A logo for a company

Description automatically generated

Forest Lake is a network of memorial parks in the Philippines. With over 25 years of service, the company grew to become the largest memorial park developer in the country, with a presence across Luzon, Visayas, and Mindanao.

A drawing of a rectangular object

Description automatically generatedForest Lake Offers:

* **Lawn Lot**
* Underground Interment
* Double Interment Option
* Transferable and assignable
* Flat on ground marble markers
* Transfer of remains (4 sets of bones)

Lawn Lot Prices:

* Standard – ₱150,000.00
* Premium – ₱170,000.00
* Standard Supreme – ₱200,000.00

A drawing of a rectangular object

Description automatically generated

* **Mini-Mausoleum** – ₱200,000 per lot
* Underground Interment
* Double Interment Option
* Transferable and assignable
* Flat on ground marble markers
* Transfer of remains (4 sets of bones)
* **A blueprint of a rectangular object

  Description automatically generatedEstate Lot –** ₱2,400,000.00 per lot
* 12-Lotters
* Above-ground interment inside

open-type mausoleum

* Indivisible
* Transferable/assignable as a whole

A diagram of a square with lines and a cross

Description automatically generated with medium confidence

* **Legacy Lot** – ₱4,800,000.00 per lot
* 24-lotters
* Above-ground interment inside

open-type mausoleum

**Interment Services**:

* 1 Set of bone – ₱3,000.00
* Rush Digging – ₱4,000.00
* Extra Vault – ₱3,100.00
* Holiday Add – ₱3,000.00
* Weekday Regular – ₱37,500.00
* Weekend Regular – ₱45,000.00
* Weekday Senior – ₱26,785.71
* Weekend Senior – ₱32,142.86
* Weekday Bone/Ash – ₱32,500.00
* Weekend Bone/Ash – ₱39,000.00

**The Marketing Strategy**

**Concept**

* Direct Marketing: Face-to-face Selling

For our marketing strategy, we've opted for face-to-face selling. Given our time and experience at Forest Lake, we understood the value of communicating with potential clients personally. To do this, we formulated a plan to set up a booth in the mall, specifically at Ayala Abreeza Malls. With our setup, we planned to include screens that would display a brief video about Forest Lake, primarily highlighting the scenery of the three Davao sites (Maa, San Paedro, and Panacan) and what Forest Lake has to offer in order to attract more clients. Furthermore, trained agents from Forest Lake will be deployed. Their job will be essential in answering any inquiries and eventually guiding potential clients through the process of selecting Forest Lake for their memorial needs. These agents will not only be knowledgeable about the features and benefits of Forest Lake but also skilled at understanding and catering to the concerns and needs of each individual customer.

* Why is it profitable?
* A diagram of a market segmentation

  Description automatically generatedTarget Audience (Market Segmentation)
* Analysis

**THE AD. DESIGN**

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