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Marketing 301

Dr. Park

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Executive Summary

At the beginning of this semester to the end, the class came up with a product to market in 6 different parts. The product I decided to market was myself, Jennifer Brooke. I started racing about 11 years ago, and it is something that I want to try to do for a living. I started Jennifer Brooke Racing as a race team in 2014. My team right now only has myself as a driver races in multiple series to gain publicity and to promote my sponsors. Our goal at Jennifer Brooke Racing is to obtain a more significant fan base and publicity for sponsorships to be able to reach out to our team. With different customers support it will help promote each company’s products, gain more sales, and help our team win races.

The first part was over segmentation and targeting. Segmentation and targeting customers is deciding which customers will buy your product. I chose to target the UTM students in the EPS Building and Business. I chose these students because they would be the ones more than likely into the cars and racing itself.

The second part was the customers’ interest decision process. A customers’ interest in buying a product is determining if it is worth buying or not. In my presentation, I put in a chart where, when, and why customers’ should attend going to a drag race. I asked nine customers who would be interested in going to an event and only six of them were interested.

Part three is over the product strategy, my product is still covering myself Jennifer Brooke Racing and what I have to offer. The core benefit is gaining a fan base for our racing events. The actual product is going to be high quality; features will be selling t-shirts with sponsors logos in the design, stickers, hats, etc., and for fans they will receive $5 off coupon for attending the event for a JB Racing t-shirt; design will be of the t-shirt, hero card, and the event flyers; my brand name is JB Racing short for Jennifer Brooke Racing; packaging will include a bundle box for purchase. The augmented product will have only orders for delivery and personal appearance to each racing event. The warranty is if there is a rain out then fans will get a free ticket for the next race, after-sale service includes online orders to purchase. Customers can use cash, credit, or PayPal to purchase products.

Part four is over pricing and can be tricky in the racing industry. My suggestion for pricing is seeing what other racers and companies are charging for their products, or understanding what they are looking for in sponsorships to get more sales. For a fan club bundle box for members to purchase and t-shirts will be $20-$40. Sponsors will be able to receive a free bundle box for appreciation of supporting my team.

That place strategy in part five talks about the locations to promote and sell our products. Having a website is the most popular way you can purchase items all over the united states or international if it is available. If any of the students are interested in attending any racing event, then flyers will be posted up in the engineering and business building. The promotion strategy is the final step in our marketing strategy project. My print advertisement was the same as my hero card I talked about previously. At the end of our project, we had to make a storyboard video, and in my video I chose the song Born Ready by Zayde Wolf because it fits perfectly in my story. I was born ready when it comes to getting strapped inside of my racecar to make a killer pass going over 180 mph. In my story is shows where I came from and how it has got me to where I am today in the racing world. If it weren’t for my dad, I wouldn’t ever be where I am today. I started racing in 2006 in a junior dragster, and today I am driving my dad’s 2005 back-half Ford Mustang built by Racecraft, Inc. it is not your normal daily driver and it goes 7.29 seconds at 180 mph in a quarter-mile. My dream was to be the first female to win an NHRA Pro Stock championship, but Erica Enders beat me to it, so I want to be the second female, and that is my goal.