

Marketing Plan

<p>VISION Their vision is to develop as a leader corporation in the construction and development industry and to expand their essence to national level, while creating innovative products that address their clients' problems with top notch models and with a committed staff, to guarantee quality and acknowledgment of the organization.</p>	<p>3 OF THE BIGGEST COMPETITORS. RAN'S Corp. Luciano's Contracting. Oscar's Corp.</p>	<p>STRATEGY Market penetration - Strengthening their quality in the business sectors in which they work with the items previously advertised Analyzing - Taking necessary actions to ensure enthusiasm to the new opportunities that may emerge Differentiation - Adapting their administrations to the various needs of their clients and offering services and products of high caliber at medium-high prices</p>	
<p>MISSION Their main goal is to offer creative assistance and quality items; subsequently, they devote a lot of their endeavors to the innovative work of new procedures and items, just as to the use of new rising advancements to improvement and execution of exercises and works.</p>	<p>Tactic 1: Promoting and increasing the value of urban recovery and regeneration which is a measure to advance culture in the public arena of preservation and restoration</p>	<p>Tactic 2: Establishing instructional classes for representatives of the organization planned to prepare laborers so that they spend significant time in the work they perform. They incorporate language, deal systems, office, condition and efficiency.</p>	<p>Tactic 3: Establishing month to month meetings with the organization's marketing staff to evaluate and showcase advancements and data on existing policies.</p>
<p>Tactic 4: Expanding geographical presence and scope of the company's location.</p>	<p>Tactic 5: Redesigning the company's website to incorporate extra highlights to clients, for example, giving them the choice to enlist on the site, to be continually educated and informed about the products and services offered by the organization.</p>	<p>Tactic 6: Providing social networks for advertising the company and reaching more clients and spreading their market cover using CRM, a technology used for managing all your company's relationships and interactions with customers and potential customers.</p>	
<p>TARGET MARKET Age:30-60 Location: Manhattan, Queens & Brooklyn. Gender: males Income:150k + Education: High School Their target market includes private clients which are Jewish, and residential complexes.</p>	<p>COVID-19 Tactic 7: Participating in trade shows and events on construction for merchandising. they could partner up with companies that create disinfectant products, gloves, face mask, household cleaning supplies, surgical equipment, hospital supplies that are at a shortage at the moment and create a sponsorship where they could help the community that way people will always remember their name.</p>	<p>COVID-19 Tactic 8: Using advertising billboards to advertise. billboards placed in high traffic areas, such as along highways and cities, so they're seen by the highest number of drivers and pedestrians. use billboards to advertise discounts, partnerships with other companies working to relieve the CoronaVirus.</p>	<p>COVID-19 Tactic 9 supporting clients by encouraging them to stay home through social networks, making sure they communicate with us and we can answer their inquiries as soon as we get them. also, to teach them how to recycle.</p>

Marketing Brief

Overview

Mofra's Construction Corp is a construction company that has effectively worked in the New York territory for as long as two years, taking a shot at both large and small scale development, modification, and repair ventures concentrating on private contracting. With the business boom that is happening in our neighborhood and the craving to improve overall net revenues, the company wants to move its objective market from private customers to the bigger commercial clients and also help them in this hard time that we are all enduring.. This marketing brief will outline our tasks and objectives to make this change fruitful and make enough market share to prevail in this competitive industry.

Objectives

Mofra's Construction Corp plans to:

- Support customers during the COVID-19 crisis, encouraging the stay at home campaign.
- Establish a strong relationship with customers through virtual conferences by hiring a person to respond to all clients' inquiries.
- To partner up with companies that create supplies that are at a shortage at the moment to help the community.
- Fundamentally venture into the commercial and office building contracting business sector to expand local market share of the overall industry and improve net revenues.
- Diminishing expenses and expand services by forming a perpetual painting team, as well as including a bookkeeper and an accountant to our team
- Start to market and offer services in the New Jersey region in anticipation of opening an office there in Year 3.

Primary Audience

At this moment, our potential and current rundown of customers includes all the different businesses in the New York region and its suburbs. We will focus on our clients, who are for the most part Jewish property owners, which will give us the best edge, with such customers craving office and commercial building development. Mofra's Construction is an hispanic company, but they do not have any hispanic customers so for the future they would like to attract people from different parts of the world not only Jewish. People around 25-60 years old with an interest in property investments, who have the cash flow to contribute for renovations and new constructions.

Since commercial and office development contains the most noteworthy net revenues, we will focus on a large portion of our marketing and servicing toward these customers. Usually, our Jewish property owners' clients need the biggest undertakings in land use, extension, and cost. Additionally, they are generally the most sensitive to completion deadlines. Subsequently, we plan to oblige these clients through an expeditious and well-established program, strict supply management and accounting, and thorough and intensive ventures exploiting Mofra's experience in the industry.

Schedule and deadline for the project

- This project will start on May 2020

Mofra's Construction's break-even investigation depends on normal month to month fixed costs, which thus, depends on historical figures, in addition to our normal cost per item. We don't hope to have any cash flow issues later on. We plan on having all transient debts paid off in 2021 and long haul debts by 2024. When we arrive at an adequate volume of sales, we will take advantage of economies of scale to diminish costs and improve overall revenue. We will likewise have few initial customers as we endeavor to apply our quality in the office and commercial building market. Be that as it may, we have foreseen this by buffering ourselves with adequate reserves of cash, and we gauge a critical increment in productivity inside five years. So, to meet our future goals we will need to invest around \$ 27.00 dollars during this quarantine.

Strategy Implementation and Communication

Mofra's Construction intends to showcase itself through an assortment of techniques. Our arrangement will utilize radio, social media, distributed promotions, referral frameworks, and utilizing our prior contacts with the industry contacts and nearby real estate organizations. Mofra's Construction has had the option to increase a beneficial supplier contract that will permit the organization to get its materials at a huge discount. This will permit the organization to accomplish a minimal effort leadership position and underbid its competition.

MOFRA'S CONSTRUCTION CUSTOMER ATTRIBUTES

Average Customer

Age:30-60
Location: Manhattan, Queens & Brooklyn.
Gender: Males
Income:150k +
Education: High School

Their target market includes private clients which are mostly Jewish, and residential complexes.

Ideal Customer

The ideal customer would include someone who not only has an interest in property investments and has the money up front to contribute for renovations, restorations and developments but also has an understanding that the construction business is one where you risk money and labor provided that there will be substantial future benefits.

Age: 25-75
Location: Manhattan, Queens & Brooklyn; Tristate Area including New Jersey and Connecticut
Gender: Males & Females
Income: 150k +
Education: High School to PhD
Social media user

Target Customer

Age: 25-60
Location: from all Latin America living in the U.S.
Gender: Males and Women
Income:70K+
Education: High School to PhD

SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none">•The ability to teach how to develop construction skills•In-house architect.•Competitive workers.•Available to a larger market of individuals due to our accessibility to commute to our customers.•Expertise to customize and make changes to an ongoing project during any phase of the project.•Specialists in wood, metal framing and infrastructure.•Highly skilled in time sensitive construction projects.•Wide variety of services.•15 Years of experience.	<ul style="list-style-type: none">•Inability to construct due to the pandemic•Inability to take big contracts due to the lack of credit to finance and do own business.•Lack of communication with clients due to language barriers.•Has no Facebook to interact with more people.•Website lacks information.•No social media reviews.•No advertising
Opportunity	Threats
<ul style="list-style-type: none">•New contracts due to all the constructions around the neighborhood that allows us to repair and construct new and old buildings.•Clients' rising need of remodeling and modernization to keep up with changes.•New projects broaden our company which allow us to make more connections with new contractors and clients.•The constant demand for new constructions and repairs in housing developments due to the growth in population.•To communicate with clients by using social media.•To encourage people to stay home by doing DIY videos where people can learn how to create their own construction projects.	<ul style="list-style-type: none">• Possibility of losing customer base due to the lack of advertising and the coronavirus crisis.•Low cost competitions due to the inexperience.•Risk that the client does not pay you after finishing the work.•Lack of control of contractors Safety risks while working on projects.•Lack of work due to the low media/press coverage.•Negative reviews that could scare off new clients and change client's attitude toward hiring our company for future projects.•NYC law changes could potentially delay projects and compromise our punctuality.•Risk to lose workers due to the pandemic.

2020 MARKETING EVALUATION & INFORMATION

Basic Information:

1. **Name of Business:** MOFRA'S CONSTRUCTION CORP.
2. **Business Aliases or DBA:** Corporation.
3. **Type of Business Ownership:** partnership.
4. **Year in business (year started):** two years
5. **Address of business Location(s):** 775 LIBERTY AVE, BROOKLYN, NY 11208
6. **Type of business:** Construction
7. **Type of Industry:** Framing & General Construction
8. **Number of employees:** they count with six employees.
9. **Number of salespeople:** none
10. **Do they have anyone in charge of marketing and advertising? Elaborate.** They do not have anybody in charge of marketing.
11. **Primary method of selling (online, in person, telemarketing, other - get percentages):**

Customers usually call the company to make their estimated appointments so it's mostly in person.

12. **Best sales month (Why?):** their best sale months are in the winter season because a lot of people do not like to work during the cold time.
13. **Worst Sales month (Why?):** the Ramadan time because most of their clients are Jewish and during these days, they are off so no one can do any job. Also, October, November and December because there are too many people working before cold time starts.
14. **Website url (and purpose of this platform):**

<https://mofras-construction-corp.business.site/?m=true>

15. **Facebook page url (and purpose of this platform):** no Facebook
16. **Twitter page url (and purpose of this platform):** no twitter
17. **Instagram url (and purpose of this platform):** @mofrasconstruction
18. **Other social media platforms (and purpose of these platforms):** no other social media platforms.
19. **Name of their biggest competitor.**
 - RAN'S CORP.
20. **Name of their top 3 competitors.**
 - Luciano's Contracting.
 - Oscar's Corp.

Marketing Strategy

What are you recommending?

In order for this company to survive this crisis Mofra's Construction should start getting in contact with their clients throughout their social media platforms. I recommend them to update them and then take advantage of the technology to advertise about the business, sell products that help people to be protected in this pandemic and then develop their clients construction's skill to the top.

Why? Because if they do this, they will get much more audience and potential clients than ever before and the most important, they will increase Mofra's revenues. Also, they need to conquer and exhibit the youngsters already inside the business so technology is the best way to achieve this goal.

How?

- Creating stronger communication with clients. This means to hire a person that answers all client's inquiries on social media.
- Posting valuable information on Instagram to advise and encourage people to stay home. This will generate more audience; therefore, more potential clients.
- Offering their services discounts since they have the opportunity to get materials at a huge discount from suppliers.
- Selling their products to generate revenues such as disinfectant, gloves, construction shield masks, cleaning supplies that are at a shortage at the moment.
- Spending less than 700 USD promoting the company on Facebook and Instagram.

Where?

-Instagram, Facebook, Website and YouTube.

Content

-Through YouTube videos by doing DIY projects at home which could allow people to stay busy and get creative during the crisis; to relieve their stress and allow them to keep a positive mental health. With those recycling DIY videos we plan to teach them how to frame a wall reusing materials they have on hand, how to put furniture together or even how to paint walls. By doing this, we will develop clients' construction skills, help the planet and stop the spread of the COVID-19 because people would not need to go to the Home Depot or to any hardware store to get their projects materials.

-Through Instagram, posting about their work and services, any upcoming update or even pictures about their work. This is to establish a connection with their audience, but not to sell directly their products.

-On Facebook posting, selling and promoting their products so that it only reaches the people they are interested in such as location, sex, age, area so in this way they will make sure that they sell reaches their target audience and not someone else.

-In the company's website to give everyone who enters the page the opportunity to learn about the services they offer, how they can help them to solve their needs and why they should choose Mofra's and not others.

What results do you expect to gain?

- Increase the company revenues throughout the sales they would make by selling their products.

- Ensure the business future by getting new potential clients.

- Contribute counteract the pandemic by encouraging people to stay home.

How much would it cost?

This strategy is at a very low budget. We plan to spend less than \$2,000 USD on promotions and around \$25,000 USD in selling merchandise.

How much will the company generate?

This will generate net revenues of 56,000 USD due to the high demand of the products right now

How will you reach these customers and how much we plan to spend? We are going to get those clients from the promotions on Instagram, Facebook, and YouTube because we will promote and advertise by spending less than 2000 thousand dollars on each platform to reach our audience goal and of course at a lower price than the competency Ran's Corp.

Partnerships: Mofra's will partner up with dealer companies that distribute those disinfectant products, household cleaning supplies, surgical equipment, hospital supplies that are at a shortage at the moment and create a sponsorship where they could help the community that way people will always remember their name.

Paid/Organic Search - CRM: since we all know that social media is a major influence in peoples' lives nowadays building an advertisement that will automatically pop up as people are scrolling through their social media account or even while they are surfing the web would be just the digital advertising they need to always stay on top that's why CRM will help us to

advertise and reach more clients by using a technology that manage all company's relationship and interactions with potential customers.

Main Goals: to support Mofra's Construction customers during the COVID-19 crisis and encourage the stay at home campaign, but also to maintain the business's goals since we understand this will not be forever.

Summary

The problems we found in Mofra's Construction were the lack of communication with their current clients, lack of information in their social media platforms and lack of promotion reason why we recommend them to update all their platforms and also, to spend some money on advertising to reach a higher audience and to make sure the business will prosper and survive during this pandemic. In conclusion, this plan would be really effective because it would subsequently target and make use of the integration of new investors and a new customer base by combining new procedures and products that are specifically tailored to the specific individual(s) or investor(s) needs. In order to do this, Mofra's Construction Corp would analyze essential data in existing trends; in order to better understand our target audience's needs and demands. We would then utilize this information and tailor it to each of our products audience. We would achieve this by taking into consideration the properties of the products and services offered by us to the end customer, and then develop and optimize the marketing plan mentioned above in order maximize the exposure of our product to the masses.