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The Marketing Plan of A & A Double Discount

Audience	Strategies	Activities
Target Persona	Marketing Goals	Market Channels
<ul style="list-style-type: none">❖ Any type of person could shop here❖ Men & Women aged 15 - 50❖ Middle and lower Class❖ Anyone from any profession could come here	<ul style="list-style-type: none">❖ Window Promotion❖ 5%, 10%, 25%, or 50% off sale❖ Can buy everything in a cheap prize	<ul style="list-style-type: none">❖ In-store environment❖ Advertising❖ Outdoor advertising
Customer Journey	Key Strategies	Tactics & Activities
Anticipate - Office or Home or Car - Enter Store - Walk In/ Indoor - Look For Items - Shop - Selected - In Line - Wait - Pay - Music Streaming - Holding Bags - Exit - Walkout/ Outdoor - In Car or Walk Home.	<ul style="list-style-type: none">❖ Promotion❖ Everything is available in their store❖ Inexpensive❖ Seasonal Items	<ul style="list-style-type: none">❖ They got any type of products❖ Great cheap prices items❖ Advertising promotion
Value Proposition	Pricing & Positioning	Measures of Success
This is a Place, where you can go and get the item that you really need at that moment. Also people could go shop there when they need new kitchen items, tools, makeup or supplies.	<ul style="list-style-type: none">❖ Pricing is good❖ Everything will be cheaper than what people could get from big mall❖ Superior convenience❖ Shared community - social responsibility & environmentally sustainable	<ul style="list-style-type: none">❖ Daily/Weekly/Monthly/Quarterly/Annual:❖ Average revenue/ store❖ Same store average transaction value❖ Food sales % revenue❖ Have many store visitors

Company Profile



- ❖ **Client: A&A Double Discount**
- ❖ **2095 Starling Ave, The Bronx, NY 10462**
- ❖ **No Website**
- ❖ **(718) 239-9749**

- My client is a store, where you can find everything like house material and beauty products. When you are out of important items at home and need them right away. Just go there and get the product at a cheap price.
- It has items like bathroom, bedroom, kitchen, any type of tools, food, makeup, jewelry, and etc.
- Their best marketing advertising would be when they have discounts, sales and new products.
- The store is located in the Bronx at 2095 Starling Ave
- Three negative things and their current marketing effort are:
 - They don't have social media
 - Parking lot
 - Online/phone call ordering
 - They aren't updated with good quality products
- Three areas where a marketing ideas can be implemented or improved:
 - They should have a social media platform for their customers to look them up and invite new more customers.
 - Expand their business in new places/ locations
 - Good thing is that they have seasonal items that can boost their business
 - They should certainly have a parking lot or online shopping
 - They also need to make a website for people to know them better
- This will take about a year or so to fulfill their goals

The SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> ❖ Pricing Power ❖ Discounts Advantages ❖ Innovative Culture ❖ Seasonal Items ❖ Unique Product ❖ Good Service ❖ Family Business 	<ul style="list-style-type: none"> ❖ One Business Store ❖ No Social Media ❖ No Website ❖ No Online/Phone Ordering ❖ No Parking Lot ❖ Don't Have Many Locations/Places ❖ Some Of The Items Look Dirty And Old
Opportunities	Threats
<ul style="list-style-type: none"> ❖ New Products ❖ Seasonal Items Every Year ❖ They Have Every Type Of Products ❖ Innovation ❖ New Market ❖ It's A Huge Store ❖ Possibly Could Expand Their Business 	<ul style="list-style-type: none"> ❖ Mature Market ❖ Intense Competitive ❖ Govt Regulation ❖ No Parking Area ❖ Always In A Competition ❖ The Prices Could Go And Down

Introductory Marketing Brief for A&A Double Discount

My client is A&A Double Discount, a store that got everything. It is a place where you can find emergency items and everyday use items. It has bathroom, bedroom, kitchen accessories, and decorations. Also got school supplies, tools, jewelry, makeup, hair accessories and seasonal items. It is a wide store with so much space. It could be dusty sometime and the products could look used. It is in a location, where people will definitely go to that store to shop and find what they are looking for. It is for everyone from everywhere. My client is a store where anybody from any culture or any race could come and shop. It is open for everyone. They serve economic class and even rich people are welcomed there. The customers could come in wearing casual, formal, or any other attire. Any ages could shop here. Their best marketing and advertising would be when they have discounts on holidays and sales when they have new items in their store. Also when they have new products in their store to sell. Whenever they have discounts, they have posters of it on their front window of the store. The geographic area of my

The client is located in the Bronx at 2095 Starling Ave, Parkchester. They can not expand their store there because of space issues. They can expand their stores in other areas. The three negative things and current marketing effort about

My number one thing is that they don't have social media. The

the second thing is they don't update with good quality products. Lastly thing is their items are broken or they seem like they have been used. The three areas where a marketing ideas can be implemented or improved are that the first idea is that they should get updated with everything like have social media and a website. The second idea is they should expand their business in other places or locations. The third idea is that they should update on their seasonal items and have good products that people use today. If they follow this ideas, then it will definitely bring success to their business. The new strategy I would suggest my client that they need to improve on their social media because nowadays everyone uses that. It will be easier for people to find about my client business. Secondly, they need to expand their business and make people to notice them. Lastly, they need to update with new products like their makeup and beauty products. Also they need to be a little more organized and neat. In my opinion, I think it will take my client one year or so to fulfill their goal. They just have to be patience and have their mind set to the goal.



My Proposal

The idea that I have performed for my Client is that they need to improve on many stuff that will bring so much success to their business. They are not updated on anything like social media and websites. Basically, they should make an account on facebook, twitter, and instagram, because it will be easy for their customers to find them and they might even gain more. They could possibly get popular and be big like Walmart, Kmart, and etc. Every brand or a business has an official website for their store. That is their first main goal to do to create social media and earn some popularity. My idea focuses on their products, they need to upgrade their products to much better one. They got some items that the customers would not buy. They should have products that people use now a day and would want to waste their money on. The platform utilizes a good location, because it is located in an area where you could go and can find items that could have been far and in big stores. The time frames it utilizes is the present. There are some good advantages and some bad for my client.

Summary

The marketing plan of my client is that they have many faults and many advantages. Their target persona is for every age and every type of person could go there and shop. It is mostly for the middle and lower classes economy. The value position is that this is a place, where you can go and get the item that you really need at that moment. Also people could go shop there when they need new kitchen items, tools, makeup or supplies. Their marketing goal is that they got promotions, sales and advertising. Some of the key strategies are that they got everything in their stores, items are inexpensive, and they got seasonal items. The pricing and positioning is good because you can only find cheaper items in their stores. All the other market channels, tactics and activities are in good shape. The marketing plan is all set up for my client and will definitely bring success to my client business.

