

# Marketing Plan



## Executive Summary:

As crime increases, so does the need for safety. Keeping this in mind SelfCircle (Your own self-defense instructor) is introducing a platform for people interested in self-defense. We at SelfCircle focus on the value proposition "At your ease", providing customers with self-defense training whenever it is possible. With the market having fewer competitors it will be relatively simple for SelfCircle to achieve a great hold of the market share.

The firm will mainly be targeting health-conscious, kids, young adults (living alone or moved to a city for pursuing their career), the physically disabled, and women.

The primary goal of the company is to achieve at least 2% of the total market share in the first half.

## Current Marketing Situation:

### ○ Market Description

According to our survey, Pakistan's Defense and Protection market has a variety of services that are being offered to customers. The services offered include taekwondo, judo, boxing, jujitsu, and Kung Fu. Hence, there is a variety of defense training options available for customers who gain expertise in defense and martial art techniques. SelfCircle aims to provide a more fruitful training program, with customers learning how to protect themselves when they are faced with a situation. According to observation and interviews, an increase in incidents such as street crime, social violence, physical violence, and sexual violence in our society, the public has become concerned about not becoming a victim of any of these crimes. Thus, there is a high demand for self-defense training programs. SelfCircle has decided against targeting the giants in self-defense and to focus on the fringes. As the need for safety is at its peak in the country, SelfCircle will serve customers who want to learn how to protect and defend themselves. The market is not saturated with giants (The Forge and Prince Taekwondo Academy) located at separate ends of the city in which SelfCircle will be operational.

### ○ Product Review

There will be one-hour sessions four days a week (starting from Monday). Each trainee will be evaluated for their movements and techniques learned.

Five self-defense martial arts techniques and one combat technique will be taught to each trainee, making sure each technique is different from the previous so that the trainee gets prepared for every possible situation. From fist combats to environment-based and pinning to the ground and joint locks; each technique will be taught and thoroughly practiced under professional guidance.

Our Company has a new line up for self-defense. All six, and the most effective ways of self-defense are listed below:

- Karate: It is a Japanese martial arts technique that is a combination of many defensive and offensive techniques to overcome the strength of the opponent.
- Aikido: It is also a Japanese martial arts technique, but it uses your spiritual instincts and uses the strength of the opponent to achieve the objective.
- Tae Kwon do: This is a technique developed in Korea, one of the oldest and yet most effective when it comes to joint Locks and Hand Strikes. It's just impossible to stop.
- Krav Maga: This is a technique that is based on the environment. It teaches the trainee how to use objects there or even complete the environment in your favor.
- Boxing: It includes brutal attacks such as Jabs, crosses, uppercuts, and also how to block, parry, and dodge them.
- Judo: This Japanese technique includes grappling and pinning the opponent to the ground.

Alongside the defensive techniques that will be taught by trained instructors. SelfCircle will also be providing consultation sessions beforehand so our customers can have a one - to - one session about their health and limitations regarding their chosen technique. They will then be assigned an instructor at home or at SelfCircle as per their choice.

On opting for learning at SelfCircle they will be allowed a 10% discount at the gym fee.

Targeted Segment	Customer Needs	Corresponding Features/ Benefits
Kids	<ul style="list-style-type: none"> <li>• A form of extracurricular activity</li> <li>• Safe and nurturing environment to learn</li> </ul>	<ul style="list-style-type: none"> <li>• Flexible timings (Can join any time after school)</li> <li>• At home service, mothers don't have to worry can stay home and have their child insight</li> </ul>
Health Conscious	<ul style="list-style-type: none"> <li>• Maintain physical fitness</li> <li>• A diet plan which matches with the training</li> <li>• Self- affirmation</li> </ul>	<ul style="list-style-type: none"> <li>• Help keep the body fit.</li> <li>• A proper consultation session with the doctor.</li> <li>• Additional workshops related to health and diet.</li> <li>• Discount price on gym</li> </ul>
Young Adults	<ul style="list-style-type: none"> <li>• Away from their parent's care</li> <li>• indulged in busy schedules</li> <li>• need a way to protect themselves.</li> </ul>	<ul style="list-style-type: none"> <li>• Flexible timings</li> <li>• The versatility of training matching their needs.</li> <li>• On-campus training facility.</li> </ul>

People with disabilities	<ul style="list-style-type: none"> <li>• Breaking barriers between those who have disabilities and those who do not.</li> <li>• Develop Confidence and Self-esteem</li> <li>• Giving them a platform to showcase their skills.</li> <li>• Enabling communication to ensure healthy relationships between all trainees.</li> </ul>	<ul style="list-style-type: none"> <li>• Instructors trained especially for them</li> <li>• Ensuring a friendly and learning environment.</li> <li>• Additional workshops and sessions for personal development.</li> </ul>
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## ○ Competitive Review

As the need for self-defense has increased rapidly over the years, many organizations have come forward to facilitate people in learning this skill. Initially, only martial arts and basic self-defense techniques were taught in such institutes. With new needs and demands, these organizations grew at a higher rate introducing more programs and categories for their learners such as judo, yoga, karate, etc. The Forge founded in 2017 provides martial arts, judo, yoga, and fitness training while Prince Taekwondo Academy provides taekwondo services under the guidelines set by the World Taekwondo Federation. Compared to these two institutes which are providing their services, SelfCircle provides flexibility on how each trainee wants themselves to be trained. After selecting the desired program, another advantage SelfCircle gives is a thorough health check up to make sure a customized training plan is designed according to each person's diet and exercise habits so that they can improve with time and keep check of their progress by customized training plan and also caters physically disabled customers.

## ○ Channels and Logistic View

SelfCircle will distribute its services by social media marketing, advertisement, and website development. The flexibility of choosing the mode of service (such as at-home service or service at the institute) in SelfCircle is a great advantage over The Forge and Prince Taekwondo Academy who only give their services at the institute. This flexibility will ensure that SelfCircle grows through the word of mouth of its consumers.

Our strategy is to focus on multiple ways to ensure strong customer relationships are built and maintained.

Conducting workshops and seminars will ensure that the reach of SelfCircle is maximized and new customers are introduced.

Publications such as step by step guidebooks will guarantee that customers who have geographical diversification such as located in different areas of our country are benefitted. Moreover, delivering some of our services through this designed guidebook, newsletter, or blog will ensure that customers who are internationally interested are also benefitted. Through these channels we can ensure that SelfCircle will be marketed efficiently and gradually we will be able to build good customer relationships.

## Strength, Weakness, Opportunities and Threat Analysis (SWOT)

### Table

<b>Strength:</b> <ul style="list-style-type: none"> <li>• Expert Trainers</li> <li>• Expertise</li> <li>• Financial Support</li> <li>• Co-curricular benefit</li> </ul>	<b>Opportunities:</b> <ul style="list-style-type: none"> <li>• Low competition</li> <li>• Increasing demand</li> <li>• Health and safety</li> <li>• Increased awareness</li> <li>• Women empowerment and independence</li> </ul>
<b>Weakness:</b> <ul style="list-style-type: none"> <li>• Limited budget</li> <li>• Limited service providers</li> <li>• High priced experts</li> <li>• Safety</li> <li>• Online Presence</li> </ul>	<b>Threats:</b> <ul style="list-style-type: none"> <li>• Negative Image</li> <li>• Emerging Competition</li> <li>• Injuries caused</li> <li>• Use of Skill in Crime</li> </ul>

### Strength

- Expert Trainers: Our Main Focus is on customer satisfaction and building ease with self-defense, so for this, we have specially hired the expert trainers with complete flexibility giving each trainee an option to train themselves at home or at our institute.
- Expertise: Analysis of the ability, strength, BMI, and current statistics of each trainee, and then offering them defense programs according to the customized analysis is something that will give us leverage over other organizations.
- Financial Support: Our special financial aid program will facilitate people who cannot afford the training but are keen to learn and have proved themselves that they can be potential learners and customers.
- Co-curricular benefit: Customers who are enrolled in institutes, be it educational or work-related, and have met certain criteria such as participated in co-curricular activities or enrolled themselves in our workshops such as karate, taekwondo and have the merit to prove it will be given leverage over other trainees.

### Weakness

- Limited budget: As the service belongs to a small and new business, small funds are allocated to promotional and research activities.

- Limited service providers: A certain amount of people are hired to provide the services considering it is a small business, hence the number of customers that the company can have in total will be limited.
- High priced experts: The business cannot afford at this stage to hire high-quality experts in their respective fields to cater to this, the business provides training to its employees.
- Safety: Not all customers will be comfortable with having instructors at home for safety concerns, to cater to this, we also provide service at SelfCircle.
- Online Presence: As of now SelfCircle does not have actively running campaigns online or ways to interact one on one with the customers.

## ○ Opportunities

- Low competition: Geographically situated in the two ends of the city The Forge and Prince Taekwondo Academy are the only direct competitors of SelfCircle. Moreover, these academies have become stagnant in their growth which gives us a chance to outgrow the competition.
- Increasing demand: With time the need to learn self-defense is increasing gradually. This rising need and demand to feel secure is an opportunity for SelfCircle to grow.
- Health and safety: Safety and security are one of the basic needs of human life. Taking responsibility for this need will ensure the growth of SelfCircle.
- Increased awareness: With people seeking, learning, and adapting to new ways of life, the dire need for self-defense has increased over the years. Increased awareness and the necessity to fulfill this need will lead to exponential growth.
- Women empowerment and independence: With increased awareness, women are now seeking ways to learn skills that will help them when they come across street crimes, or face harassment, be it physical or verbal. Giving women the right training will lead to empowerment and independence of the gender which faces the consequences of harassment the most.

## ○ Threats

- Negative Image: As publicity increases, the press and media can spread a negative image that crime and attack training is being provided.
- Emerging Competition: New training centers are being made and there will be a rise in competition.
- Injuries caused: As customers will perform practices of mixed martial art techniques, there is a high risk of injury. Hence, a customer may feel unsatisfied and can leave negative reviews.

- Use of Skill in Crime: Customers may start to use these skills to carry out criminal activities such as assassinations.

## Objectives and Issues

### ○ First-Year Objectives

During the initial year, our aim will be to increase our customer base and to keep our customers satisfied. The firm will also aim to gain at least 2% of the self-defense market share. Enhance the firm's digital presence and interaction utilizing social media.

### ○ Second-Year Objectives

- During this period, we'll be adding more optional techniques apart from these six self-defense techniques (Karate, Taekwondo, Judo, Aikido, Boxing, Krav Maga ).
- Introduction of self-defense gadgets such as Taser, pepper spray, etc.
- Spreading awareness and conducting sessions in schools, colleges and workplaces will be a crucial development towards market development.
- Hiring professional speakers which will elevate our market value and gain recognition.
- Building efficient public relations by hiring speakers and trainers who will increase public recognition and growth.

### ○ Issues

In order to excel in providing services, **SelfCircle** will face issues in establishing a brand image that it aims for, customers may only feel satisfied when they witness the result of the training and that will only happen when the customers encounter a situation.

Our main issue arises when it comes to how we will market and differentiate our services from other competitors. Carrying out demonstrations and experiments in public will help to market our service and inform our customers how our services are practical than other services available in the market. SelfCircle having one of its marketing strategies like word of mouth will be difficult to spark if the customers are not fully satisfied.

## Marketing Strategy

### ○ Positioning

Service brings you "Your own defense instructor". Service marketing strategy will involve "at your ease" positioning based on providing our services according to the flexibility of our customers. The business will focus on "Service Differentiation" mainly. Providing distinctive customer care compared to our competitors. Alongside "Channel Differentiation" available in locations where major competitive brands are not.

Our business will be targeting mainly kids and women.

The business will focus on the benefits (Flexible hours), service features (Consultation with doctors, discount on gym membership), and values (a safer society for kids and women alike). Service provides customers in a way that is both flexible and budget friendly.

## ○ Product Strategy

**SelfCircle** aims to develop confidence in safety in their customers. In order to achieve this, we will provide efficient training to our customers.

Once someone is ready to become our customer, demo training will be provided respectively to the schedule of our potential customer.

After the potential customer is confident in one training lesson and is ready to become our customer new tactics and techniques will be taught until our customers are satisfied.

Each trainee will be provided with a customized training plan after a thorough health checkup and understanding the complexity of each trainee's exercise habits, such that if any trainee faces a problem in one training technique, he will be provided with an alternative technique to fulfill our promise of providing training in the given time span leading to satisfied customers.

Along with the training, regular medical checkups and performance tests will be taken of customers, to ensure reliability in the training.

This will help **SelfCircle** to be customer-focused and maintain its strategic goal.

## ○ Pricing

In the defense and training market, there is a high variation in the monthly charges and the type of training being provided. SelfCircle will follow a value-based pricing strategy. Carrying out online surveys and market research of our service, we can come to know what our customers are willing to pay, making sure that the service customer is getting is higher than their expectations.

Furthermore, public demonstrations of our services will make sure that the training customer will get will be more bounteous than what they are paying. This will not only increase customer perceived value but will also help achieve market penetration. Moreover, the expenditure cost of the hired instructors, doctors, and location needs to be kept in mind too.

## ○ Distribution Strategy

SelfCircle will ensure a service distribution strategy that will include social media marketing, advertisements, and website development.

The instructors will be hired prior to the beginning of the session to make sure that each customer will have spent quality time learning and developing their skills.

Our services include at-institute and at-home services which gives SelfCircle leverage over the competition.

Moreover, the services provided consist of publications such as newsletters and guidebook which will lead to detailed information about our services and techniques which will be taught making sure that the enjoyment is beneficial for all our customers which will eventually result in another strategy of distribution of our service which is customers communicating about our services to the potential customers.

This strategy will also ensure the potential growth of SelfCircle. Similarly, with SelfCircle establishing in a place where there are no giant competitors, SelfCircle will have free reign to gain a big market share.

## ○ Marketing Communications strategy

Promotional resources for SelfCircle will be based on digital marketing, publications, and direct marketing

- Digital marketing:

One of the ways to digitally market SelfCircle is to promote it online, on social media pages and website, by creating and building a website and application to support the marketing. The presence of social networks such as Facebook, Instagram, Twitter, Snapchat, and Pinterest will ensure that our reach is maximized.

- Publications:

Guidebooks and newsletters will be published to make sure that potential customers which reside far from our geographical location are gaining an advantage and learning a new in-need skill.

- Direct Marketing:

One of the ways to market SelfCircle is to know who our potential customers are, in our case people who are health conscious or want to learn self-defense are our potential customers. Dropping a newsletter, email marketing or a coupon will ensure that new customer relationships are built.

## ○ Marketing Research

Our first step to marketing research will be an **analysis of internal data** such as a thorough examination of our competitors, strength, weakness, and opportunities. Data of our customers will be analyzed initially so that we make sure no potential customer is missed.

**Online surveys** are another method via which we will satisfy our customers based on their views and opinions.

In the later stage when we will be done with the first batch, it will be made sure that **personal interviews** are taken from those who have successfully completed the training in order to learn the shortcomings and strengths.

## Action Programs

SelfCircle will be introduced in March and the action plan for the following 3 months to achieve the stated goals are mentioned below:

*February:* The staff for providing the service will be hired within the first two weeks. The hired staff will go through strict checking of their backgrounds and only the ones with the needed backgrounds in self-defense will be selected. The training will start in the last two weeks where each and every employee will be trained for service features and benefits and will be promoted to spread the word to the people they know. The training will focus mainly on dealings with customers relationships such as anger management, self-control, etc.



*March:* The marketing team will hand out flyers in parking lots and outside malls for anyone interested in self-defense. These pamphlets will have the details of the programs we offer, a free consultation with our doctors, and 10 days of free classes to anyone who would like to avail of it. Alongside this, the service will be published in newspapers and marketed through radio, local television, and ads online.

*April:* Marketing in schools and colleges during fairs will be the next move. This will offer an early bird discount on the overall fees of the chosen course. Will be taking part in expo fair, arranging competitions in which the 3 lucky winners will be offered a free program of their choice.

## Budgets

SelfCircle has set a one year sales goal of Rs 1,250,000 charging Rs 2500 per customer such that accommodating 500 individuals in the first year. Cutting the logistic and marketing costs, the average revenue will be around 1 million Rupees. Since Selfcircle mainly uses digital marketing and advertising, we will spend 10% of our revenue on our marketing. Other expenses include hiring professionals and trainers, conducting workshops, publications. After cutting all these expenses, the assumed profit is approximately Rs 50 lakh.

## Controls

After every promotional activity, we will continuously be evaluating its performance. We will also integrate a feedback system from customers which will be anonymous so we know the level of customer satisfaction the firm is able to provide.

There will be a monthly analysis of the service provided and the changes will then be made accordingly. The activities and location of our competitors will be actively monitored. There will be a market share and share analysis after every 6 months to evaluate where the firm stands. Moreover, in the case of a new competition arising the company has contingency plans already in place.

## Group Members:

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- Aliya Tharwani (19k-1402)
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