pesos instead of the normal 150 pesos. We will have different advertisements posted around so people can see them, contact us so they can get their cologne bottles. In our advertisements we will include a way to contact us, pictures of the different bottles we sell, the cost of them and more so the people are well informed of our product. Also we will try to promote our page in instagram so people see them in their feeds. Our products are more expensive than the similar competitions because we have a better technology for the bottles than what others have and convenience.