

Marketing Planning at Just Us! Cafes

TheCaseSolutions.com

Marketing Plan

Mohamed Ahmed Abdi



Implementation

- Resource allocation
- managers have responsibility + motivation
- introduce seasonal teas/local art/openmic night/live bands
- local community awareness for fair trade
- flanking, offense and defense

Budget

Category	Q1	Q2	Q3	Q4	Total
Marketing	1000	1200	1500	1800	5500
Operations	2000	2200	2500	2800	9500
Personnel	3000	3200	3500	3800	13500
Rent	1500	1500	1500	1500	6000
Utilities	500	500	500	500	2000
Insurance	300	300	300	300	1200
Other	200	200	200	200	800
Total	10000	10900	12000	13100	46000

Control

The idea for the control element of the strategic marketing process is to maintain the marketing program in the direction that it is planned for.

Conclusions & Recommendations

Just us financial situation is extremely important at this point in time. We believe that our marketing plan will enable just us to greatly increase sales revenue and growth. The marketing plan will create greater brand awareness and consumer loyalty. The promotional strategies mentioned previously will provide a great source of income through food and beverage sales. The Open Mic Night will broaden our target audiences. Our charitable actions will create a halo effect upon the brand. We anticipate an increase in just us cafes performance through the implementation of our marketing and strategy plan.

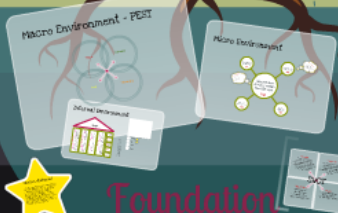
Strategy

Competitive strategy: Differentiation



Objectives

1. Expand cafe locations 10-20% within 3 years time.
2. Build brand awareness & focus on concentric diversification.
3. Encourage charitable behavior within the local community.



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Implementation

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- introduce seasonal teas/local art/open mic
- night/live bands
- local community awareness for fair trade
- flanking offense and defense

Budget

Category	Item	Amount
EXPENSES	Advertising	1000
	Publicity	500
	Printing	200
	Travel	100
REVENUES	Sales	1500
	Merchandise	500
	Donations	200
	Grants	100
TOTAL		1000

Control

The driver for the control phase of the strategic marketing process is to maintain the marketing program in the direction that it is planned for.

Conclusions & Recommendations

Just Us financial situation is extremely important at this point in time. We believe that our marketing plan will enable Just Us to greatly increase sales revenue and growth. The marketing strategies implemented in our marketing plan will create greater brand awareness and consumer loyalty. The promotional strategies mentioned previously will provide a great source of income through food and beverage sales. The Open Mic Night will broaden our target audiences. Our charitable actions will create a halo effect upon the brand. We anticipate an increase in Just Us cafes performance through the implementation of our marketing and strategy plan.

Strategy



Objectives

- 1 - Expand cafe locations 10-20% within 3 years time.
- 2 - Build brand awareness & focus on concentric diversification.
- 3 - Encourage charitable behavior within the local community.

Macro Environment - PEST



Micro Environment



Foundation



Marketing Plan

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Implementation

Resource allocation

-managers have +responsibility = +mot

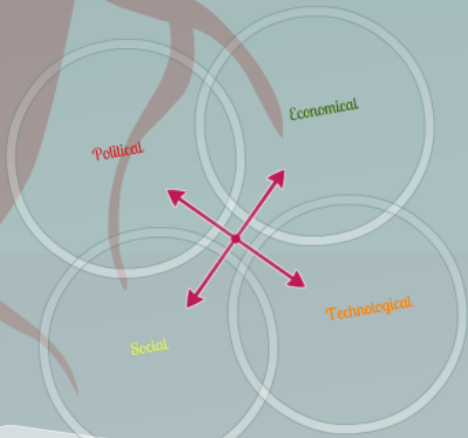
introduce: seasonal teas/local art/o

night/live bands

local community awareness for fa

Flanking offense and defense

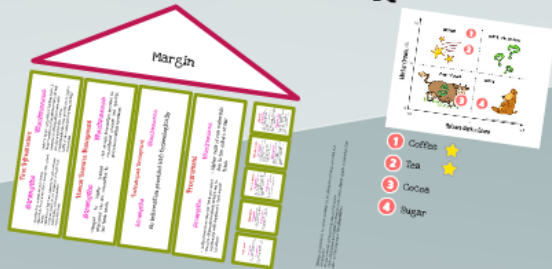
Macro Environment - PEST



Micro Environment



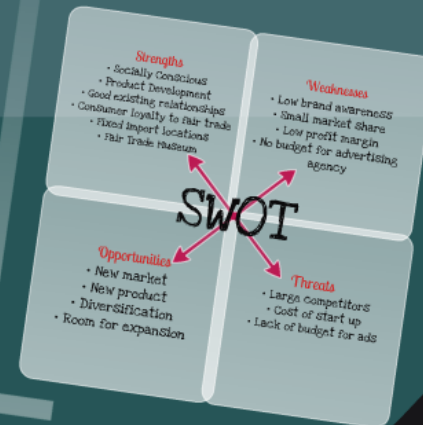
Internal Environment



Mission Statement

...ements a local and cultural twist to
 day coffee experience. By focusing
 on and reversible materials, just as
 we concentrate, takes on product
 and diversification, aiming to
 at all our success. Just as we will
 take the customers to the next up mar
 et. Our mission statement is an inspir
 it's not just us, it's the tool

Foundation



Mission Statement

Just US, implements a local and cultural twist to the modern day coffee experience. By focussing on fair trade and renewable materials Just US promotes an eccentric take on product development and diversification. Aiming to increase at 10% per annum, Just US us will encapsulate its customers to the Just us fair trade way, starting with youth programs for school art. Our mission statement is an ironic one as its not Just US, its U too!