



CENTENNIAL
LIQUOR

Strategic Plan Proposal ↗

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Centennial Liquor

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Project Overview

- ➔ **Vision:** To be Pittsburgh's premier destination for liquor, wine, beer, and cigars, known for exceptional service, community engagement, and a curated selection that reflects both local and global tastes.
- ➔ **Mission:** To provide a welcoming and knowledgeable shopping experience, support local producers, and foster community connections through responsible retailing and personalized service.
- ➔ **Project Purpose:** To develop and implement a comprehensive strategic plan that strengthens Centennial Liquor's position as a leading liquor retailer in Pittsburg, Kansas, by enhancing customer experience, expanding product offerings, and increasing community engagement.

Client Summary

01

Bi-weekly strategic meetings with management to ensure continuous planning around promotions, branding, and long-term growth.

02

Promotional calendar, social media updates, and logo redesign are all in development to better reflect community values and modern trends.

03

Peer-driven market research to shape future decisions to align with what truly matters to local customers.

04

Deliverables reflect relationship-building, proving that thoughtful engagement — not just transactions — is the key to sustainable success.



Goals and Objectives

→ Appeal to Customers Through Strategic Pricing and Social Media Engagement

To better connect with Pittsburg State students and the surrounding college-aged demographic, Centennial Liquor should adopt pricing strategies that are intentionally designed to meet student budgets and buying habits. This includes limited-time discounts, bundle deals, and promotions tied to campus events or academic milestones.

By pairing targeted social media content with student-focused value offerings, Centennial can drive foot traffic, build lasting brand loyalty, and solidify its presence as the go-to liquor store for college students seeking both affordability and a sense of community.

→ Drive Traffic and Increase Sales by 20% by April 15th Through Strategic Promotions

A key recommendation in this strategy is to pursue a measurable sales goal—specifically, a 20% increase in revenue by the end of 2025. While this has not yet been implemented, it outlines a clear direction for future efforts. The proposed method of reaching this target includes a series of strategic promotions such as limited-time discounts, bundle pricing, and seasonal offers crafted to attract both returning customers and new traffic.

Goals and Objectives

→ Implement a Bold, One-Time Pricing Adjustment for Long-Term Effectiveness

As part of a long-term growth strategy, it is recommended that Centennial Liquor adopt a one-time, comprehensive pricing adjustment to better align with rising costs, including those driven by recent tariffs, and to ensure future sustainability. Rather than introducing small, incremental changes that could create confusion or frustration among loyal customers, this approach would involve clearly communicating a new pricing structure all at once.

This direct, transparent strategy positions the store to set firm expectations moving forward while maintaining credibility and customer trust. By proactively addressing pricing, Centennial can avoid ongoing fluctuations, protect profit margins, and reinforce its commitment to value and fairness in the face of industry-wide cost increases.



S.W.O.T. Analysis

Strengths

- Strong Local Identity** – Centennial Liquor is a well-known, locally owned business in Pittsburg, Kansas, with deep roots in the community and a reputation for friendly, personalized service.
- Proximity to Pittsburg State University** – Located near a college campus, the store benefits from consistent student traffic and opportunities for targeted marketing toward a younger demographic.
- Flexible and Adaptive Management** – Regular meetings with management allow for agile decision-making, quick promotional planning, and responsiveness to customer needs.
- Focused Customer Experience** – Emphasis on approachability, in-person service, and community-based values creates customer loyalty beyond just pricing.

Weaknesses

- Limited Digital and Social Media Presence** – Current online efforts lack consistency and engagement, making it difficult to effectively reach younger, tech-savvy customers.
- No Formal Promotional Calendar in Place** – While ideas are discussed, there is no existing structure for recurring campaigns or long-term planning.
- Underdeveloped Branding** – The current logo and visual identity do not fully reflect the store's local pride or appeal to its key target audiences.
- Small-Scale Operation** – As a single-location business, Centennial faces operational constraints that limit the ability to compete on price or inventory scale.

Opportunities

- Launch of Social Media Strategy** – Establishing a structured content calendar on Instagram and other platforms can increase visibility and student engagement.
- Logo Redesign and Brand Refresh** – Creating a new logo that reflects Pittsburg's local culture can strengthen brand identity and customer connection.
- Seasonal Promotions & Student Events** – Tying promotions to the academic calendar, campus events, and holidays can drive traffic and build consistent engagement.
- Peer Market Research** – Surveys and conversations with local students can shape pricing, product offerings, and promotional strategies tailored to customer preferences.

Threats

- Local Competition** – Competitors like Pitt Discount Liquor and Redd's Liquor already have market presence and may compete aggressively on pricing or convenience.
- Price Sensitivity Among Students** – Even small price changes, especially with tariff-driven increases, may discourage student customers without added value.
- Compliance Risks in a Regulated Market** – Operating in a tightly regulated industry means any misstep in alcohol laws or ID verification could damage reputation and trust.
- Economic Factors and Supply Chain Costs** – Rising costs due to tariffs or supplier increases may squeeze profit margins if not communicated and managed effectively.

Comparative “PESTLE” Analysis

P

Political:

- Alcohol regulations at both the state and local levels affect how Centennial operates, including licensing, age verification, and promotional restrictions.
- Tariffs on imported alcohol have recently increased, causing a rise in wholesale prices. This impacts profit margins and may require customer-facing price adjustments.
- Any future local enforcement crackdowns (especially following competitor violations) may raise pressure on Centennial to maintain a spotless compliance record, which also creates a trust opportunity.

E

Economic:

- Tariff-driven inflation on certain products is increasing costs and will likely impact consumer pricing in the near future.
- College students, a key demographic, are often price-sensitive, especially in a small town with limited income diversity.
- The local economy in Pittsburg is relatively stable but relies heavily on student spending cycles, making back-to-school and semester openings key sales periods.

Sources:

<https://www.avalara.com/blog/en/north-america/2025/03/how-new-tariffs-impact-beverage-alcohol-industry.html#:~:text=Alcohol%20import%20tariffs%20could%20significantly,to%20tariffs%20on%20French%20wine.>

Comparative “PESTLE” Analysis

S

Social:

- Community identity and pride are deeply rooted in Pittsburgh. Local support for businesses that feel “authentic” or hometown-owned is strong.
- Consumer habits are shifting toward convenience, friendliness, and experience — customers increasingly value brands that feel personal and connected to their town.
- Students prefer businesses with a clear digital presence and expect interaction through social platforms (like Instagram or TikTok).

T

Technology:

- Social media platforms like Instagram and TikTok are essential tools for marketing to younger demographics yet currently underutilized by Centennial.
- There is a growing opportunity to use QR codes, geo-targeted ads, and digital flyers for local promotion.
- Online ordering or reservation systems (even if not for delivery) are increasingly common in the industry and could be explored in the long term.

L

Legal:

Strict alcohol sale laws in Kansas require Centennial to continue rigorous ID checking and training protocols to avoid violations.

- Liability for underage sales is high; unlike competitors with past infractions, Centennial must maintain a clean legal record to differentiate itself as a trustworthy vendor.
- Future changes to marketing laws (e.g., digital alcohol promotion) could affect advertising options, especially on platforms frequented by students.

Comparative “PESTLE” Analysis

E

Environmental:

- While less directly impactful, there's growing consumer interest in eco-conscious practices, such as sustainable packaging or local sourcing.
- Recycling programs or partnerships with local breweries could provide low-cost, eco-friendly brand boosts and show community investment.
- Operating in a small town, Centennial also needs to be mindful of its physical storefront appearance, outdoor signage, and general environmental footprint.

Sources:

<https://www.avalara.com/blog/en/north-america/2025/03/how-new-tariffs-impact-beverage-alcohol-industry.html#:~:text=Alcohol%20import%20tariffs%20could%20significantly,to%20tariffs%20on%20French%20wine.>

Media Analysis

Overview: Centennial Liquor is a locally owned liquor store aiming to expand its brand awareness, increase foot traffic, and drive online engagement. This media analysis evaluates the current landscape, including social media presence, traditional media exposure, and digital marketing efforts, while identifying key growth opportunities.

Current Media Presence:

Social Media:

- Platforms Used: Facebook and Instagram
- Strengths:
 - Regular posts on Facebook and Instagram highlighting product promotions, seasonal offers, and events (e.g., wine tastings).
 - Engagement with loyal customers through comments and reposted content.
- Weaknesses:
 - Inconsistent posting schedule.
 - Limited use of video and post content (e.g., product reviews, staff picks).
 - Low social media activity and engagement.
- Opportunities:
 - Reels and TikTok-style videos featuring cocktail recipes, staff favorites, or “behind-the-scenes” content.
 - Collaborations with local businesses or bartenders.

Media Analysis Continued

Website and SEO:

- Strengths:
 - Clean design and easy-to-navigate layout.
 - Online catalog with featured products.
- Weaknesses:
 - Poor SEO optimization (low search rankings for relevant keywords).
 - No blog or content marketing to drive organic traffic.
- Opportunities:
 - Launch a content section with tips, drink recipes, and pairing guides.
 - Optimize Google My Business profile and local search listings.

Traditional Media:

- Strengths:
 - Known in the local community through word-of-mouth and sponsorships (e.g., local events).
- Weaknesses:
 - Limited advertising in local print or outdoor media.
- Opportunities:
 - Partner with local events or markets for brand visibility.

Media Analysis continued

Key Takeaways:

- Centennial Liquor has a weak local following and lacks a strong digital marketing strategy to reach new customers.
- Consistent content creation and strategic use of posts and marketing can significantly boost brand engagement.
- SEO, review management, and community partnerships can enhance online visibility and local reputation.
- A balanced mix of digital and traditional media, customized to Centennial's unique local vibe, will drive better customer retention and acquisition.



Media Samples:



- One must take into account how much of a difference using one of these would be for the management when developing a content calendar for Centennial. If you've never used one before, a content calendar may seem intimidating, but it's a useful tool for organizing and maintaining consistency when using social media to promote promotions and new products. Because a monthly calendar can be overwhelming initially, a manager should decide to use only a weekly calendar when creating the Centennial content calendar. Working on the consistency of social media posting can be greatly aided by starting with a weekly calendar. After the manager/staff become accustomed to the method, a monthly calendar can be implemented.

Media Samples Continued:



- This flyer can also be viewed as a digital copy. Posting this at least three times a week on social media or having these flyers up around town can bring in more foot traffic to the store.



- Showing new logos to the client helps strengthen Centennial Liquor's brand by modernizing its image, aligning it with its goals, and creating opportunities for customer engagement. It also involves the client in the creative process, ensuring the final design reflects the brand's identity.

Media Samples Continued:

CENTENNIAL LIQUOR — OPEN EVERYDAY

SPOTLIGHT OF THE WEEK



Tito's Handmade Vodka

Smooth, clean, and crafted in small batches, Tito's is a go-to favorite for any occasion. Grab a bottle at Centennial Liquor while it's featured this week!

VISIT NOW — @CENTENNIALLIQUOR

- Featuring a product in a post helps draw attention to it, boosts sales, and encourages customer engagement. It creates urgency and excitement, especially when paired with a promotion or limited-time offer. A featured post also allows the brand to highlight the product's unique qualities, educate customers, and keep content fresh and relevant.

SPRING SIPS ARE IN!!



Freshen up your drink menu with crisp rosés and citrusy cocktails. Whether you're hosting brunch or relaxing on the patio, we've got everything you need to welcome spring in style. Stop by Centennial Liquor today!

WWW.CENNLIQUOR.COM

- A holiday or seasonal post connects the product to current events, making it feel timely and relevant. It taps into customers' festive moods, encouraging them to make purchases for celebrations or seasonal needs. These posts also help build stronger emotional connections with the audience by showing that the brand fits their lifestyle and traditions.

Media Samples Continued:

**CENTENNIAL
LIQUOR**

2401 S ROUSE ST.
PITTSBURG, KS
66762

**PHRASE OF THE
WEEK TO SAVE \$\$**

SAY:

"COLD DRINKS
FOR HOT DAYS"

**AT CHECKOUT FOR
15% OFF**

**OPEN
DAILY**

**@CENTENNIAL LIQUOR
WWW.CENNLIQUOR.COM**

The advertisement features a black and white photograph of a bottle of Hayward's 5000 Super Strong Beer. The bottle has a dark label with the words "THE ORIGINAL", "HAYWARDS' 5000", and "SUPER STRONG BEER". The background is a blurred outdoor scene with trees and a building.

- A “phrase of the week” encourages customer engagement, increases store visits, and makes promotions fun while helping track marketing success. This is one of Centennial’s strengths, the post can be updated to something as simple as this template example. Just a refresh of the phrase of the week post can help refresh Centennial’s brand.

Methodology

01

Demographics

- 18% of participants are under 21
- 82% of participants are over 21
- 100% of participants are residents of Pittsburgh

02

Procedure

- Conducted via Microsoft Survey
- Average duration to complete: 01:03

03

Research/Survey Questions

1. How old are you?
2. Do you regularly shop at Centennial Liquor?
3. What is a possible reason you don't shop there?
4. What alcohol do you buy at the liquor stores?
5. What entices you to buy from a certain liquor store?
6. Do you follow liquor stores on social media?
7. Do promotions from liquor stores influence your decisions to buy from them?
8. What types of social media efforts catch your attention?
9. What social media platforms do you use the most?

Findings



94%

Of local residents do NOT regularly shop at Centennial

43%

Of participants are unaware of the store

Type of Alcohol Consumption

Wine, seltzers, and beer are the top picks of shoppers

Store Preferences

Most participants are influenced by prices, locations, and selection

69%

Of participants are influenced to buy places because of promotions

Content Type

Engaging posts, promotion deals, and new product announcements are what catches participants eyes the most

Evaluation and Conclusions

01

Respondent Demographics

Most survey participants were college students aged 21–29, indicating a younger audience that makes purchase decisions based on price, convenience, and trends.

02

Barriers to Visiting Centennial Liquor

Respondents who don't shop at Centennial cited:

- High prices
- Limited selection
- Preference for other stores
- This suggests the store could benefit from more competitive pricing and a broader product variety.

03

Reasons for Visiting Liquor Stores

When people do shop, they mostly go for:

- Beer
- Seltzers
- These products are especially popular with the college demographic, showing demand for social, lower cost, and casual drink options.

04

Social Media & Promotions

While most people don't follow liquor stores on social media, many said that discounts, promotions, and new product posts strongly influence their buying decisions.

There's clear opportunity to improve engagement through targeted promotions and regular updates online.

Key Takeaways

- Focus on competitive pricing and expanding selection
- Highlight popular products, such as beer and seltzers
- Use social media to share deals and new arrivals
- These changes could help attract more customers and boost sales.

Let's Work
Together ↑



CENTENNIAL
LIQUOR