

Sri Lanka Institute of Information Technology

BM2014-Principles of Marketing

Assignment 02- Sales Day Project Task One (Planning Report)

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Executive Summary

As a group we decided to set up a cotton candy and popcorn stall- COCO abbreviated from Cotton & Corn. (Cotton Candy and Popcorn). We wanted to provide our customers with a unique and fun experience where they not only get to buy popcorn and cotton candy but also get a chance to make their own cotton candy. We also offer a variety of flavours such as strawberry, mango, passionfruit and much more. Moreover, our popcorn flavours consist of plain, salted and caramel popcorn. Our aim is to provide an exciting and memorable experience at an affordable price.

Product description & attributes

At COCO we sell 2 different products. Firstly, cotton candy which is made to satisfy a sweet craving. We aim to provide a sense of nostalgia with a hint of creativity- flavoured cotton candy. We offer our cotton candy in a few flavours, including classic vanilla and fruit flavours such as strawberry, mango, passionfruit etc. Additionally, one unique aspect of our stall is that we give customers the opportunity to make their very own cotton candy! This interactive marketing approach will help us to stand out among other stalls helping us reach our potential audience.

Secondly, we sell popcorn which also comes in a variety of flavours including plain, salted and caramel popcorn. We plan on using high quality corn kernels to give customers an exciting popping experience.

Production Process

Our cotton candy production will utilize high-quality ingredients, including granulated sugar, vanilla essence, and natural fruit powders or extracts to create unique and flavorful varieties. To achieve this, we will prepare flavored sugar in advance by blending these natural additives, ensuring consistency and an enhanced taste experience.

And our popcorn production will utilize high-quality ingredients, including premium corn kernels, caramel syrup, and butter with salt to create delicious and flavourful varieties. To achieve this, we will prepare the seasonings and coatings in advance, ensuring consistency in flavour and an enhanced taste experience for our customers.

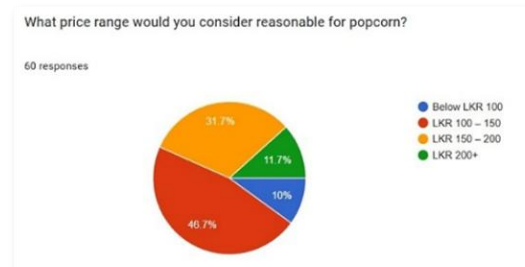
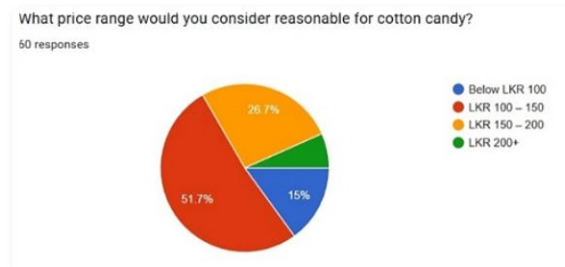
In line with our commitment to sustainability, we have adopted several environmentally friendly practices:

- **Eco-Friendly Packaging:** We will minimize packaging waste by using biodegradable materials, such as: wooden sticks for cotton candy and paper cups for popcorn, thereby reducing our environmental footprint.
- **Reusable Decorations:** To further limit waste, decorations and signage will be designed for multiple uses, ensuring they can be repurposed for future events.
- **Locally Sourced Ingredients:** We will prioritize purchasing raw materials from small, local suppliers to support the community and reduce transportation-related emissions.

By implementing these measures, we aim to not only deliver a successful and profitable event but also promote sustainability and responsible business practices.

Target Market

Our target market is mainly SLIIT students as well as lecturers, people who hang out inside the campus premises. As marketers, we need to predict the number of customers we hope to sell our product to. Therefore, according to the research we have carried out, we hope to target **300 – 350** customers.



Budget & Pricing Strategy

As part of our preparations for Sales Day 2025, we conducted a thorough market inspection and successfully secured reliable suppliers for all necessary ingredients, packaging materials, and other essentials. By carefully selecting cost-effective sources, we ensured that our raw materials will be obtained at the lowest possible prices without compromising on quality.

Estimated budget - Sales Day Project 2025			
No	Description	Qty	Total (LKR)
1	Machine Rent (with Refundable deposit)	2	30,000.00
2	Ingredients		15,000.00
3	packaging & Signage		3,000.00
4	Miscellaneous Costs		10,000.00
Total Expenses			58,000.00
1	Selling Price - Popcorn (L) - Rs. 200	100	20,000.00
2	Popcorn (R) - Rs. 150	100	15,000.00
3	Cotton Candy (L) - Rs. 200	100	20,000.00
4	Cotton Candy (R) - Rs. 150	100	15,000.00
Expected Revenue			70,000.00
Profit/Loss			12,000.00
Profit Margin			17.14%

The estimated budget outlines the total expected expenses and revenue projections for the event. Key cost components include machine rental, ingredients, packaging, and miscellaneous expenses, amounting to LKR 58,000. Our revenue model is based on selling popcorn and cotton candy in different sizes at competitive prices. With a projected revenue of LKR 70,000, the initiative is expected to generate a profit of LKR 12,000, achieving a profit margin of 17.14%.

This strategic planning ensures financial feasibility while maximizing profitability for the Sales Day Project 2025.

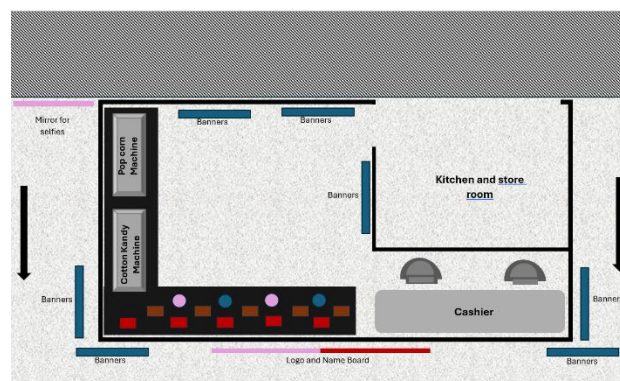
Place & Distribution

For the Sales Day Project 2025, our stall will be strategically designed and positioned to maximize visibility, accessibility, and customer engagement.

Our stall will feature a clear and attractive layout to create an inviting experience for customers:

- **Branding & Signage:** The stall will prominently display the brand name "COCO", ensuring strong brand recognition.
- **Interactive Counter:** An open counter design will allow customers to watch the cotton candy-making process, enhancing engagement and excitement, this also supports the idea of allowing visitors to try making their cotton candy.
- **Prime Location:** The stall will be set up in a high foot traffic area, preferably near the main entrance (Island) or juice bar ensuring maximum visibility and attracting more customers.
- **Easy Navigation:** The stall will have a well-organized queue system to maintain a smooth flow of customers, preventing congestion and enhancing the overall experience.

By implementing this well-thought-out placement and distribution strategy, we aim to create an enjoyable and efficient experience for all visitors, ultimately driving more sales and brand engagement.



Promotional Plans

To ensure maximum visibility and engagement for the Sales Day Project 2025, we have devised a strategic promotional plan, incorporating both pre-event and on-site marketing activities.

Pre-Event Marketing

Before the event, we will focus on digital outreach to build excitement and attract potential customers:

- Social Media Teasers: Engaging posts and countdowns on Instagram and WhatsApp groups to generate anticipation.
- Digital Posters & Flyers: Targeted promotions within student and faculty networks to spread awareness.



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On-Site Promotions

During the event, we will implement engaging tactics to enhance the customer experience and drive sales:

- Dedicated “Selfie Spot”: A themed photo booth with the tagline “COCO”, featuring themed props to encourage visitors to take photos and share on social media.
- Free Samples: Early customers will receive free samples to entice more people to try our cotton candy.
- Bulk Purchase Discounts: Special offers for customers buying in larger quantities to boost sales.
- Word-of-Mouth Marketing: Volunteers will actively promote our products, encouraging more visitors to stop by our stall.

Conclusion

Our Sales Day Project 2025 is designed to offer a unique, interactive, and enjoyable experience by providing a variety of flavored and customizable cotton candy and popcorn. Through a well-structured production process, sustainable materials, strategic pricing, and engaging promotional efforts, we aim to maximize customer engagement and profitability.

Beyond financial success, this initiative serves as an invaluable learning experience, helping us develop essential marketing, teamwork, and entrepreneurial skills. By applying real-world business strategies, we are building a strong foundation for future ventures while creating lasting memories for our customers.