

# Marketing Plan

## MB5538



Presented By:  
David Diolle

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Cold Air  
Inflatables

2012

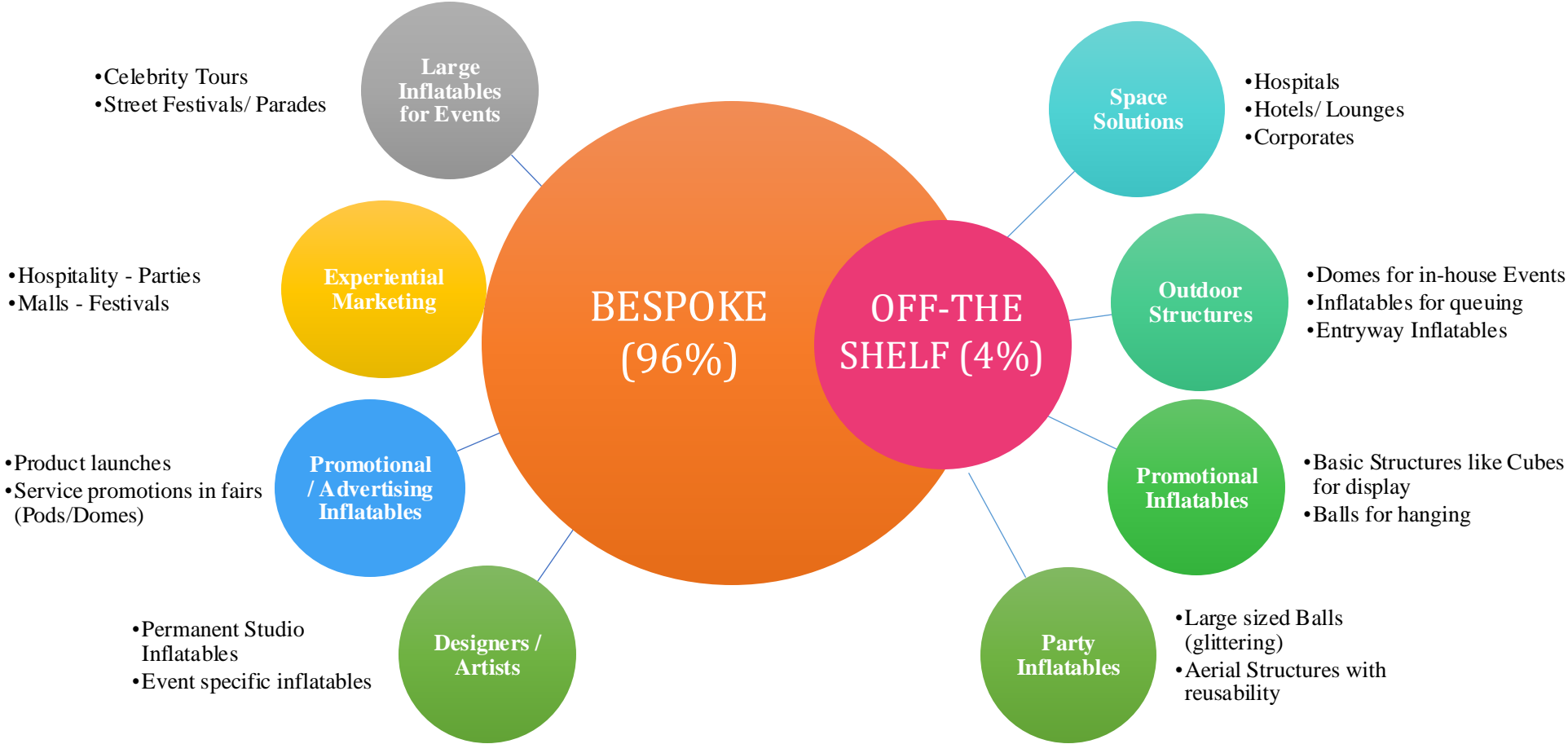
ABOUT

UK and Globally  
2021 Sales £278,000  
(Creating unique, high end,  
luxurious masterpiece inflatables)

Southend-on-Sea

Mahani and Gaia

PRODUCT RANGE



# Business Model Canvas

## Key Partners

Chinese Supplier

Logistic  
Partners

Designing: In-  
house

## Core Competencies

Designing

Excelling in  
Product Delivery

## Key resources

Product Designer

Freelancing Operations  
And Marketing

## Value Proposition

High Quality

Customized  
Designs

## Customer relation

Customer Service

Word of Mouth

Client Rapport

## Channels

Telephone

Email

Social Media

## Customers

Nike

Selfridges

LG

Louis Vuitton

Obeach

Al-Areen(Bahrain)

## Cost

Rent of  
Workshop

Administration  
and Material Cost

## Revenue Streams

Sales of  
Inflatables





POLITICAL



ECONOMIC



SOCIAL



TECHNOLOGICAL



ENVIRONMENTAL



LEGAL



OPPORTUNITY

- |   |  |   |                           |   |  |
|---|--|---|---------------------------|---|--|
| <ul style="list-style-type: none"><li>- Brexit</li><li>- Recovery Loan Scheme</li></ul> | <ul style="list-style-type: none"><li>- UK – world heritage site</li><li>- Govt. Financial Support</li></ul> | <ul style="list-style-type: none"><li>- <b>Off-the-shelf displays trending positively</b></li><li>- Global Fashion Capital</li><li>- <b>Gen Z looking for an Immersive Exp.</b></li></ul> | <p><b>Scalability</b></p> | <p>Investors and consumers prefer eco-friendly brands</p> | <ul style="list-style-type: none"><li>- Lowest average corporation tax</li><li>- UK is one of the easiest place to do business</li></ul> |
|---|--|---|---------------------------|---|--|

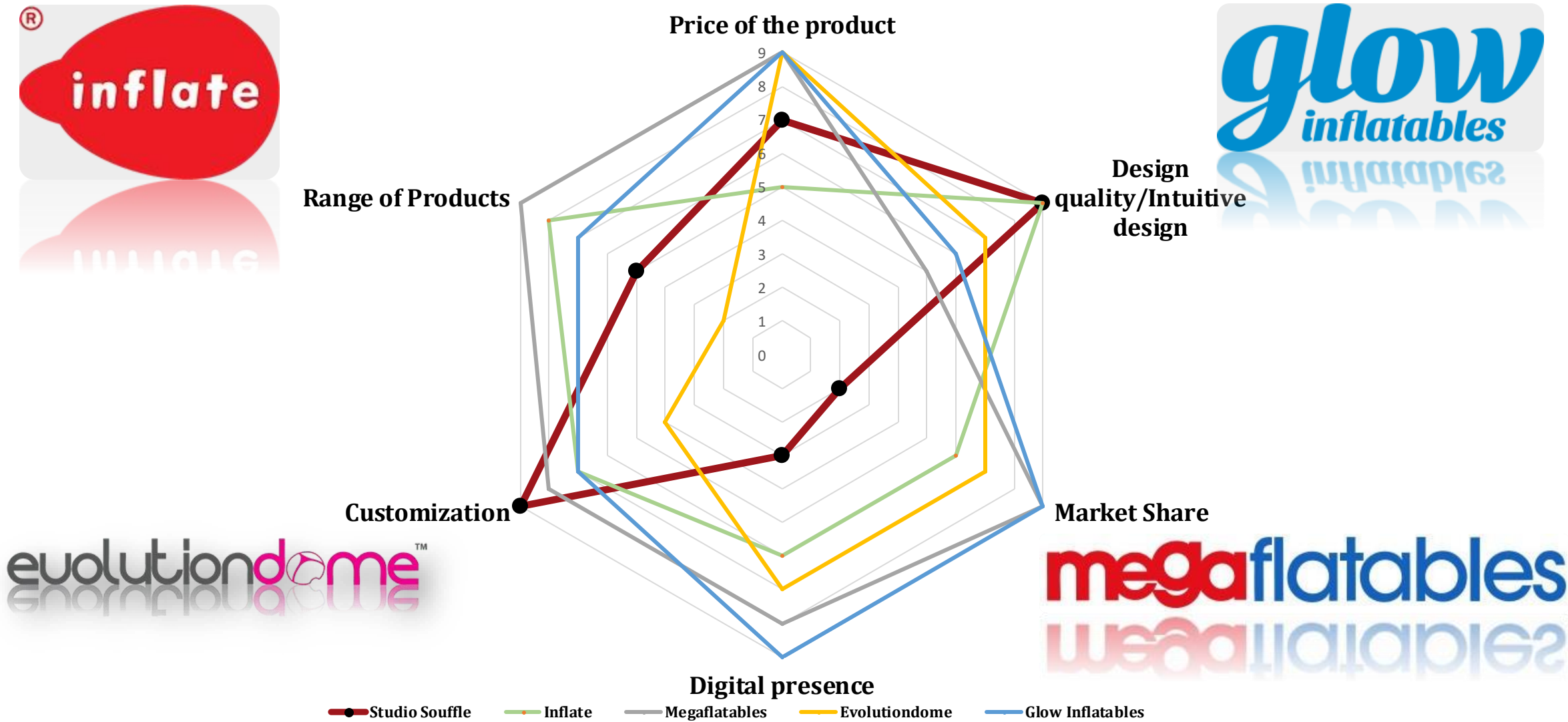


THREAT

- |   |  |  |   |   |   |
|---|--|--|---|---|---|
| <ul style="list-style-type: none"><li>- Kwating Mini-Budget</li><li>- <b>Supply Uncertainty</b></li><li>- Trade Agreement</li></ul> | <ul style="list-style-type: none"><li>- <b>Rising Cost</b></li><li>- Tumbling Rate of Pound</li><li>- Company Insolvencies</li></ul> | <ul style="list-style-type: none"><li>- Workers demand increase in wages</li></ul> | <ul style="list-style-type: none"><li>- <b>Supply chain</b></li><li>- Energy shortage</li><li>- Competitors</li></ul> | <p>China's Yangtze River (45% of economic output)</p> | <ul style="list-style-type: none"><li>-</li></ul> |
|---|--|--|---|---|---|

# COMPETITORS ANALYSIS

Spidergram - Studio Soufflé & Competitors



# MICRO-ENVIROMENT – PORTER'S 5 FORCES



# MICRO-ENVIRONMENT ANALYSIS - INTERNAL

Mission/ Vision	Mission: Should be customer-centric and concise Vision: To be made Values: To be established formally
Process	Technology: Printing and Sewing machines installed Manufacturing – Outsourced to China (2 regular Suppliers), 4-6 weeks Lead time Supply-chain / Distribution – Neither In-house, nor tied-up; done on ad-hoc basis
Capabilities	IP: not required Skills/ Innovation: Promoters are the core
Resources	HR: Designers – Promoters & Freelancers, Marketing Freelancer Land/Building: Rented (Southend on the sea) Funding: Self-funded
Business Model	Current: B2B (exploring B2C)
Product Life Cycle	B2B Products of the company are in early growth stage

# Marketing Audit / Performance Review





# SWOT TO TOWS

## Where Are We?

- Expertise
- Less Digital
- Minimal direct client interaction
- Lack of resources

## FOCUS ON?

- Innovation
- More digital
- Maximum direct client interaction
- Hiring more resource

O

- Business scalability as the UK remains a hub and business easy for yearly shows/fairs in London elite brands participate

T

- Competitors have huge presence, thereby being preferred better by clients

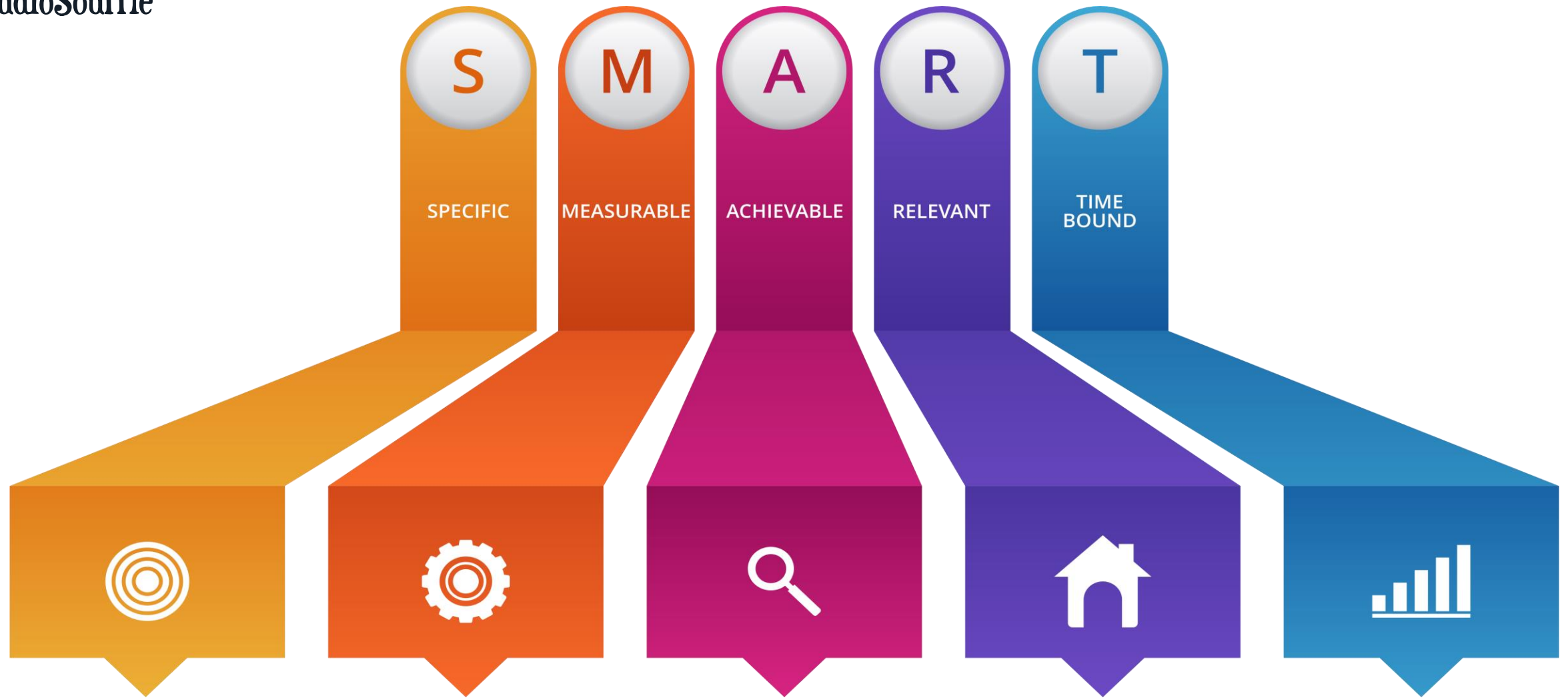
- Innovative inflatables and zorbs.

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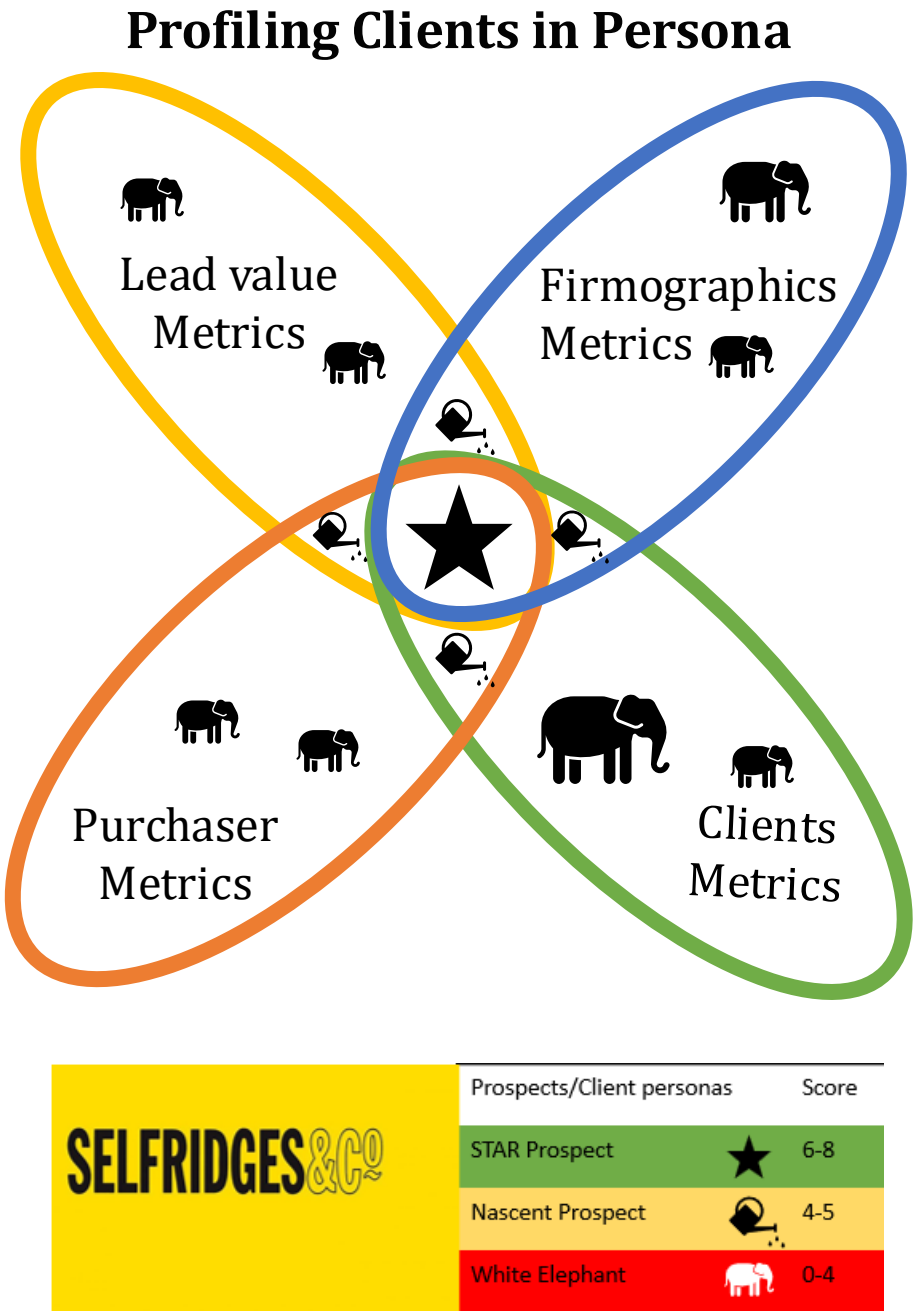
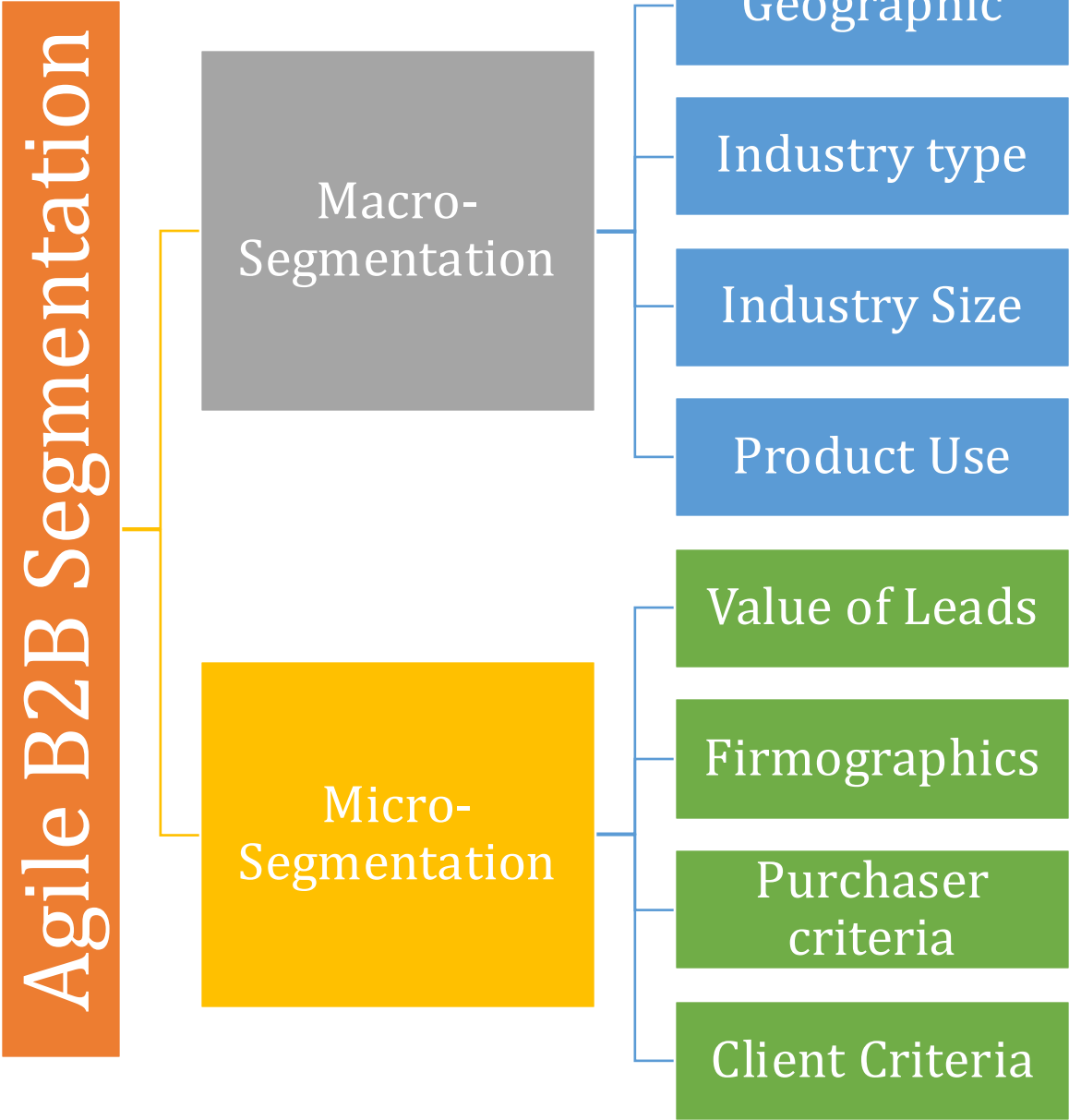


## Customer Acquisition

- Generate 20 potential leads per month considering 35% conversion rate.

## Customer Retention

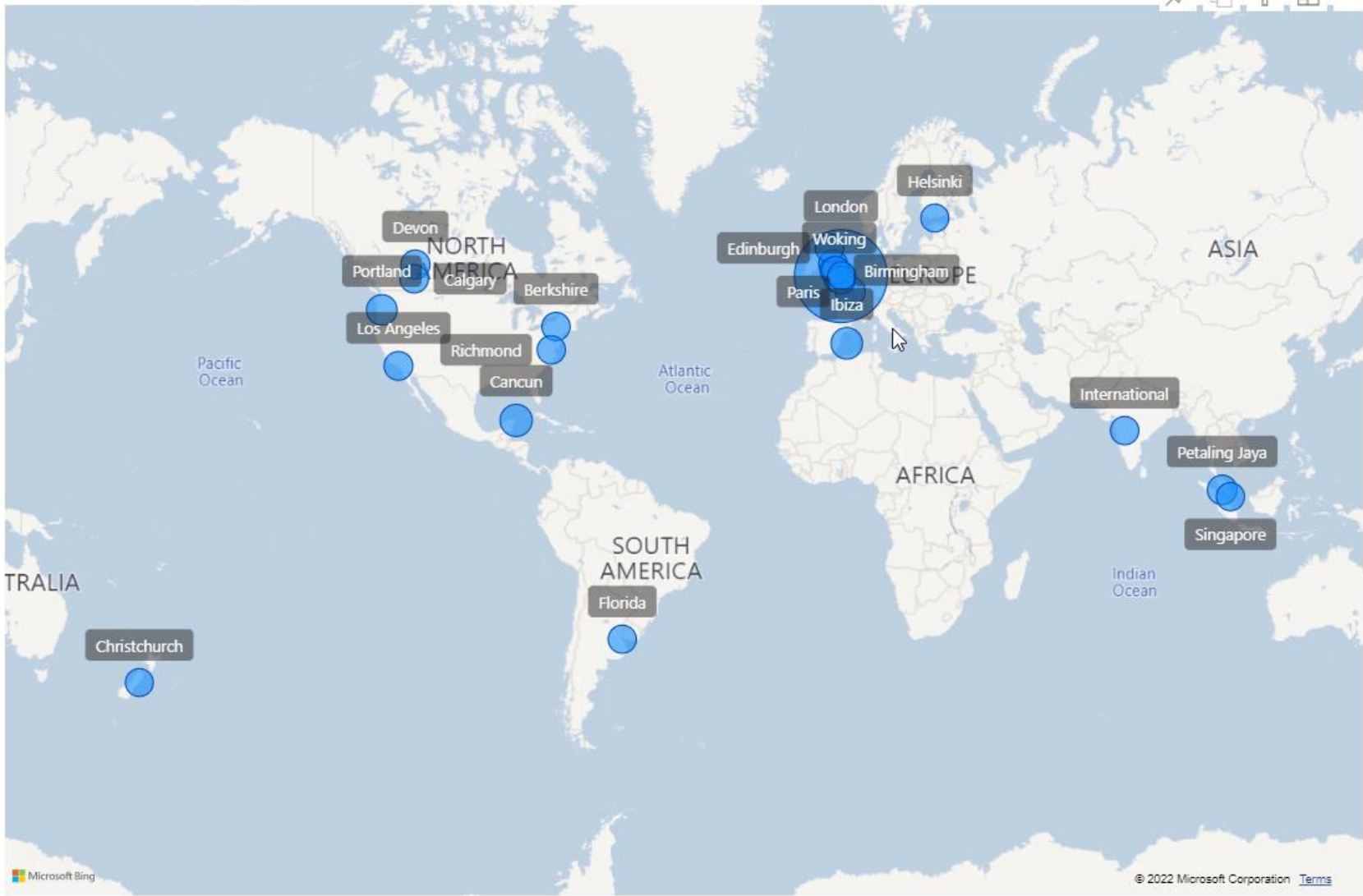
- Increase recurring revenue from the existing clientele to from 26% (2021) to 40% in a year



**SEFRIDGES&CO**

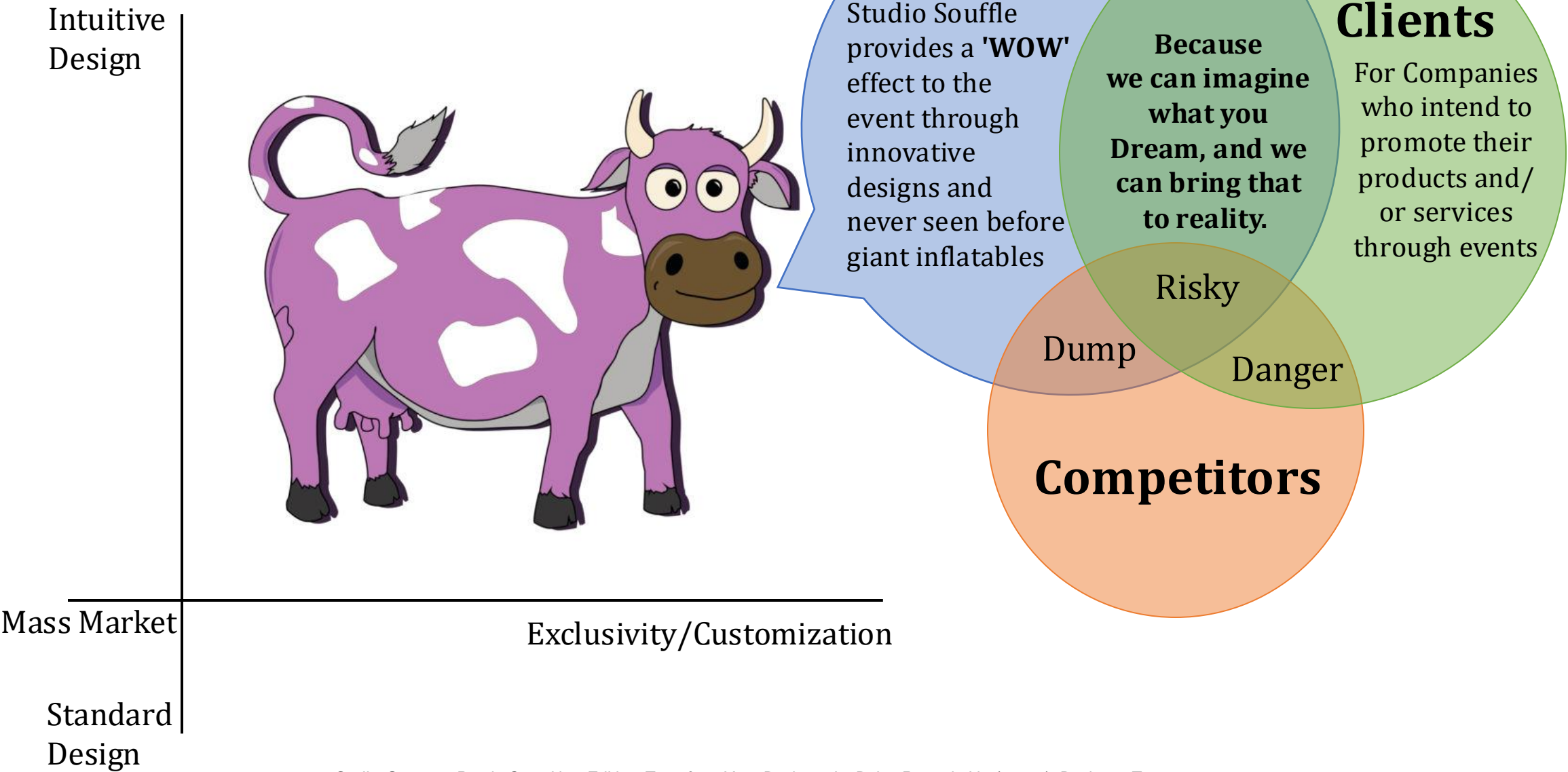
# Targeting

- Map
- Scatter
- Yearly
- Sales Leads



City	Revenue
London	£713,182
	£699,788
Fife Scotland	£58,495
Cancun	£47,087
Ibiza	£39,710
Woking	£38,160
Portland	£29,112
Paris	£21,430
Petaling Jaya	£17,938
Devon	£13,782
Kuala Lumpur	£11,915
Los Angeles	£9,890
Calgary	£6,231
Manchester	£5,456
International	£4,818
Berkshire	£4,602
Nr. Warwick	£4,590
Birmingham	£4,512
Richmond	£4,434
Edinburgh	£4,225
Coventry	£2,892
Florida	£2,875
Singapore	£1,740
Brighton	£1,648
Ilford	£290
Helsinki	£250
Christchurch	£240
Total	£1,749,290

# POSITIONING





# Integrated Marketing Communication

**Then = Funnel**  
Customers as an afterthought



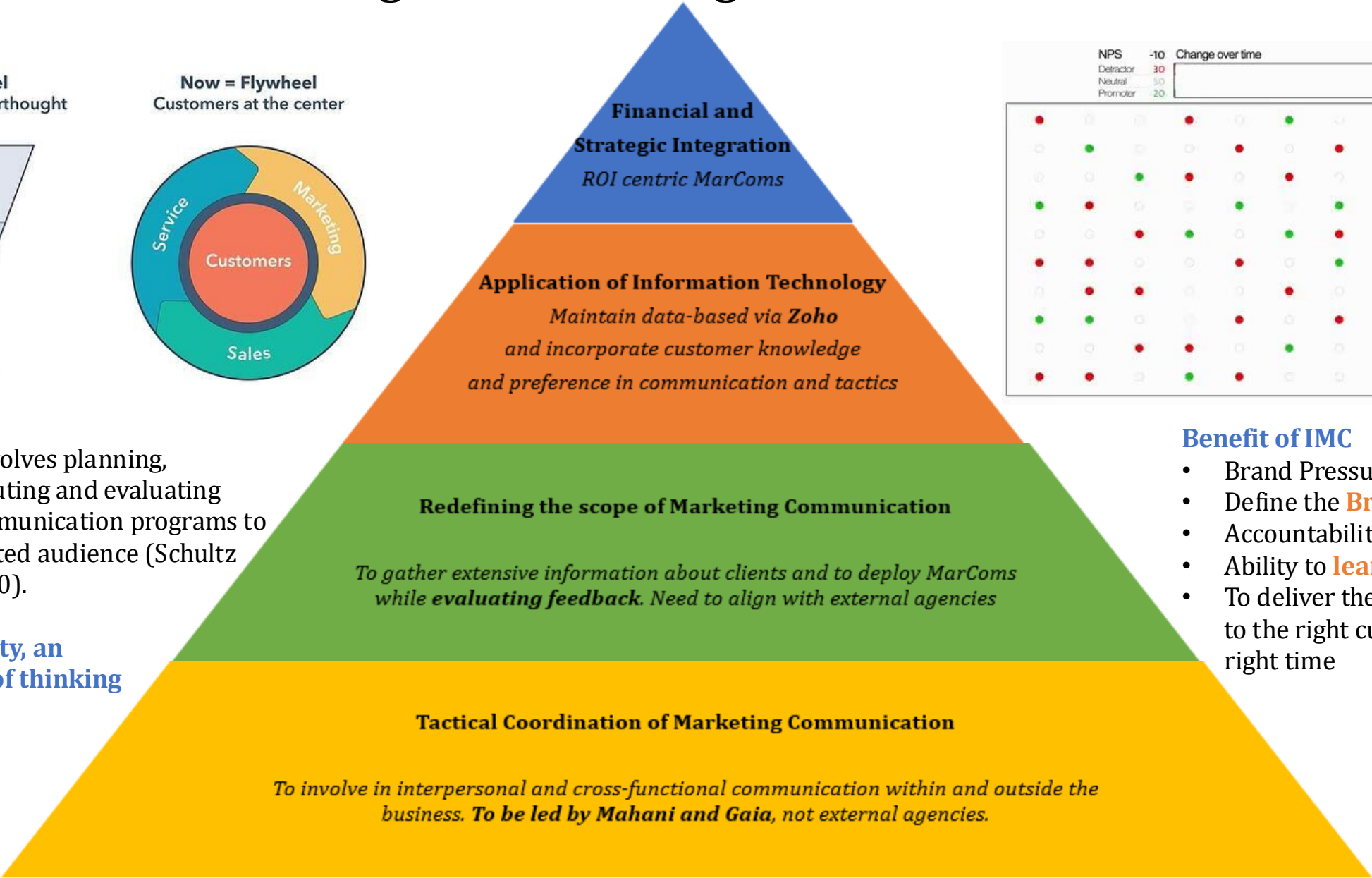
**Now = Flywheel**  
Customers at the center



## Promotion

**IMC Strategy** involves planning, developing, executing and evaluating coordinated communication programs to persuade a targeted audience (Schultz and Kitchen, 2000).

**IMC is a mentality, an attitude, a way of thinking**



## Benefit of IMC

- Brand Pressure
- Define the **Brand values**
- Accountability
- Ability to **learn from Clients**
- To deliver the right message to the right customer at the right time

# Marketing Tactics (aligning with 7Ps)

## Mission & Vision

Crisp Mission Statement

Devise a Vision Statement

## Digital Marketing

Social Presence

LinkedIn Sales Navigator

Email Marketing

Revamping to a customer-centric Website

PR – Google Reviews & Be a Guest Blogger

## Promotional Events

Trade Fair/ Expo

Free Displays on festivals with existing recurring customers

Advertisement - positioning the SS as a design brand (a short video)

## Client Acquisition/Retention

Existing Clients: Following-up & Building rapport

New Clients: Reach-out (Tele-calling / Email Marketing)

Referral Programs (Customer advocating SS) & Affiliate

Implementing IMC Strategy

## Pricing Policy

Competition-based: Price matching

Odd-Even: Fair price perception – Exact value

Off-the shelf: Cost-based (temporary discounts), Versioning

Increase no. of items per bill

Mission Statement Suggestion: "To push the boundaries of cold air inflatables design to create inspiring experiences for iconic brands and events globally."

# Website Revamping Suggestions

- More about the products sold and how they created value
- Talk about customers more, not the designers Landing Page
- Testimonials and brands associated on the landing page
- Content about the firm can be in a different page than landing page (about us)
- Categorization of products
- Ask "From where did you hear about us?"
- Keyword Up-dation.

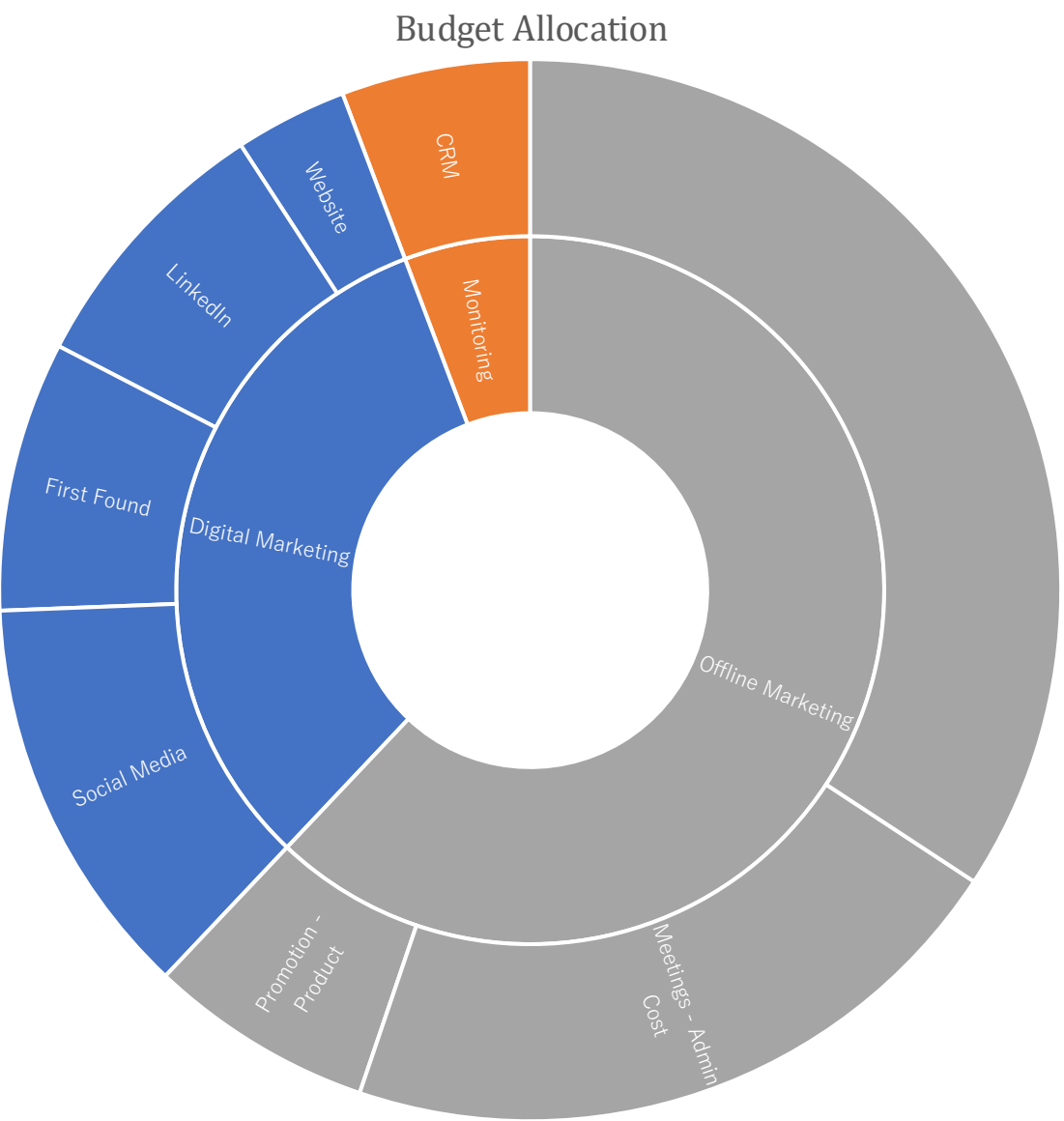


*Highlights points that matter more to the customers*

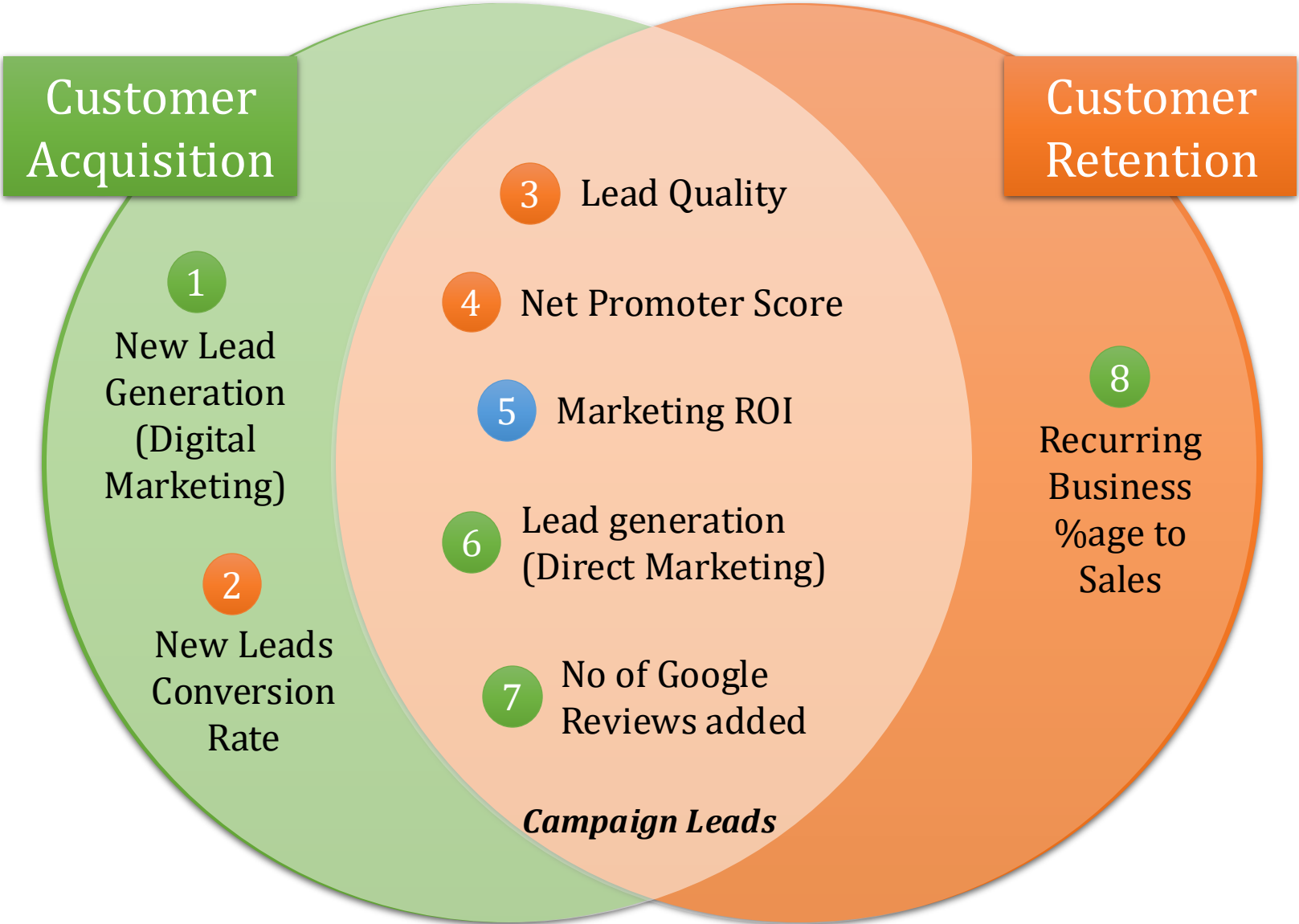


*Categorize products from User's perspective instead of Designer's perspective*

# Marketing Budget Allocation



# KPI and their Monitoring



Monthly Monitoring

1 6 7 8

Quarterly Monitoring

2 3 4

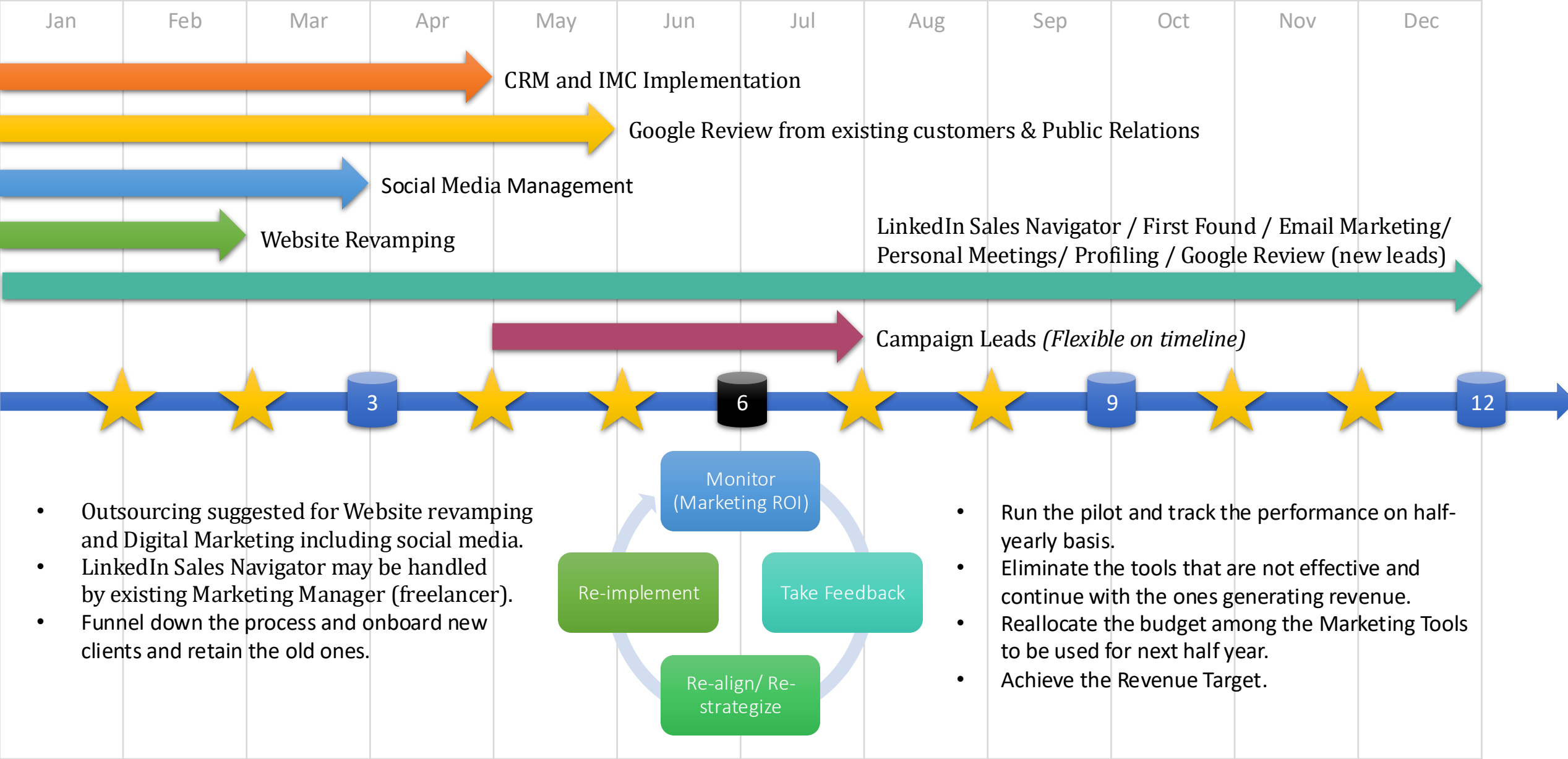
Half-Yearly Monitoring

5

*This KPI needs to be monitored on Ad hoc basis after campaigns*



# Action Plan for Next 12 months





**THANK YOU**  
For your attention

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