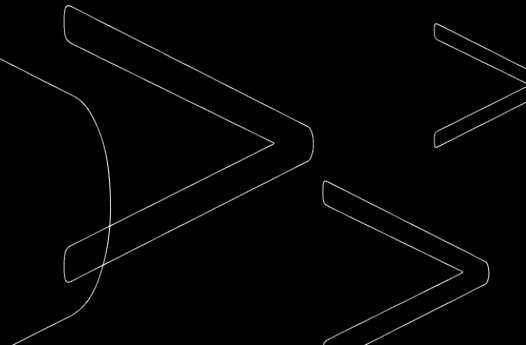


Marketing Plan



Executive Summary

- Today's New York dining business is a highly competitive but homogeneous business section. People expect something more than fine dining, restaurants, and food carts. A new type of food supplier is coming upon this need:
- **A cooking camp designates exotic foods at pop-up locations.**
- Foreign-born population
- Market acceptance
- Business barrier
- Market growth
- Strategy

State the problem & Define the target market

- State the problem: There is not enough cooking-related entertainments
- Define the target market: Our target customers are those classy cross-culture young couples who want to enjoy some new entertainment.
 1. Classy couples have high disposable income that they are willing to spend together.
 2. Young couples are more motivated to spend time on experiences.
 3. Cross-culture couples are not necessary to be big cooking fans though, they have eager to learn their mates' home country cultures.

They look for interesting ways to spend time together and thus this exotic food camp will be perfect for them.

➤ Define the market need – PEST

- Political:

Friendly commercial policies

Sound law systems

- Economical:

The economy is becoming better

Cheap cooking-related raw materials

- Social :

Good consumption habit

Population diversity

Many cross-culture couples

- Technology:

High technology kitchenware

Nutritional science becoming more and more popular

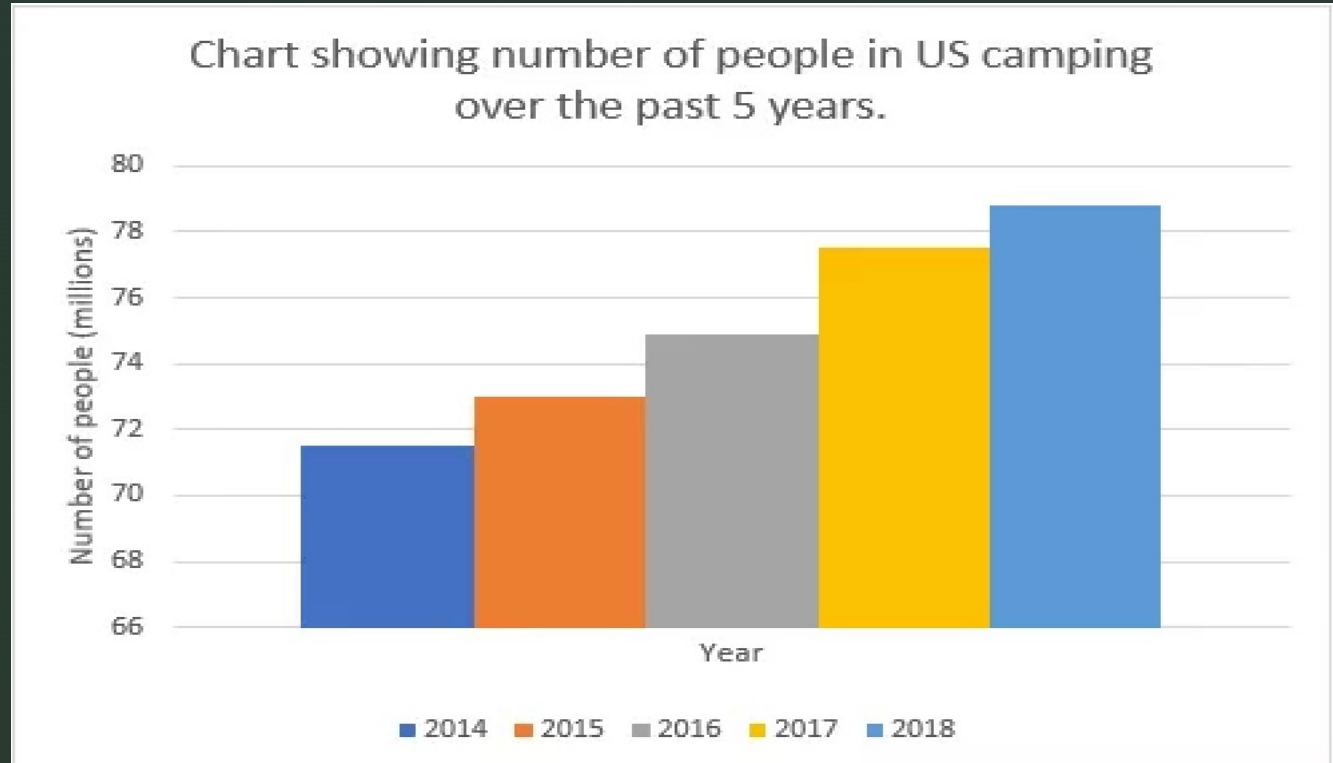
Exotic food camping geography definition

- Our defined neighborhood is camping fields or public parks where can provide a large scale of empty places which can contain many people to have fun without considering annoying other people. And also, our exotic food camp is associated with camping, so a beautiful natural landscape is important to conduct that activity.
- Except the external environment, we prefer the fields or neighborhood that is rich and educated, which is decided by the truth that our target customers should have ability to afford expensive but valuable cooking instruction and also, those people tend to have extra time and more willing to embrace new style of activities.

Provide market trends/market summary

Since 2014, there has been a **72%** increase in the number of campers who camp three or more times a year.

Camping has become hugely popular amongst the younger generation as **56%** of campers are Millennials.



Over the past 5 years, the number of people participating in camping increase and due to pandemic happened in 2018, the speed slow down, but the number is still increasing. And it is commonly expected there is a boost in total number after the pandemic.

State barrier to entry in the market you are competing

- § **limitations;** permission to use flame and create some smoke and big space to contain so many people; More technology and extra clients involved increase the total costs
- § **Brand reputation and its market share;** The market is not large and getting the first advantage is key to obtaining more market share and cultivating a brand reputation
- § **Customer stickiness;** related to prior one and people tend to choose the trusted and satisfying brand if they had a great experience and except that, we may promote with some benefits and develop personal relationships with loyal customers.
- § **Professional exotic food cooking instruction;** We tend to hire well-known chefs, even from foreign countries to ensure high-level service.

Define Competition-Perceptual Map

Perceptual Map

- Analysis on 2 attributes:
 - ☞ Charge
 - ☞ Participation
- Traditional Cooking Schools
 - ☞ Some are quite expensive. Less affordable for many.
 - ☞ Membership requirement & age-based participants often make it less cost-effective. For example, Young Chefs Academy invites kids & teens only. They require membership too.
 - ☞ Limited cuisine. For example, Red Inside involves French foods.
- TV Shows
 - ☞ Limited participation . Because not all gets selected to participate in MasterChef, Chopped or Great British Bake Off. By watching videos, hands-on cooking experience is missed.
 - ☞ Time consuming to learn a series of menus. Ex: MasterChef.
- Existing Cooking Camps
 - ☞ Mostly offer summer camping. Not throughout the year.
 - ☞ Mainly for kids. For example, Camp Chop, Tiny Chefs.



Define Competition-Porter's 5 Forces

Analysis based on Porter's 5 forces

- **Supplier Power** ➡ Enough local suppliers of raw food.
➡ Sufficient skilled manpower. Ex: Asian chefs.
- **Buyer Power** ➡ Affordability
➡ Extent of recipe customization.
➡ Cooking Date: Experience of on-site cooking entertainment.
- **Competitive Rivalry**
➡ Increasing availability of cook shows on Netflix, Hulu.
➡ Sister concern of popular restaurants with dedicated section for cooking outdoor.
- **Threats of Substitution**
➡ YouTube videos could be an alternate for those who prefer remote learning.
➡ Food delivery service can be the more 'choiceful' option for people in situations like pandemic-lockdown.
- **Threats of New Entry**
➡ Creative restaurants. For example: Ghost Kitchen, Dark Restaurants.
➡ Celebrity chefs can start their own brand of kitchen.



Situational Analysis, Strategic Selection and Challenges

Strength: Exotic experience Cooking along with entertainment Professional guidance Unique Romantic Outing	Opportunity: A new getaway entertainment Bridge cultural gap between couples Disrupt the traditional dating industry
Weakness Variety – need to keep evolving the menu to keep it interesting High cost- sourcing authentic ingredients for the food and hiring experienced chefs can be expensive	Threats Cooking classes – there are various in-person and online cooking classes available Other camping businesses – camping businesses that offer a weekend getaway for couples

Message Strategy: An entertainment place for couples as they are motivated to spend time and money on unique experiences.

Product <ul style="list-style-type: none">• Foreign exotic cuisine cooking experience with quality ingredients• Incorporate cooking skills & culture, Catchy brand name	Price <ul style="list-style-type: none">• Prices focused to create sales volume rather than high-profit margins• Reasonable charge per session, Discounts available
Place In-person sessions preferred, Services available through the website, app, or partner restaurant	Promotion <ul style="list-style-type: none">• Partnership with camping clubs and foreign restaurants• Social platforms, Supermarket

Challenges:

- Hiring skilled chefs is expensive
- Inventory is crucial to avoid any delays
- Must ensure that traditions of everyone are respected to avoid sensitive backlashes
- Existing camping and cooking businesses can adapt to the changes we bring to the industry but at the risk of their vision.

Mission and Vision Statements

- **Mission:** To inspire, nurture, and deliver a delightful experience of cooking to our customers who are young couples from various backgrounds like inter-racial and different cultures. We believe that it is our responsibility to serve our customers with experiences that resonate with the culture of their partners so that while learning how to cook exotic food they are also reminded of their home which brings them happiness. We promise that the ingredients used in our cooking camps are authentic and sourced to the highest standards. To encourage customers from all backgrounds to try and fall in love with our exotic food camp, we ensure that the prices will always stay affordable for the young couples who will be in the early stages of their careers. We make sure that we bring the best elements from cooking sessions and camping activities to our customers that are not just entertaining but is also exhilarating. Every young couple that takes part in our food camp will go back with memories to cherish together for a lifetime.
- **Vision:** In 10 years, we would like to expand our business to other major cities in the US after New York. While having a national presence we will maintain a cosmopolitan vibe to our services. Our unique business plan gives us the first-mover advantage in the market and we would like to leverage it and capture a huge share of business by disrupting the traditional industries of cooking lessons and camping activities. We will be uniquely remembered for our ability to provide romantic entertainment to couples from diverse backgrounds. Our platform enables couples to bond together by allowing them to indulge in each other's culture and thus would become the go-to place for couples who come from different cultures. We would also expand our market to other customers who would like to experience camping activities while also learning how to cook exotic food.

Marketing Objectives and Measuring Success

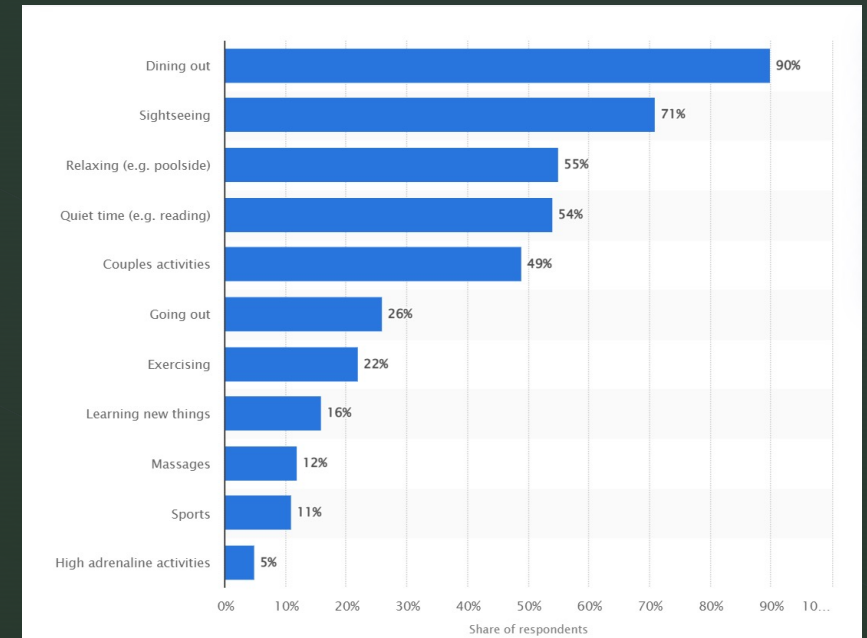
Market Share:

- 28.5 million household campers who are millennials
- Estimated untapped market of 7.7 million households who like to share cooking experiences with their spouse
- An aim to capture 10% share of the entire camping industry market of 75 million households.

Given the strong inclination of couples to spend on food and activities together, we plan to offer our services to 100 couples on weekdays and 200 couples on weekends. We would offer 5 handpicked cuisines each day from which the couples can choose one.

Measuring Success:

- At the time of launch a 70% bookings and 100% bookings after 6 months is desirable
- Measure of diversity in the couples availing the services
- Successful participation of customers in loyalty



Strategies

- A. Internal Strategies
 - Multi-cultural background training
 - Recognition
- B. External Strategies
 - Family
 - Immigration culture
 - Overall: Value



Calculations

Years per Period	0.5
Retention Rate	50%
Inflation per Year	3%
Discount Rate per Year	10%
Change in value of customer purchase per period	-49%
Discount Rate per Period	5%
Net Present Value of Customer Purchase Stream	\$ 66.50
Cost of Acquiring a Customer	\$ 40.00
Net Present Value of Acquiring a Customer	\$ 26.50

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- TAM: 100 million
- SAM: 20 million
- SOM: 200 thousand

Market Size