



CUSTOMER ANALYSIS MARKETING PLAN

Company Seongsmdang

Prof. Philip Rose

Team: Isokjon, Nurkhan, YunJisoo



Table of Contents

- 1.** Company Overview
- 2.** New Product and Service Ideation/ Class work
- 3.** Product Strategy
- 4.** 4P's Marketing Mix
 - 4.1** Product Strategy
 - 4.4.1** Core Promotional Message
 - 4.2** Pricing Strategy
 - 4.4.2** Key Marketing Communication Channels
 - 4.3** Place: Distribution Strategy
 - 4.4** Promotion Strategy
- 5.** Story Board for Promotional Campaignation
- 6.** Brand Voice and Personality
- 7.** Executive Summary

1. Company Overview

Seongsimdang is a Daejeon-based bakery known for its freshly baked goods, cultural authenticity, and dedication to quality. Since its founding in 1956, it has grown into a household name synonymous with Korean traditions. The bakery's focus on preserving local flavors and heritage uniquely positions it to serve seniors seeking nostalgic, high-quality baked goods.

2. New Product and Service Ideation/ Class work

Target Segment: Seniors 70+

Key Problems:

- *Dental issues or dentures make hard or sticky textures challenging.*
- *Specialized dietary needs due to diabetes, osteoporosis, or hypertension.*
- *Limited mobility restricts access to physical stores.*

Proposed Solutions:

Ultra-Soft Bread and Pastries:

Studies show that seniors often struggle with chewing due to dental issues. Products with soft textures, inspired by rice cakes or steamed buns, address this need effectively. Develop bread and pastries with ultra-soft textures, reducing the strain on sensitive teeth or dentures. Incorporate traditional flavors like red bean and sweet rice to appeal to cultural nostalgia.

Health-Conscious Ingredients:

According to the Korean National Health and Nutrition Examination Survey, seniors prioritize low-sugar and low-sodium diets due to chronic conditions such as diabetes and hypertension. Use natural sweeteners like stevia or monk fruit to create low-sugar pastries. Introduce nutrient-enriched bread options containing calcium, fiber, and essential vitamins.

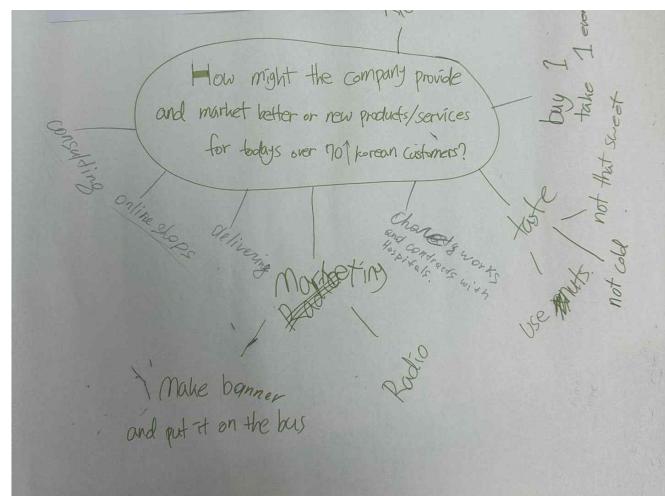
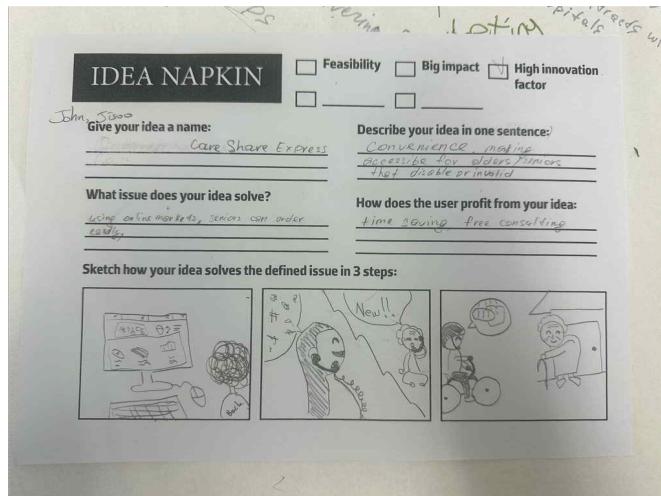
Home Delivery Service:

Mobility limitations affect 25% of the senior population, with many relying on family or community for daily errands. A tailored delivery service ensures accessibility. Implement an intuitive app with large fonts and voice-enabled navigation for easy use. Provide subscription plans for regular deliveries of their favorite items, ensuring consistent access.

3.PRODUCT" STRATEGY

Seongsimdang is a heritage bakery in Daejeon, South Korea, renowned for its traditional Korean baked goods. The bakery offers products like ultra-soft bread and low-sugar pastries, designed to meet the dietary and mobility challenges faced by seniors aged 70 and above.

These products emphasize cultural nostalgia and health-conscious ingredients, catering to seniors' preferences for authenticity and quality. The bakery also introduces services like home delivery and a senior loyalty program to enhance convenience and foster long-term relationships. By offering high-quality, culturally significant products, Seongsimdang addresses the needs of older adults while reinforcing its commitment to tradition and innovation. This tailored approach helps the company maintain its competitive edge in the growing senior market.



4. 4P's Marketing Mix:Product Strategy

4.1 Positioning and differentiation

Seongsimdang positions itself as a trusted bakery that embodies Korean tradition, quality, and care for its customers. The company differentiates itself through its focus on senior-friendly products like easy-to-chew bread and health-conscious options such as low-sugar pastries. Unlike competitors such as Paris Baguette, Seongsimdang emphasizes authentic Korean flavors, cultural heritage, and specialized dietary considerations. Its additional offerings, like home delivery and loyalty programs, further set it apart by directly addressing the mobility and convenience needs of older customers. These unique elements strengthen the brand's identity as a culturally resonant and customer-focused bakery.

4.2 Pricing Strategy

Seongsimdang adopts a competitive pricing strategy similar to premium brands like Paris Baguette but incorporates added value through traditional and health-focused innovations. Loyalty discounts and bundle pricing options, make the products accessible while promoting bulk purchases. Customers are sensitive to price changes, particularly seniors with fixed incomes; however, the bakery ensures affordability without compromising on premium quality. The pricing reflects the bakery's commitment to value, cultural authenticity, and care, appealing to both middle-class and upper-middle-class customers. Future pricing strategies should balance affordability with maintaining the perception of high-quality, exclusive offerings.

4.3 Place: Distribution Strategy

Seongsimdang currently operates flagship stores in Daejeon and surrounding areas. To enhance accessibility, especially for seniors with mobility challenges, the bakery plans to introduce home delivery services, possibly through a user-friendly mobile app. Partnering with healthcare providers or community centers could also expand its reach. Online channels, along with a hybrid retail model, can ensure availability nationwide. The bakery should consider geographic expansions targeting urban areas with a significant senior population. These distribution strategies will enhance convenience and broaden its customer base while reinforcing its presence as a community-focused brand.

4.4 Promotion: Integrated Marketing Strategy

Seongsimdang's promotional campaigns aim to engage and educate seniors while building awareness of its senior-focused products. Digital campaigns featuring testimonials from older adults, behind-the-scenes videos of traditional baking processes, and family-oriented advertisements will resonate with the target demographic. Tasting events at senior centers and hospitals can foster trust and encourage trial among the audience. Such campaigns emphasize tradition, care, and community, making the bakery more relatable and trustworthy. By combining authenticity with innovation, the campaigns will inspire emotional connections, enhancing brand loyalty among senior customers.

4.4.1 Core Promotional Message

The primary message for Seongsimdang's promotion campaign is "Rediscover Tradition with Every Bite." The three message pillars are:

- (1) Tradition: Highlighting the bakery's cultural heritage and authentic preparation methods.
- (2) Care: Emphasizing health-conscious and senior-friendly features like low-sugar and soft-textured options.
- (3) Convenience: Showcasing the accessibility provided by home delivery services and senior-friendly apps.

Proof points include testimonials from satisfied customers, statistics on senior dietary needs, and details about loyalty programs. A strong call to action—"Order today and enjoy tradition at your doorstep"—will drive conversions and align with the bakery's strategic goals.

4.4.2 Key Marketing Communication Channels

- (1) Digital Marketing: Use Facebook, YouTube, and KakaoTalk for targeted ads, engaging content like testimonials, and videos showcasing traditional baking. Highlight delivery services and loyalty programs through visually simple and senior-friendly posts.
- (2) Direct Marketing: Send personalized flyers, catalogues, and mail campaigns featuring discounts, loyalty benefits, and delivery options. Include subscription plans for regular deliveries, using large fonts for easy readability.

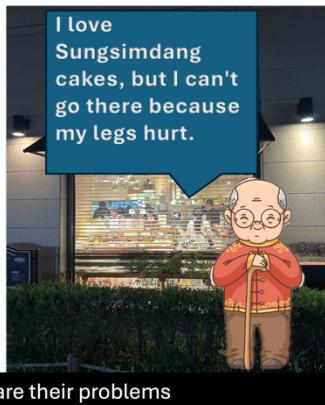
(3) Public Relations: Partner with local media and senior centers to share stories about Seongsimdang's senior-focused innovations. Highlight the bakery's commitment to tradition and quality through press releases and community collaborations.

Integration: These methods work together, with digital marketing driving traffic, direct marketing fostering loyalty, and public relations building credibility for a cohesive campaign.

5. Story Board for Promotional Campaign



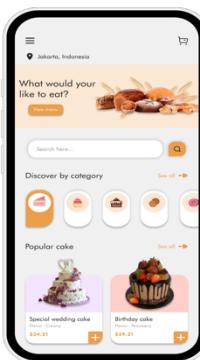
Elderly customers share their problems



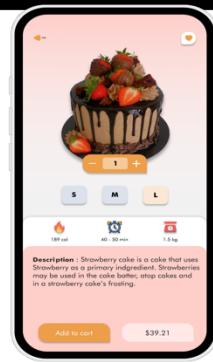
Problem solutions



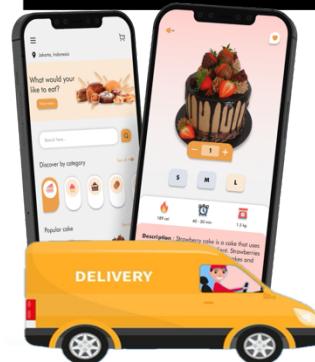
First solution



Introducing the app



Explaining how to order



Through brainstorming, we decided to deliver information about our services and products to consumers via radio ads, bus audio announcements, and posters displayed on the walls of Seongsimdang. On the application, we prioritize providing services that address the issues faced by elderly consumers, such as delivery services, sugar-free products, and foods with a soft texture. The issues faced by elderly consumers refer to physical challenges such as dental health problems, osteoporosis, and illnesses like hypertension and diabetes, which require careful attention to food. To simultaneously address these issues and provide services and products more conveniently to consumers, we decided to utilize the application.

6. Brand Voice and Personality

Brand Voice:

Seongsimdang's brand voice is warm, nostalgic, and trustworthy, reflecting the deep cultural heritage and authenticity of its products. It prioritizes clear communication with an emphasis on care and community connection.

Brand Personality:

- Authentic: Celebrating the heritage of Korean traditions.
- Caring: Thoughtful and considerate of customers' health and preferences.
- Accessible: Striving to make quality baked goods available to everyone

Recommendation for Brand Positioning:

Position Seongsimdang as a trusted partner for seniors seeking both tradition and health. This alignment will enhance customer loyalty and broaden the bakery's appeal among senior demographics, contributing to its long-term growth and community reputation

7. Executive Summary

Seongsimdang's marketing plan is centered around catering to the needs of Korean seniors aged 70 and above. The bakery introduces a new product line, including ultra-soft bread and low-sugar pastries, designed to address dental and dietary challenges common in this demographic. These products feature nostalgic flavors like red bean and sweet rice, aligning with cultural preferences. To enhance accessibility, the plan includes a tailored home delivery service with an intuitive app, making it easier for seniors with mobility issues to enjoy their favorite baked goods. The marketing plan targets a loyal and growing senior market by combining health-conscious innovations with cultural authenticity. Key strategies include personalized loyalty programs offering birthday discounts and seasonal product previews, emphasizing tradition and care. Seongsimdang's differentiation lies in its commitment to preserving Korean heritage through artisanal baking while providing solutions for seniors' unique needs. By leveraging digital marketing, direct marketing, and public relations, the plan builds a strong connection with this demographic, fostering sustained growth and enhancing the bakery's community reputation.