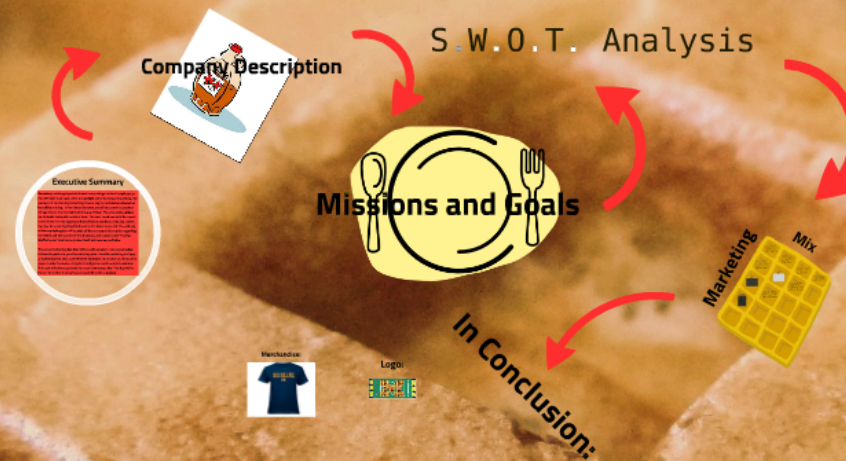
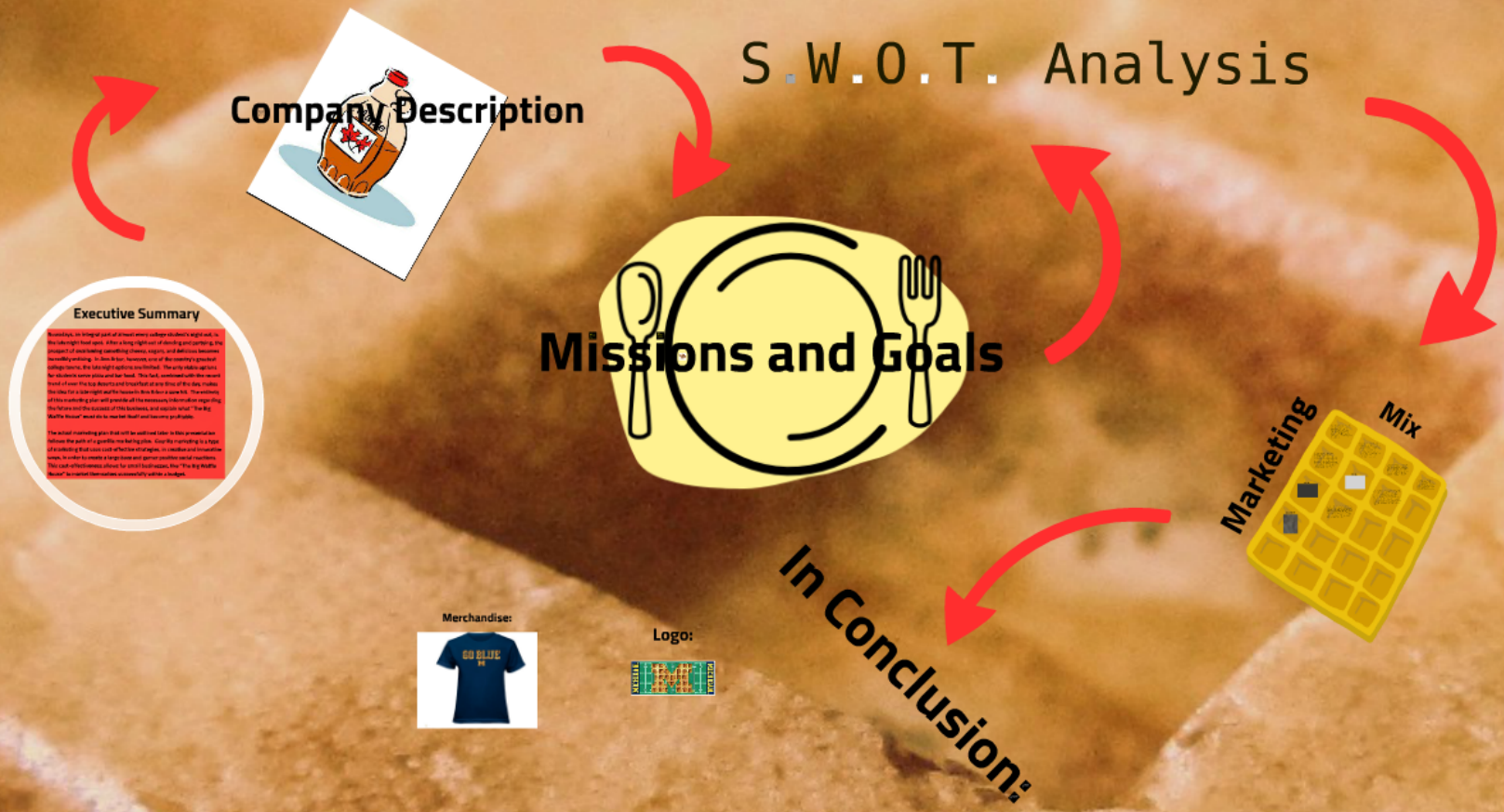


Consideration of Perceptual Differences by a Business Firm in Making a Global Marketing Plan



Perceptual Business Firm in Marketing Plan



Executive Summary

Nowadays, an integral part of almost every college student's night out, is the late night food spot. After a long night out of dancing and partying, the prospect of swallowing something cheesy, sugary, and delicious becomes incredibly enticing. In Ann Arbor, however, one of the country's greatest college towns, the late night options are limited. The only viable options for students serve pizza and bar food. This fact, combined with the recent trend of over the top deserts and breakfast at any time of the day, makes the idea for a late night waffle house in Ann Arbor a sure hit. The entirety of this marketing plan will provide all the necessary information regarding the future and the success of this business, and explain what "The Big Waffle House" must do to market itself and become profitable.

The actual marketing plan that will be outlined later in this presentation follows the path of a guerilla marketing plan. Guerilla marketing is a type of marketing that uses cost-effective strategies, in creative and innovative ways, in order to create a large buzz and garner positive social reactions. This cost-effectiveness allows for small businesses, like "The Big Waffle House" to market themselves successfully within a budget.

Company Description

