



MARKETING PLAN FOR AMAR INC.

Proposed by:
Submitted to:
Date:

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Executive Summary

Amar, Inc. was started by founder Ninort Youael to create a lounge that offers exclusivity and privacy to its clients. Amar means moon in Arabic; Amar will be a place of business, celebration, and relaxation for all. Opening in downtown Chicago between 7 pm-2 am Mon-Fri to the public and Weekends will be open at the same times but reserved for appointments only.

Amar aims to give every one of its clients a feeling that everything there is exclusively for them. All employees of Amar will be dressed in formal attire to provide the customers a sense of luxury when they are around. Amar does a dress code; customers must dress formally to enter.

Currently, there is one location with six employees, five hosts, and one social media manager. Apart from being just a lounge, Amar offers premium cigars for clients upon request. The lounge will have individual rooms to cater to all of our client's private meetings and gatherings. Each room is dimly lit, large enough to fit ten parties, and will come equipped with ventilators to filter out the cigar smoke. Furniture in each room will be premium quality. Our business will be marketed to its clientele, majorly by word of mouth and through social media.

Company Description

Amar Inc. is a standard cigar lounge located on the ground floor of one of the busiest airport facilities in the United States of America – The Los Angeles International Airport, California. Amar, Inc. was started by founder Ninort Youael to create a lounge that offers exclusivity and privacy to its client.

Amar Inc will be grossly involved in the sale of cigars, sale of tobacco-related accessories, sale of other tobacco products, sale of food and drink, mass marketing cigars and

cigarillos, sale of premium cigars, providing a cigar-friendly smoking environment, sale of assorted red and white wines, sale of beer and liquor, sale of distilled spirits, martinis and tobacco et al. to the people of Chicago and visitors in a conducive environment that is specifically designed for socializing and networking and free from all forms of violence.

Strategic Focus and Plan

Mission Statements

The mission of Amar is to launch the most exclusive and luxurious cigar lounge in the market. At first, the Chicago market and in the future, hopefully, every major city in the country. We plan to operate the business to meet weekly, monthly, and yearly profits to continue to grow and offer even more perks to our clients.

At the heart of our business, we want to socially empower our clients and motivate our clients and everyone to help make the world a better place.

Goals

Within the next five years, Amar aims to achieve the following goals:

Non-financial goals

- ✚ To build an image as the classiest and exclusive lounge in Chicago where clients can meet privately.
- ✚ To build a brand that helps empower each one of our clients by making everyone feel unique and personable with our staff.
- ✚ To support Fairtrade, we believe that farmers who grow the tobacco and make the cigars sold by us should be treated fairly.
- ✚ Become B-Corp certified: We aim to provide the highest standards of benefits for our employees, clients, and companies that we're partnered with.
- ✚ We aim to grow to at least one other major city in the United States.

Financial Goals

- ✚ To grow in revenue year over year by 10 percent.
- ✚ To have a premium subscription service.

Core Competence and Competitive Advantage

Amar Inc.'s competitive edge will be achieved through its community organizing ability via its website. This website will make avail an interface for users to:

- ✚ Connect with Amar Inc. to access current information about any upcoming promotions or events.
- ✚ Connect with us on Social media networks like LinkedIn, Instagram, and Facebook
- ✚ Plan events to propose for the Amar Inc. calendar

Amar Inc. will have a relaxed, conducive social environment, but on our peak days on Wednesday, Thursday, and Friday, Amar Inc. will have a more party-like atmosphere. On these peak nights, we will provide upbeat Middle Eastern music and live performances.

Amar Inc. will be preferred over its competitors because the décor is spacious and modern. Besides, we also offer more amenities such as free WIFI and entertainment.

We are not oblivious to the fact that there is stiffer competition in the cigar lounges industry across the United States of America; to this effect, we have hired some of the best business developers to handle our sales and marketing.

Part of what is going to be our selling point in Chicago is the fact that we operate our typical smoke shop in a perfect location (O'Hare International Airport, for decades, Chicago's O'Hare International Airport has been ranked as one of the world's busiest airports.) for the kind of business that we run and also the fact that Amar Inc. cigar lounge facility is highly secured.

Also, our employees will be well taken care of, and their welfare package will be among the best within our category in the industry, which means that they will be more than willing to build the business with Amar Inc., help deliver our set goals and achieve all our aims and objectives.

Situation Analysis

Swot Analysis

SWOT Analysis for Amar Inc.

| | |
|--|--|
| <p>Strengths</p> <ul style="list-style-type: none"> • Outstanding and superb customer service. • Wide range of assorted cigars, alcoholic drinks, and tobacco from the United States and other parts of the world. • Excellent facility, Outstanding ambiance, and perfect location for a cigar lounge in a metropolitan city like Chicago. • Little competition. • A large concentration of our target audience resides in O'hare Airport • Reasonable pricing strategy. • Updated and modern atmosphere. | <p>Weaknesses</p> <ul style="list-style-type: none"> • Very little brand recognition. • No existing customer base. • No Awareness • Low level of financial Stability • Lack of access to key distribution channels |
| <p>Opportunities</p> | <p>Threats</p> <ul style="list-style-type: none"> • The major threats that we are likely going to face is an economic |

| | |
|---|---|
| <p>Amar Inc. has the opportunity to take advantage of the small amount of competition.</p> <ul style="list-style-type: none">• Chicago is one of the cities in the world where social life is at its peak.• Weak Competition• Increasing interest in Cigar smoking• The airport facility where our cigar lounge is located is one of the busiest in the United States, and it is open to loads of opportunities due to the influx of travelers via the airport• we can easily order any cigar brand, tobacco, wine, and drinks directly from the manufacturer with little or no stress. | <p>downturn. It is a fact that the economic downturn affects purchasing/spending power.</p> <ul style="list-style-type: none">• Illinois allows smoking in tobacco shops but allows cities to adopt more restrictive ordinances. These laws and city ordinances are subject to change at any time, and new legislation typically limits, rather than expands, smoking areas.• Cigar lounges have to always file an annual affidavit with the Illinois Department of Public Health to allow patrons to partake indoors. |
|---|---|

Industry Analysis

The Cigar Lounges industry has made a strong comeback in the United States over the past five years. Demand for cigars continues to outpace demand for other tobacco products. Cigars are generally perceived as less harmful than cigarettes and continue to face fewer product-specific regulations, a lower tax rate, and relatively higher social acceptability than other tobacco products.

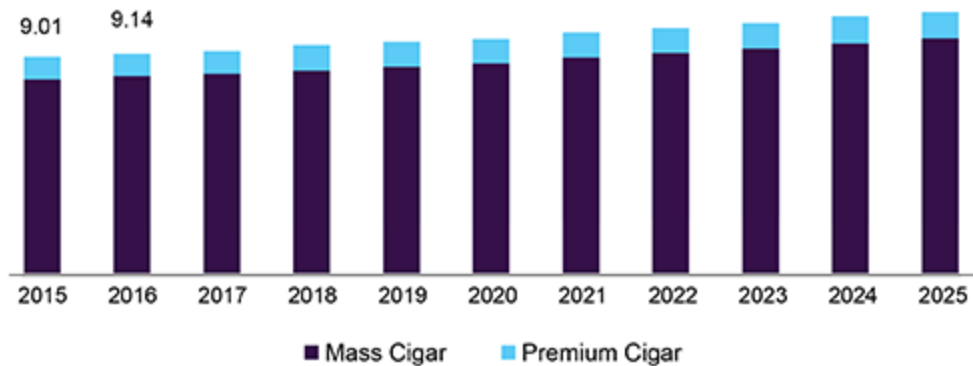
The increased popularity of cigars has developed a strong cigar lounge culture in the United States. Over the next five years, overall economic factors such as per capita disposable income and corporate profit are expected to expand. This should support discretionary spending, which is likely to translate into revenue for industry operators.

This industry comprises businesses known as classic cigar bars or lounges, where patrons can purchase and smoke premium cigars in the house. Players in this industry may also provide limited food, alcohol, and entertainment services to complement their portfolio.

The global cigar and cigarillos market size was valued at USD 16.99 billion in 2018. It is expected to expand at a CAGR of 3.1% during the forecast period. The global market is expected to witness substantial growth owing to the increasing number of luxury hotels with cigar lounges.

Following the worldwide ban on smoking in public places, such lounges and bars make an appearance in luxury hotels and bars. For instance, DUKES Hotel of London welcomes its stogie-loving visitors in the cognac and cigar garden. The secluded courtyard located behind the hotel offers a list of cognacs to accompany the Cuban cigar.

U.S. cigar & cigarillos market size, by product, 2015 - 2025 (USD Billion)



Source: www.grandviewresearch.com



*The **flavored cigar market research report** examines the key questions around the implications of COVID-19 and provides a recovery analysis and outlook for the market in focus. The market has witnessed a neutral impact due to the COVID-19 situation. The research analysts at Technavio expects the flavored cigar market to grow by USD 2.36 billion during the forecast period, accelerating at a CAGR of almost 5%*

Competitor Analysis

The industry has begun its rampant growth, and hundreds of lounges have been opening across the United States of America and particularly in Chicago during the last ten years. The competition is stiff, many enterprises keep escalating, and companies have to invent clever moves to conquer their customers' hearts.

A farsighted and wise way of winning the competition without actually fighting would be to increase the value that the company can offer to its clientele and implementing a new innovative approach to business.

Overview of our major competitors

Big Mike's Cigars Overview

| | | | |
|----------|--|---------------|-----------------------------|
| Website: | www.bigmikescigars.com | Headquarters: | Skokie, IL |
| Size: | 1 to 50 Employees | Founded: | null |
| Type: | Self-employed | Revenue: | Less than \$1 million (USD) |

Big Mike's Cigars is a magical place, full of peace where people can relax in their comfortable leather seats and enjoy the holy smoke and taste of their cigars. They are currently based in Skokie, which is in the northern suburbs of Chicago, Illinois.

Honest Reviews from their customers

Cons

- ✚ Poor hospitality, apparently not interested in assisting in Locating 93 and above Rated Cigars.
- ✚ Poor service and social skills.
- ✚ The owner seemed nice, but the staff could care less about work and are just there to hang out
- ✚ smoke, late nights, not much room for growth

Pros.

- ✚ Great indoor cigar lounge. Very family-like atmosphere. It's BYOB, so you can bring your good whiskey to pair with a great selection of cigars sold in-house.
- ✚ There's no better place to enjoy a cigar and a drink. BYOB. Large humidor with a great selection of cigars. Plenty of T.V.s and a pool table. Amazing atmosphere and good people.
- ✚ Great place to enjoy a cigar amongst friends. While the sign out front still says Cigar King, it's under new ownership. Spacious layout with comfortable leather chairs, poker tables, and lots of T.V.s playing sports. This is a BYOB establishment. They have a phenomenal inventory of cigars at all price ranges. The staff is knowledgeable and friendly.
- ✚ Clean and great ventilation!!! Great cigar lounge!!!
- ✚ By far the best place to hang out and enjoy a great cigar. They have a huge pool table and many T.V.'s, and they'll always have main sporting events live. The seats are very comfortable, and the ownership is awesome

Rocky Patel Overview

| | | | |
|----------|--|---------------|----------------------------|
| Website: | www.rockypatel.com | Headquarters: | Bonita Springs, FL |
| Size: | 1 to 50 Employees | Founded: | null |
| Type: | Company - Private | Revenue: | \$10 to \$25 million (USD) |

Rocky Patel cigars were created by Rakesh "Rocky" Patel, entering the market in 1996 with the Indian Tabac cigar line. Ever since Rocky Patel cigars have been known for offering a strong and savory finish, these cigars are mellow-medium to extra full strength and can measure from 4 to 8 inches in size.

Honest Reviews from their customers

Pros.

- Great spot for a casual smoke or to host a group of friends. Plenty of T.V.s and lots of comfortable chairs! Nice selection of cigars from all over. I recommend becoming a member with plenty of perks!
- This place has quickly become my "go-to" cigar lounge. It's got a great location, wide selection in the humidor, friendly & helpful staff, plus the lounge is huge.

Cons.

- The employees need people skills.
- Parking is too small; employees don't know how to talk to their customers.
- Noisy, overcrowded, big selection of cigars, fair prices. Suppose you do not mind large & noisy crowds.

- ✚ The problem is the air vents circulating the cigar smoke out are too small for the open space

Customer Analysis

We anticipate that 85% of all our patrons will be men. Amar Inc. has divided up its clients into the following market segments. These segments are the specialty smoker, the recreational smoker, average smokers, and occasional smokers.

we have analyzed our clients into the following market segments based on their dedication:

- ✚ **Recreational Smokers:** These are known to be chronic smokers of everyday brands but occasionally look for something else.
- ✚ **Average Smokers:** These clients are dedicated to everyday brands but prefer to shop at Amar Inc. rather than markets or convenience stores.
- ✚ **Specialty Smokers:** These are our hard-core smokers who actively patronize Amar Inc. and are looking to find the hardest to find brands that give a unique smoking experience.
- ✚ **Occasional Smokers:** These are people who only occasionally smoke a cigar or cigarette but will sometimes be drawn to Amar Inc due to special occasions (bachelor parties, birthdays, etc.)

While Amar Inc acknowledges that some female customers will be female, Amar Inc. anticipates that 85% of all our patrons will be men. When we launch our online website with online ordering in 2022, this will serve as an avenue to sell to all our potential clients in the U.S. Therefore; we see the number of potential patrons sharply increase in that year.

Market-Product Focus

Marketing Objectives

Amar Inc. marketing objectives include the following:

- Increase sales at a rate of 10-15% per month
- Build brand awareness
- Grow market share
- Target new customers
- Enter new markets internationally or locally
- Improve stakeholder relations
- Enhance customer relationships
- Improve internal communications
- Increase Amar Inc. profit

Target Market

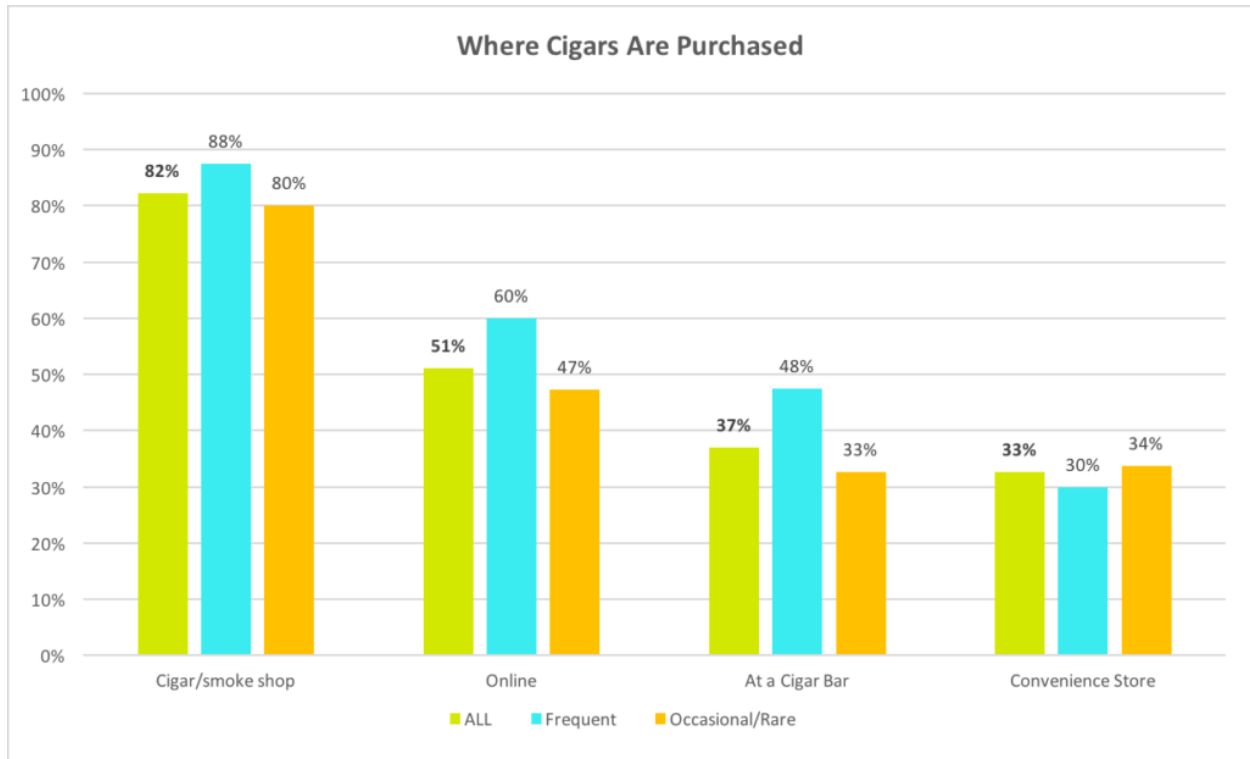
Before starting our cigar lounge business in Chicago, Amar Inc. conducted a market survey and feasibility studies. We are certain that a wide range of people would incessantly patronize our cigar lounge regularly.

Given that, Amar Inc. has created strategies that will enable her reach out to various groups of people who will likely become our loyal customers.

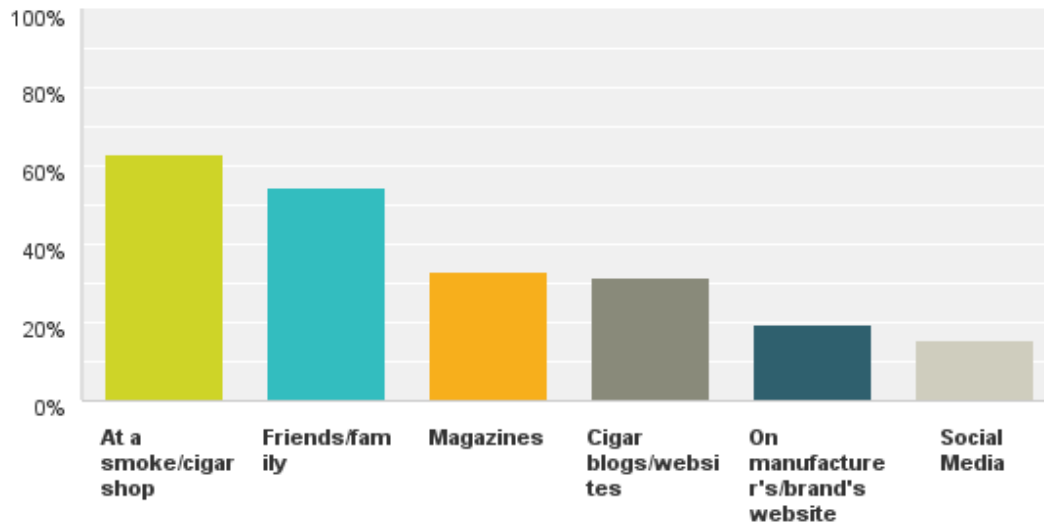
Below is our target market;

- ✚ Corporate Executives
- ✚ Politicians
- ✚ Business People
- ✚ Sports Men and Women
- ✚ Government Officials
- ✚ College Students
- ✚ Tourists
- ✚ Celebrities
- ✚ Taxi Drivers
- ✚ Socialites

CIGAR MARKET SURVEY CONDUCTED BY RESPONSE AGENCY



How do you typically find out about cigars?



Point of difference

One of the factors that will give Amar Inc. a competitive edge is that we have enough packing space, unlike our other competitors, to accommodate the numbers of customers our cigar lounge can contain per time. We do not neglect that we have a passionate and customer-centric workforce that is always willing to go the extra mile to give our customers full value for their money and time whenever they patronize Amar Inc. cigar lounge.

The fact that we are among the few neighborhood cigar lounges in downtown Chicago that sells almost all the brands of the cigar, hard liquors, tobacco, and alcoholic drinks, crafted beers, distilled spirits, liquors et al. available in the USA and obviously that will surely count towards our point of difference in the market place, and also the robust experience of Ninort Youael, our CEO and Joubert, the smoke shop manager is also positive for Amar Inc.

Strategy and Positioning

Strategy

The marketing strategy of Amar Inc. will be to establish a base of Middle Eastern American customers and local people between the ages of 18-40. To that end, the following tactics will be employed:

- ✚ Amar Inc. will be seeking mention in blogs for the Chicago south suburbs and Orland Park area.
- ✚ Amar Inc. will be writing a press release of the grand opening to Future Newspaper and the Arab Horizon, both Arabic and middle Eastern publications that easily circulate in Chicago.
- ✚ Amar Inc. will pay for advertisements on the Metromix website, Google Adwords Express, Yahoo Local, and other popular PPC websites in the state.
- ✚ Amar Inc will optimize the use of the business webpage through Search Engine Optimization (SEO) tasks
- ✚ Amar Inc.'s social media manager will not hesitate to use social media profiles to interact and communicate with past and potential customers

Positioning

The truth about banning smoking in public places is that it's a blessing in disguise for people to start a cigar lounge. No wonder we have cigar lounges positioned in strategic places like airports, cinemas, shopping malls, etc.

Amar Inc. is well-positioned to take on the available market in Los Angeles, California. We are very optimistic and strongly believe that we will meet our set target of generating enough income / profits from the first six months of operations and growing our clientele base.

Amar Inc. knows that one way of gaining approval and winning customers over is to properly position the cigar lounge, ensure adequate security, availability of various brand of cigars, tobacco, alcoholic drinks, and excellent customer service et al.

Amar Inc. is aware that cigar lounges easily attract intellectuals and business people. We know that the airport is one of the places where we can easily tie down these people, especially when they have to wait for their flights et al. that is the reason why we have decided to start the first outlet of our smoke shop in O'hare International Airport which happens to be the third busiest airports in the whole of the United States of America.

We intend to take full advantage of the positioning strategy still available in the area of Amar Inc. We will be the only establishment to carry such items under one roof and offer the knowledge and service to accompany these products. Once the positioning strategy is well in hand at Amar Inc., profit margins should steadily increase. Thus, making certain that all of our commitments, made before opening, will be fulfilled without much difficulty.

Marketing Program

Product Strategy

Our primary focus: Premium Cigars

This will be the big initial draw, and, once in, people will be able to buy beverages and wines that suit their smoke and mood. Again, Amar Inc. will be an establishment conducive to selling such pleasures, which will be a big and attractive draw. Therefore, Amar Inc. will focus on the cigar market to get started, with interest growing in the wines, beers, hard liquor, and coffees.

At Amar Inc, we will not simply carry these items to sell, but they will be sold tastefully and tactfully. A true appreciation for such items, to please the experienced buyer, will be displayed. While at the same time, Amar Inc will also be keeping the environment friendly for the inexperienced buyer to learn.

Pricing Strategy

We will base our pricing strategy on our consumer survey results. To stay competitive, we have taken into consideration the pricing strategy that our competitors use.

The prices of our cigars, tobacco, wines, beers, and other alcoholic drinks et al., will be obtainable in the market. Amar Inc. will even try to sell below the industry's average to attract customers' loads and enhance market penetration. Amar Inc. also has plans to discount her products once in a while and reward her loyal customers.

Coffee: \$3-\$4.50; **Wine:** \$13-\$15; **Wine by the bottle:** \$44-\$88; **Beer:** \$6; **Hard Liquor:** \$12-\$15; **Hard liquor bottle service:** \$200-\$800; **Cigars:** \$6-\$50; If customers don't want to purchase anything and hang out, there will be a \$20 cover charge.

Amar Inc. intends to create the perception that Amar Inc is a modern location for relaxation and entertainment in a social environment.

Promotion Strategy

Amar Inc. is a neighborhood bar, and we will ensure that we create an amusing buzz that will make people in our area know about us and what we do. We are quite aware that one of the effective ways of promoting our cigar lounge is to create special internal promotions, which will help Amar Inc. achieve her aim of leveraging word-of-mouth publicity. Our promotional plan is diverse and will include a myriad of marketing communications.

Here are the platforms we intend leveraging on to promote and advertise Amar Inc.;

- ✚ Amar Inc will encourage the use of word of mouth publicity from our loyal customers
- ✚ Amar Inc will leverage on the internet and social media platforms like; YouTube, Instagram, Facebook, Twitter, LinkedIn, Snapchat, Badoo, Google+, and other platforms (online music forums) to promote her business.
- ✚ We will ensure that we position our banners and billboards in strategic positions all around Chicago
- ✚ Amar Inc will distribute her fliers and handbills in target areas in and around her neighborhood

- ✚ Amar Inc will contact corporate organizations, airport workers, business people, households, landlord associations, and political parties by calling them up and informing them of Amar Inc. and the products we sell
- ✚ Amar Inc will advertise her cigar lounge business on her official website and employ strategies that will help her pull traffic to the site
- ✚ We will also brand all our official cars and vans and ensure that all our staff members and management staff wear our branded shirt or cap regularly.

Distribution Strategy

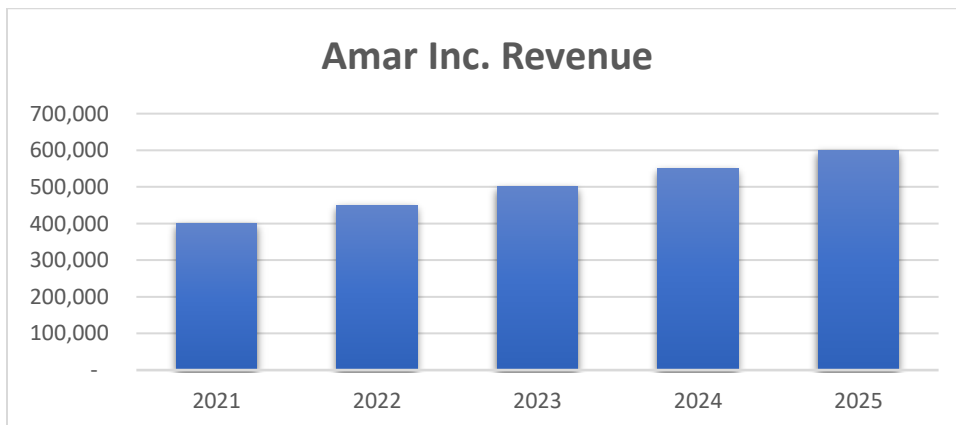
The product that is obtained to sell will come through various channels. And product sold will mainly be through our retail outlet. Amar's customers will be satisfied with the quality of customer service we provide. Amar Inc. will be offering a toll-free line for customer service. Mail order and special-order items will be available upon request.

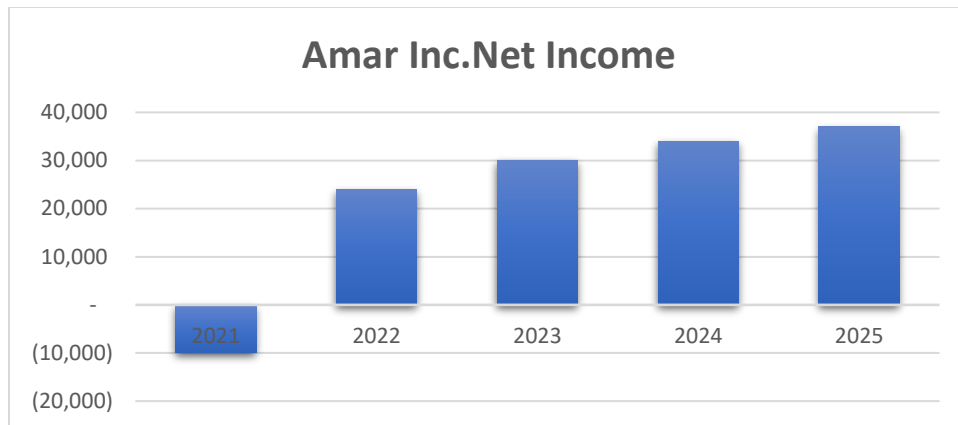
Our advantage comes with how our retail outlet looks and is run. As stated earlier, Amar Inc. will be a place where patrons will enjoy doing business with various levels of expertise.

Financial Data and Projections

| Revenue and Net Income Forecast Highlights (in dollars) | | | | |
|---|--|---------|---------|---------|
| | | 2021 | 2022 | 2025 |
| Revenue: | | 400,000 | 450,000 | 600,000 |
| Net Income: | | -10,000 | 24,000 | 37,000 |

| Financial Ratios | | | | |
|---------------------------|--|------|------|------|
| | | 2021 | 2022 | 2025 |
| Gross Margins: | | -3% | 5% | 6% |
| Operating Margins | | -3% | 5% | 6% |
| Net Profit Margins | | -3% | 5% | 6% |
| Return on Assets | | 100% | 171% | 32% |
| Return on Equity | | -71% | 171% | 32% |





Organization structure

Amar Inc. is a business established to be a pacesetter for how a typical smoke shop should be run in Chicago and even in the United States of America.

Amar Inc. has the goal of assembling a dedicated workforce that will give her customers excellent customer service at all times, a team that will ensure that we will continue to have repeated customers, and a team that will indeed make us the melting pot for smokers and socialites in Chicago.

Given what we stated above, we have been able to follow suits on what is obtainable in the standard cigar lounge in the United States and perhaps improve the structure with time when the need arises. Amar Inc. will work hard to ensure that we only attract people with the right mindset to help us achieve our business goals and objectives in record time.

Below is the organizational structure that we will build Amar Inc. on;





- ✚ Chief Executive Officer- Ninort Youael
- ✚ Smoke Shop Manager- Joubert
- ✚ Bartender / Baristas- Jasmine
- ✚ Accountant- Baseem
- ✚ Procurement Officer-Martin
- ✚ DJ- Sam
- ✚ Customer Service Agent- Michelle
- ✚ Cleaner- Evan
- ✚ Security Officer- George & Billy

Strategy and Implementation Summary

A great strategy with poor implementation won't help the business achieve its goals because it won't take the proper steps to achieve the strategy. A poor strategy with great implementation is also a waste of time and money; the tactical steps may be flawlessly executed, but they won't achieve the company's goals without a strong strategic vision. Both must be equally well-conceived and executed to successfully achieve marketing goals (Jeanne Grunert, 2019).

Our strategy will be to serve people who either truly enjoy or are intrigued by the pleasures that will be offered.

This will be done by offering the following:

-  Great selection
-  Fair prices
-  Knowledgeable service to assist with buying when needed.
-  Creating an environment that makes these pleasures much more appreciable

Evaluation and Control

As a marketing plan moves along, the controls are constantly analyzed to determine how the plan's actual performance compares to the projections. Any changes that need to be made are done based on the analysis of marketing controls. Understanding what the controls in a marketing plan are will help you develop effective performance measurement indicators. (Ruth, 2019)

Number of new customers acquired in a month= 300

Customer lifetime value:

Non-profitable customers=10%

Profitable customers=50%

Very profitable customers 40%

Cost per customer/acquisition. = \$15

Return on Investment for ad-spend =

Customer attrition rates = 5.5%

Social media/brand awareness rates. = 90%

Milestones:

- Opening Online Payment Platforms: **Completed**
- Conducting Feasibility Studies: **Completed**
- Printing of Packaging Marketing / Promotional Materials: **In Progress**
- Creating Official Website for the Company: **Completed**
- Creating Awareness for the business both online and in the neighborhood: **In Progress**
- Opening party / launching party planning: **In Progress**
- Establishing business relationship with vendors – suppliers of all our needed cigars, wine, alcoholic and non – alcoholic drinks, tobacco, and small chops et al.: **In Progress**

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