

**Pocket Hub – Limaria Building Ma-a 7Ps of Marketing**



**A Portfolio**

**Presented to:**

**Mr. Reil Salvadico Romero**

**In partial fulfillment of the requirement for BA 100 (2194)**

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Garcia, Mary Claire

Hisula, Maria Anthonette

Malacad, Krisia Cloi

Maño, Kim Edison

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## **Introduction**

Pocket Hub is a newly opened business in January 2025 that offers billiard services along with food and drinks. It serves as a go-to spot for students and locals who want to relax, bond, and enjoy a billiard game. What makes Pocket Hub stand out is not only its service but also the way it applies the 7Ps of marketing, to satisfy the customer needs and create a sustainable business strategy.

## Product

- What type of product do they offer?

Pocket Hub offers a combination of entertainment and food services, including:

- Billiards (main service)
- Live band performances (musical entertainment)
- Food and beverages (bar snacks, meals, and drinks)

- What are their product lines?

- Recreational: Billiard tables for hourly rent
- Food & Drinks: A menu with meals, bar chow, and beverages (alcoholic & non-alcoholic)
- Entertainment: Live band performances on selected nights

- Describe the need they are catering to

Pocket Hub caters to the need for leisure, relaxation, and social interaction, especially for:

- Students
- Young professionals
- Billiard enthusiasts

## 1. Price

- What pricing strategy do they use?

Pocket Hub uses a value-based pricing strategy:

- Billiard rates are affordable, especially for students, billiard cost php200.00 per hour if morning then php250.00 if evening.
- Food and drinks are moderately priced to match typical spending capacity of their market (price list is in the menu)

- Discuss the target market in terms of their social status

- Primarily targets middle-income customers such as students, young professionals and casual gamers looking for budget-friendly entertainment and hangout spots.

## **2. Place**

- What products are mostly in demand in their location?
  - Billiard table rentals and drinks are the most popular.
- Is their location accessible?
  - Yes, it's accessible especially to students from nearby schools and universities, including the University of Mindanao.
- How is the safety and security outside and inside the establishment?
  - The establishment is safe with visible staff presence. Inside, it is generally secure and monitored.
- From the University of Mindanao, how much money do you spend for commuting to go to the establishment?

If you're from UM Matina:

- You will ride a shuttle going to Maa Gate.
- Fare: Around ₱13 (regular) or ₱10 (student/senior)
- Once you get off at Maa Gate, you need to cross the highway to reach LiMaria building where Pocket Hub is located, which is just nearby.
- Walking distance from the drop-off point to Pocket Hub (no need for additional transport).

If you're from UM Bolton:

- You can ride a jeepney or multi-cab going to Maa Gate.
- Fare:
  - ₱10 for students and senior citizens
  - ₱13 for regular passengers

## **3. Promotion**

- What are the promotional tools they are using? Are they effective? If there is a need for improvement, what can you recommend?
  - Current promotional tools:
    - Social media (Facebook / Instagram page for updates, events, and promos)

- Word of mouth and online reviews
- Effectiveness: Fairly effective, especially among students and locals
- Recommendations:
  - Collaborate with local influencers
  - Offer student discounts or loyalty cards
  - Promote via TikTok or short video content to attract younger audiences

#### **4. People**

- Are the frontliners approachable?
  - Yes, staff are friendly and responsive.
- How do they treat their customers?
  - They are respectful, attentive, and helpful especially during game setups or food orders.
- Describe the physical appearance of the frontliners
  - Neatly dressed in casual uniforms or proper attire, clean and presentable.
- Are they knowledgeable about their product?
  - Yes, they understand how the billiard services work and can assist with menu inquiries.

#### **5. Physical Evidence**

- Describe the internal environment/ambiance of the store
  - Cleanliness: Generally clean; tables and common areas are regularly wiped down
  - Light: Dim ambient lighting, suitable for billiards and live music atmosphere
  - Ventilation: Adequate ventilation; may feel warm on crowded nights
  - Acoustics: Music is clear but can be loud during live band performances
  - Design: Industrial and urban design, stylish and modern, with a cozy feel for group hangouts

- Floor plan:
  - The layout includes:
    - Front area: Entrance and reception/counter and Live Band
    - Side/Back area: Multiple billiard tables
    - Seating and dining sections around the edges

## **6. Process**

- How is the service delivered?
  - Customers enter and are greeted or directed to available tables
  - Orders for food and drinks are taken at the counter or via server
  - Equipment (cue sticks, balls) is provided upon request
  - Bills are settled after the service, depending on preference
  - Clean-up and turnover are quickly done to accommodate new customers

## **7. Recommendations**

One of the most important improvements for the Pocket Hub establishment is the visibility of its exit door, ensuring safety and convenience should be always a priority. The exit door must be clearly marked with visible exit sign, easy to access and enough to allow customers to leave comfortably in case of emergencies.

**7P's Portfolio**  
**Group 1**  
**BA100 – 2194**

<b>Name</b>	<b>Tasks</b>
Rone Louise Amora	
Mary Claire Garcia	
Maria Anthonette Hisula	
Krisia Cloi Malacad	
Kim Edison Maño	
Leah Mae E. Rañoa	
Given Ray Raymundo	
Chersten Natharie Pidlaoan	
Elizabeth Tuco	

Rubrics	5	4	3	2	1	0
Correct identification of the 7P's						
Manifestation of the group's understanding of the 7P's						
Clarity of the image						
Punctuality	20					
Observations and Experiences	20					
Recommendations	20					
Overall	=					