

Name: Few and Far Between Electronics

Slogan: “?”

What We Have

Business Concepts and mission statement

- Sale of vintage Games
- Maintenance of Vintage Games
- Our mission is to revive nostalgia and provide individuals with the means to easily acquire our products.

Environmental Analysis

- **Marketing Environment**
 - **Economic Forces** There has recently been a rise in retro video game expenses
 - **Competitive Forces** Pawn shops and video game stores.
 - **Political Forces** vaccines/mask policies, Could be affected by mandates.
 - **Legal and Regulatory** Repairs may void the warranty.
 - **Technological Forces** We could use social media sites to help promote our products.
 - **Sociocultural Forces** We will offer eco-friendly alternatives to casing e.g cardboard.
- **Target Market**
 - Our target market potential for our business orients around 18-50 year olds; seeing as people don't feel typically nostalgic for video games until about 18 and either own what they want or have lost interest in video games past 50. Consumers would be located in more rural and suburban areas and have a high to mid-range income. We would also target people who are currently collecting, have an interest in collecting, or just want a reliable way to play their favorite games.

- **Current Marketing Objectives and Performance**
 - Creating awareness and identifying the need for our product.

SWOT Analysis

- **Strengths** - We offer cleaning and repairs for broken electronics, geographical advantage
- **Weaknesses** - People might be discouraged by the price
- **Opportunities** - Creating a larger online presence
- **Threats** - Competing businesses First National Pawn, Gamestop, eBay

Marketing Objectives

- Our marketing goal is to increase product sales and awareness through advertising and sales promotions by 10% in 2022 through the 2021 fiscal year. We will measure by the number of sales and volume of customers.

Marketing Strategies

- **Target Markets**
 - Our target market is collectors roughly 18-50 years of age with a mid to high income, living in suburban and rural areas with a desire to relive favorites from their childhood and find new ones they can enjoy.
- **Marketing Mix**
 - Vintage Video Games.
 - Roughly \$20-\$200.
 - Local Business.
 - Promotion - Advertising and Sales promotion.

Retention Strategy

- We have two plans for customer retention: first, we plan to offer free repairs for purchased games/consoles applicable up to 30 days and free cleanings applicable up to one year after purchase, our second plan will allow individuals to trade their games/consoles for an item of equal value or get paid directly for their merchandise.
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What We Don't Have

Implementation

- Marketing Organization – What will the marketing organization look like? Just you, a department, or outsourced?
- Activities, Responsibilities, and Timetable for Completion – Identify who is responsible for what and by when.

Financials

- What will this plan cost? Be specific for the various pieces of the puzzle.

Evaluation and Control

- How will you measure progress? What are your performance standards?
- Identify specifically how you will monitor, analyze, and take action on the results.

Executive Summary

- Brief Overview of Entire Plan
- Highlights Only!

Appendices

- Research Findings, Demographics/Psychographics Analysis, Pricing Lists, Website Design
- Mockup, Promotional Materials Mockups, Works Citations