

**Name:** Few and Far Between Electronics

**Slogan:** "Because we're not Gamestop"

### Business Concepts and mission statement

Have you ever bought a game from a garage sale or eBay only to be disappointed because of dirt, stains, or scratches causing the disc or console to malfunction broken. Well not with us we are a small locally owned business within the flathead valley called Few and Far Between Electronics and our mission is to revive nostalgia and provide individuals with the means to easily acquire and play 100% function, reliable, clean, and quality games/consoles from yesteryear. You may be asking yourself why? Well like you, we've also gone through the turmoil of purchasing an expensive game/console that you've spent weeks, months, or even years looking for only to find that it doesn't function properly because the previous owners neglected it, and we promise to only provide the top quality in our games/consoles.

### Environmental Analysis

#### Marketing Environment

**Economic Forces** There has recently been a rise in retro video game expenses, affecting how and where we buy our games.

**Competitive Forces** Pawn shops and video game stores. They offer some vintage games and might lower the price on them because they have so many other games.

**Political Forces** vaccines/mask policies, policies could discourage people from entering our store.

**Legal and Regulatory** Repairs may void the warranty. If you have a newer game you have purchased repaired in our store it could possibly void your warranty of the item.

**Technological Forces** We could use social media sites to help promote our products. Social media has millions upon millions of users so there is always a good chance it gets seen by a lot of people to peak their interest.

**Sociocultural Forces** We will offer eco-friendly alternatives to casing e.g cardboard. We will use this force to associate ourselves with being environmentally responsible.

### **Target Market**

The target market we have in mind is collectors and those who have a desire to start collecting roughly 18-50 years of age with a mid to high income, living in suburban and rural areas. Why? These are the people that we found made up most of the vintage video game sales and would make up the majority of our sales, people who know what they want, where to get it, and expect quality.

### **Current Marketing Objectives and Performance**

Creating awareness and identifying the need for our product. Posting listings online or even posting our business out on social media will get our name out and hopefully make people want to talk about it and the good experiences that came from shopping here. Services are done in a timely but very professional manner to retain games' value and condition for the customers.

<h2><b>SWOT Analysis</b></h2>
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**Strengths** - We offer cleaning and repairs for broken electronics, geographical advantage. People would be encouraged to return if they knew that they could fix their old games. Not too many places have the knowledge to retain the value of the games while fixing or replacing parts and pieces to the games.

**Weaknesses** - People might be discouraged by the price. Newcomers specifically may view our business and prices as too much and neglect the quality and effort put into each game seeking cheaper lower quality and less reliable alternatives on eBay, First national, or Gamestop.

**Opportunities** - Creating a larger online presence such as using our competitions platforms like eBay and amazon expanding into a larger sphere of influence taking into account the majority of our customers will find us through advertising on eBay, Amazon, and google.

**Threats** - Competing businesses First National Pawn, Gamestop, eBay. Since those companies don't empathize with quality control they can afford to sell items at cheaper prices.

### Marketing Objectives

Our marketing goal is to increase product sales by 10% and our Facebook and Twitter presence by 1,000 followers through advertising and sales promotions of our selection of games NES, Atari, Intellivision in 2022 through the 2021 fiscal year. We will measure product sales by the number of game sales and volume of customers, we will measure awareness by the number of new customers attending our business and the responses to our ad and followers on Facebook and Twitter.

### 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 in the flathead valley with a desire to relive favorites from their childhood and find new ones they can enjoy.

## **Marketing Mix**

**Product:** Core vintage video games such as Atari, Intellivision, NES, N64. Supplemental Protective customizable casing. Experiential nostalgia of buying these vintage games. Most people who want to relive their childhood video games show distaste for video games with stickers on them, cracked shells, missing items, or dirt and grime, what we provide is clean reliable, and functioning video games such as Atari, Intellivision, NES, N64 without sticker stains or fractured shells, available in a customizable cardboard casing.

**Price:** Roughly \$20-\$200. Focusing on a product quality objective. We will use this website to check what our games are worth <https://www.pricecharting.com/> we will be using the CIB category or Complete in Box meaning basically new which means we could price match our items to this specific category. We will try to keep games within this target bracket as it's the amount people expect to pay for video games. The price is made on the demand of the game and people would be willing to pay to have those old games.

**Place:** Local Business. We would want to be on the northern side of Kalispell to get out of the mainstream traffic and be around more of the local pawn shops to draw more people in to check the store out. We will be using a producer-to-consumer marketing model getting the product directly to the consumer from us. We will also try to garner a social media presence by creating a Facebook, and Twitter account where people can see what's new with our store.

**Promotion:** Advertising we would target the internet for our advertising most people looking for vintage games spend their time on eBay and Google being a poster-like image of a Gameboy with several bullet points stating the locality of our business, quality, cleaning services, and buyback policy. As for sales promotion, 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.

### **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.

### **Implementation**

**Marketing Organization – What will the marketing organization look like? Just you, a department, or outsourced?**

It would be just us. We would handle distribution, pricing, sales promotion, advertising, and financials. And maybe outsource our online activities to another person if it proves too difficult for us to run the business and promote on Facebook and Twitter.

**Activities, Responsibilities, and Timetable for Completion.**

Seeing as we want to get results by late 2022 our window of time for completion will range from one to two months. Adam Robinson will handle the art and visual promotion for our online eBay, amazon, and google promotions getting people to notice our company and stand out amongst the competition, Jonathan Sappington will handle the financials of the business how much each of our items costs, what platforms will advertise on such as Facebook, Twitter, Google, Amazon, and eBay. Caden Scott will take care of statistics on what people want, where they want it, and

why they want it. What age range is currently interested in our business and how much they're willing to spend.

## **Financials**

For our advertising campaign, we plan to use social media. We have found the average CPC(Cost Per Click) would be roughly \$0.64 and the CPM(Cost Per Mille/Thousand) is \$7.77.

For our Sale promotion of repairing games, we would need to pay for cleaning alcohol, a resurfacer machine(roughly \$1000) it would approximately cost 15 to 20 cents per repair.

## **Evaluation and Control**

How will you measure progress? What are your performance standards? Using the reception of our advertising, sales promotion, sales of items, and number of social media followers we can decide whether we are properly reaching our target market and appropriately reorientate our advertisements and sale promotions to achieve more positive results.

## **Executive Summary**

[https://docs.google.com/presentation/d/1-OUj3C4ayJsH\\_9CFuUUzm84KFWqH0nF8O69TzylUaJk/edit#slide=id.p](https://docs.google.com/presentation/d/1-OUj3C4ayJsH_9CFuUUzm84KFWqH0nF8O69TzylUaJk/edit#slide=id.p)

## **Appendices**

### **Demographics/Psychographics Analysis**

The target market we are specifically looking for is collectors

Demographics of collectors:

- Age: 18-50 years the median age being 30
- Income rate: Medium to high

- Location: rural and suburban, local to the flathead area

Psychographics of collectors:

- Knows the value of the products they search for
- Expect function, clean, working games
- Dislikes missing items from game packages
- Willingness to pay for high-quality video games

**Pricing Lists:** We will get the general consensus of how we price items from this website

<https://www.pricecharting.com/>. So something like our Playstation one games would have the following pricing:

- |    |   |          |
|----|---|----------|
| 1. | <a href="#">Marvel vs. Capcom Clash of Super Heroes</a> | \$113.99 |
| 2. | <a href="#">Spiderman</a>                               | \$34.99  |
| 3. | <a href="#">Ape Escape</a>                              | \$33.99  |
| 4. | <a href="#">Tomb Raider</a>                             | \$17.99  |
| 5. | <a href="#">CTR Crash Team Racing</a>                   | \$17.99  |

**Website Design** The website will tell the user what we do and provide the location for our business. It will showcase our selection of games, the prices of them and the deals for those games. We will also provide our sales promotion of a free repair after the purchase of one game and our buyback policy.

Website link: <http://home2.fvcc.edu/~jonathanjsappington/marketingwebsite/index.html>

# Few and Far Between Electronics



SAVE

- **Quality 100% reliable games**
- **Protective customizable covers for the games**
- **Relive your childhood**
- **Buyback offer for any game you own.**
- **A free cleaning for after you make your first purchase.**



Locally owned business