I am unable to find separate documents for “Macro Challenges and Macro SWOT Analysis,” as well as for “Segmentation.”

**Macro Challenges** and Macro SWOT

Year 1 Marketing Challenges

“what are we going to do, how much of it are we going to do, when will we do it by”

We will have a presence on Facebook, Twitter and Instagram and have at least 250,000 followers on each platform within the first 12 months of doing business.

Year 2 Marketing Challenges

Year 3 Marketing Challenges

**Macro SWOT Analysis** one for each year one challenge

**SWOT**

|  |  |
| --- | --- |
| **Strengths**   * **things we are** | **Opportunities**   * **If we do this, then this might happen** |
| **Weaknesses**   * **Things we are not** | **Threats**   * **If this happens, then this might happen** |

**Strengths:** rational for strength

Weaknesses: rationall

Optunities: rationall

Threats: rationall

**Segmentation**

**Define Macro segments** by perception.

Macro Segments

Micro Segment Profile

Working Name

Position Statement

Challenges

SWOT

**Macro Segment 1**

People who want to eat healthy

**Micro Segment 1: Millennials**

***Demographics***

* Male or Female
* Ages 18 to 35
* Median income: $35,000

***Psychographics***

* Belong to a gym and/or exercises routinely (via purchasing subscriber lists from area gyms)
* Read magazines like Vogue, Fitness Magazine, People, US Weekly – (conscious about weight and appearance)
* Follow food-related blogs like Smitten Kitchen and Eater – (eat healthy and enjoys trying new restaurants in NYC)
* Read Time Out New York, New York Magazine and Gothamist – (like to know what’s going on in NYC)
* Active on social media via Facebook, Twitter and Instagram. (Always connected to friends and family. Have FOMO, fear of missing out)
* Belong to customer loyalty clubs where available
* Members of Big Brothers/Big Sisters (active in public service organizations)

***Technographics***

* Cord cutters – rely on mobile/smartphones rather than cable of landline
* Use mobile pay via smartphone where accepted
* Use credit cards

***Position Statement***

FiSH will have a strong customer loyalty program offering incentives to repeat customers and a robust presence on social media for an interactive community between the restaurant and customers.

***Micro Challenge***

FiSH will have 50,000 millennials as loyal customers engaging on social media within the first year of business.

***Micro SWOT Analysis***