



MARKETING PLAN

BetterPrints

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Table of Contents

I .INTRODUCTION	2
II. CORPORATE PROFILE	3
III .Research Method & Procedures	5
IV.Data Analysis and Findings	6
V.SWOT Analysis.....	7
VI.Industry Analysis.....	9
VII.Conclusions and Recommendations	16
VIII.Limitations.....	24
IX.Appendix.....	25

I. Introduction

BetterPrints is a technology company that seeks to integrate new technology in the digital printing industry, with the hope to solve problems of logistic inefficiency, high overhead costs as well as information and data security risks.

BetterPrints have recognized the increasing number of independent local printing businesses in the Philippines. The BetterPrints system/platform is offered to small businesses who wish to alleviate the problems of dealing with the business process of printing services. Small businesses who opt to pay for a quotation to use the system may focus entirely on acquiring the hardware requirements for the business

II. Corporate Profile

Mission

To ensure the highest level of convenience and pleasant experience for students and the working class, cutting the time and cost it takes for our product to get to the customer's hands.

Vision

BetterPrints aims to turn every independent printing business to an interconnected network of entities providing low cost, secure and efficient printing services.

Goals

Encourage and partner with local businesses, assisting in the establishment of a well-built printing business through the integration of the company's technology.

Values

Ingenuity

Taking every opportunity to create, invent and innovate, all being done to make a difference

Assurance

Honoring the company's promises to its clients and customers and being reliable and trustworthy in its execution

Partnership

Success shaped through effective collaboration with clients and customers

III. Research Method & Procedures

This marketing plan utilized observational and descriptive techniques as methods and as a procedure in research. Existing related literature such as thesis, research articles, journals and other scholarly materials were used pertaining to the printing industry, digital industry, label printing industry, and printing management systems/printing systems, to supply this marketing plan with sufficient data to support its claims and establish its goals and objectives.

Sanchez (1998) stated that descriptive research includes all studies that purport to present facts concerning the nature and status of anything. In this marketing plan, the nature and the status of the printing industry were determined.

IV. Data Analysis and Findings

The printing done by students and the working class has always required a significant number of resources. This includes the management and deployment of software, the maintenance and replacement of hardware, and the provisioning of supplies.

And the majority of today's printing services suffer from high time costs and low efficiency. The printer, on the other hand, is unable to count and analyze all of the data and costs.

As the era of mobile Internet network printing has arrived, and with the use of cloud print, which is simply the application of cloud computing technologies to the process of realizing current network print.

A printing solution that is hosted in the cloud, with the goal of lowering the amount of these resources are used while at the same time reducing the negative effects of students and working class and offering them more options.

As a result, the online printing service system is a more effective solution to the issues. Users will be offered a remote printing service by the online printing service system, which will ensure easy services and decrease time costs. For the printer, the service system prints the same document multiple times by analyzing the existing print data, saving time and money. For market prediction analysis, the system will simultaneously record an overview of each document, each user's profile, and the total printing profile

V. SWOT Analysis

Strengths

- Greater control of overhead costs. The company has wider options to conduct its operations, with the opportunity to conduct remote work as talents and developers for the system may be onboarded from different areas and can avoid a variety of overhead costs including but not limited to rent expense, repairs & maintenance, office supplies and utilities.
- Since the company is structured as a startup, it is quicker to respond to market changes, customer feedback/requests and make decisions as it does not have to go through multiple levels of management.

Weaknesses

- Due to the ownership structure and limited staffing as a startup, the product's success may be dependent on the partnership's expertise in driving the technology behind the company.
- Limited access to capital. Financing and growing capital for the business may be difficult considering the business is being operated not as a limited company.

Opportunities

- In light of health and safety precautions implemented during this COVID Pandemic, one of the services provided is the ability to upload files to be printed from anywhere with the use of Cloud Servers, pay online and have the printed material hand delivered door-to-door to the customer.
- The system can be leased to help handle the business processes behind printing for starting businesses, so that the client only has to worry about hardware or machinery required. Lessening the burden for existing and prospective business owners.

Threats

- Transition to paperless or digital records may affect the business. Although, the company does not forecast a sudden or erratic change in the way society stores its records (in paper form), the continuous growth of technology has allowed individuals and companies to store their information digitally and reducing the use of printed materials.
- Travel restrictions and protocols. With the continuous implementation of COVID travel restrictions depending on sudden COVID spread surges, this may pose threats in the delivery of printed materials and may increase delivery time.

VI. Industry Analysis

Before the COVID-19 Pandemic, the continuous growth of the printing industry in the Philippines has not only increased the need or demand for printers and consumable such as inks but has also increased the demand for printing businesses that provide a variety of printing services, from paper printing services such as A4/A3, photopaper and stickers, but also for tarpaulins, business cards, commercial signages as well as printed shirts. Which is why the printing industry in the Philippines has reached an approximate 3,000 printing businesses nationwide, and 20 of which are part of the country's Top 1,000 corporation.

Since 2009, the industrial value added of the Philippine publishing and printing industry has risen, reaching around 19.5 billion Philippine pesos in 2017.

The printing and digital publishing industry has not only continued to reach high trends of growth and demand in the Philippines but also to other countries worldwide.

But since the COVID-19 Pandemic hit, it has caused a decline in the revenue of the printing industry, declining to almost 53% in sales throughout the pandemic, which caused companies to shift to digital advertising amidst the pandemic. Such decline in the printing industry has raised questions, whether or not it could have been avoided and

alleviated had there been an improvement in the supply capabilities and integration of better technology in the printing industry.

Luckily, BetterPrints operates not just in the printing industry, but as well as the software industry, which contributes 10% of the country's GDP among tens of other sectors, valued at 26\$ billion, and has not been affected significantly compared to the printing industry, as talents can be outsourced as well as onboarded from remote areas.

BetterPrints dual industry presence provides the company and its business opportunities to grow on either industry, and continue to lease its platform to businesses in need of software and/or systems.

Threat of New Entrants

New entrants to the printing industry pose a low threat to BetterPrints.

Barriers to entry in the printing industry is high, this is due to high costs of acquiring and maintaining machinery that can print on tarpaulins and commercial signages, which is usually where most of the revenue comes from. Gaining access to low cost and loyal suppliers and distribution channels as well is very difficult. Once BetterPrints have established and garnered brand loyalty from its consumers, this can even lower the threat to new entrants.

Bargaining Power of Buyer

Though BetterPrints' provides services to printing businesses directly, the market BetterPrints expects clients to provide services to are students preferably from ages 15 and up, most likely, Senior High School to College Students, as well as the labor force or the working class.

The bargaining power of buyers in the printing industry is deemed to be low. It does not meet the criteria of low bargaining power of buyers since buyers are sensitive of the price. The threats to new entry as well as threats of substitute is low.

Bargaining Power of Supplier

The printing industry has a low bargaining power of suppliers, as the buyers are price sensitive when it come to the price of printing materials and is fairly educated about the product. Printing businesses can purchase a significant number of products from any supplier. This allows the printing industry to be a more attractive industry and has increased profit potential, since buyers are not limited by suppliers.

Threat of Substitutes

The transition to digital record keeping and going paperless can cause a significant threat to the printing industry and in turn affect the business of BetterPrints.

But despite this, the consumer's switch cost to digital records may not necessarily be low. In order for consumers to transition entirely and completely to digital records, it would require them to purchase electronic devices or products as well as services that will allow them to maintain the integrity as well as safely store their records. One of the reasons society has not been able to shift to paperless rapidly and completely despite the exponential growth of technology, is because of the fact that it is costly to run things digitally. For organizations, aside from the products and services they may purchase and acquire, they will also need to spend on technological skill and its development.

Therefore, due to the high switching costs and high substitute products, this has allowed the printing industry to stay at its feet and in fact continue to grow.

Competitive rivalry between existing

As of this writing, there are no direct competitors or rivals for BetterPrints. BetterPrints provides services to its clients directly, by leasing or renting its platform through a software license agreement. Most companies or brands that offer online printing services, only

accepted bulk orders for printed materials which means a certain amount or minimum quantity is required. Apart from this, current online printing services do not offer a mobile application for easier access, door-to-door delivery and only have a selection of available printing services.

BetterPrints provides services even for those who wish to have small quantities printed or smaller sized orders. And since BetterPrints aims to find ways to solve problems with logistics, cost, etc. associated with printing, one of the ways the business can reach its target consumers and provide better accessibility and convenience, is by having a mobile application ready for use, where consumers can upload wherever they are and choose where they can pick up their printed materials or have it delivered door-to-door.

The platform when leased to clients, will also provide clients the ability to add categories and different printing services they offer depending on their business. This ensures modularity and a system that can easily adapt depending on the business' needs.

Listed below are potential competitors both international and local:

International

- AMR Printer Management

Automatic Meter Reading (AMR) is a software company based in the Barcelona area that develops printer management software for printer dealers and corporations that have to manage large printer fleets. The AMR print management software provides solutions for the management and control of all types of printing equipment (printers, copiers, MFPs, scanners, etc.)

- VistaPrint

Cimpress PLC which is the company behind the Vistaprint brand, is based in Ireland, invests and operates a diverse range of businesses that employ mass customization to configure and produce small quantities of individually tailored goods. Cimpress sells its goods to small businesses, graphic designers, and consumers through a number of customer-facing brands.

Small company owners, entrepreneurs, and visionaries can use VistaPrint to produce bespoke designs and professional marketing materials. Their online printing services are designed to assist small businesses in finding unique products they require, such as business cards, promotional marketing, and so on.

- Uprinting

UPrinting is an online printing, marketing, and technology company that specializes on assisting small businesses in the printing industry. It uses press printing and an online ordering system to service on-demand business and graphic printing needs on a daily basis.

Local

- GleePrinting

GleePrinting was started in 2017 with the notion that print orders will increasingly be placed online. Customers can order all printed and promotional products online with GleePrinting's online printing platform, which also allows users to acquire fast price information, upload print files or develop designs online, and order all printed products in one place.

GleePrinting Philippines is a member of the HappyPrinting global network of local printers, which uses the same online printing platform, marketing, and innovation. GleePrinting, a major commercial and wide-format printer in the Philippines, is in charge of the local production.

(see competitive advantage matrix show on Appendix A)

VII. Conclusions and Recommendations

Conclusions

The printing industry no doubt has a lot of room for opportunities and has great profit potential. But since the printing industry has failed to adapt in terms of technology and market changes due to the pandemic it has struggled to keep up. One of the difficult aspects of the printing industry is the search for suppliers, suppliers of low-cost materials used for printing. Therefore, the printing industry needs improvement in supply capability, avoiding printing jobs from dispatching to China or other ASEAN countries. The industry must not rely heavily on the import of inputs like paper and must continue to invest in technical skill development for machine operations and maintenance.

Awareness of the market

In order to achieve wide range and high levels of brand awareness, BetterPrints would like to take into consideration the following activities:

1. Sponsoring Academic & Corporate Events

Both academic and corporate events such as conferences, workshops, seminars, launch events, etc. at some point need printed materials either to be distributed to attendees and participants, or need printed materials to reach their target audiences and market the event. BetterPrints can provide sponsorships to these events raising awareness of the company's product and services as well as the brand and developing relationships and/or partnerships to potential clients.

2. Local Collaboration/Partnerships

Long term collaboration and partnership with local businesses that may require printing services can increase the brand's awareness to its target market. To ensure the effectiveness of spreading brand awareness through collaboration, BetterPrints can choose or offer to collaborate with local businesses who sell products and provide services to the target market that is similar to BetterPrint's target market.

3. Pro story telling

Apple has become one of the top technology companies in the world, and they have done this not just by the quality of their products, but also by shaping the behavior of their consumers, by inspiring their consumers and hence creating a loyal fan and customer base. According to Simon Sinek, author of the leadership book, “Start with Why”, one of the ways businesses can create repeat buyers or loyal customers is by inspiring them, businesses can only go so far when it comes to discounts and sales prices and offering lower priced products and services, which has turned out to be true as despite Apple products and services being costly and expensive compared to its competitors, it has successfully created a loyal fanbase around the world that is willing to buy the product despite its price tag. BetterPrints can market its product and services accordingly.

Usage of the product

Product usage can be measured through a number of ways:

1) Feature usage

How different features within the software or system is used and how often are they used

2) The number of key user actions per session

BetterPrints can measure software core usage through key actions such as:

- client checking sale performance
- client ensuring accurate inventory count
- customer accessing previously printed materials
- client updating available printing categories

Buyer info

The direct entities the business wishes to provide its services to are independent printing businesses. Business owners who wish to set up printing businesses can opt to lease or rent the system/platform BetterPrints wishes to provide, so that they may no longer have worry about the business process and need only to provide materials, machinery as well as the location.

Patronage maintenance

BetterPrints aims to maintain a loyal and faithful client as well as customer relationship by pursuing to fulfill the interests of its clients and customers.

Part of the values of BetterPrints is to listen carefully to the feedback and interests of its client and customers by quickly adapting to market

trends and changes and meeting the demands. Paypal, a now highly reputable American multinational financial technology company that is operating an online payments system, became the behemoth it is now by listening and being as closed loop as possible to its consumers. Paypal back then did not have an email payments feature in their system, but by listening to the demands of their consumers, once they have implemented the email payments feature, it has allowed Paypal's services to become prevalent and soon later the business took off and has grown exponentially.

Brand image, slogan

Brand Image

BetterPrints desires to be perceived by customers as a company or a brand that not only provides fast, accessible, secure etc. printing services but a brand that cares for the future and endeavors of its customers.

People usually print materials for the purpose of fulfilling an academic, work, or business-related task and activities. By ensuring printed materials are delivered as hassle-free as possible, it demonstrates the company or brand's efforts and feelings towards collectively achieving and accomplishing tasks with its customers.

Slogan

“Providing blueprints for the future”

Every printed material is an attempt of an individual or organization to communicate information through text or graphics, to reach a certain goal or objective. With every print expressing and containing possibly revolutionary ideas and endless creativity. BetterPrints believes the products and services it provides act as tools and resources, pushing its target market 1% closer to achieving their goals.

Strengths of the company

According to the Department of Science and Technology (DOST), Philippines ranks 83rd out of 138 countries in terms of technological readiness. Though it may seem as a disadvantage or a threat that Philippine’s technological readiness is behind, this can mean fewer competitors and opportunities for the company to standout.

The developing technology industry in the Philippines allows opportunities for the company to explore new technology and implement it in ways that will allow the printing industry to strive.

According to a LinkedIn article published by Tryke Gutierrez, CEO of Tier One Entertainment (Southeast Asian esports and video gaming-

oriented entertainment agency) and Co-Owner of Blacklist International (a Multi-gaming Organization based in Philippines under Tier One Entertainment), Philippines has a golden opportunity to become the 3rd best technology destination in Southeast Asia, and soon become the 2nd top technology destination in place of Hong Kong (due to Hong Kong's internal problems), with the possibility of Philippines become the “Silicon Valley” of Southeast Asia. Provided Philippines continues to evolve and develop its economic framework to operate headquarters, allowing foreign investments in technology companies like POGO and the BPO industry as well as improve the fiber optic infrastructure.

Buying behavior of your target

Printing industry consumers in the Philippines are price sensitive especially when it comes to printing materials with multiple pages. For example. Most printing business offer 2 PHP for black and white print and 5 PHP for a colored print on a regular A4 paper. Printing businesses usually that sell more than that will drive consumers who wish to print multiple pages will almost always seek for alternatives or other printing shops close the area that offer a smaller price.

However, for fewer pages, they tend to be less bothered of the price despite it being relatively higher as they don't believe they will not necessarily come back again or can opt for alternative and lower priced options next time they wish to have something printed.

Recommendations

New and evolving technologies aside from Cloud printing can be focused properly to manage issues with supply, lack of skilled technical operators and a way to effectively compete with digital advertising.

The distribution of prints can be done in the future with the help of new technology printers, which will eliminate the need for human presence when segregating prints, making the procedure totally automated.

VIII. Limitations

One of the focuses of BetterPrints is significantly reducing the time it takes for printed materials to be delivered or distributed to the customers as well as providing easier access to printing. Most companies and brands that offer online printing services and also provide delivery services require bulk or orders with a minimum number of printed materials, in order to reduce the shipping or delivery costs. Without a proper business model that will allow higher sale volumes or an alternative revenue generating strategy to compensate for the delivery and shipping costs, the company may find it difficult to continue to provide door-to-door, courier-like delivery its customers.

IX. Appendix

Appendix A: Competitive advantage matrix

Features / Services offered	AMR Printer Management	Vistaprint	Other online printing services (UPrinting, GotPrint, Glee Printing, etc.)	BetterPrints
Offers multiple and alternate printing services (business cards, tarpaulins, posters, etc.) besides paper prints.		✓	✓	✓
Online Payment Method		✓	✓	✓
Automation of sales, inventory, and customer reports	✓			✓
Inventory System for Clients (adding, editing, and removing of product materials/items)	✓			✓
User Management (Customer/Admin/Employees)				✓
User access to order & print history				✓
Customization of categories (adding, editing & removing of available client printing services)				✓
Cloud-based system				✓
Mobile Application (Android)				✓
Provides a downloadable printing template			✓	
Uploaded files are well secured & protected	✓			✓
Proactive Maintenance	✓			
Notifications & Alarms	✓		✓	