



**GAIL'S EATERY
ON MAIN**

by:

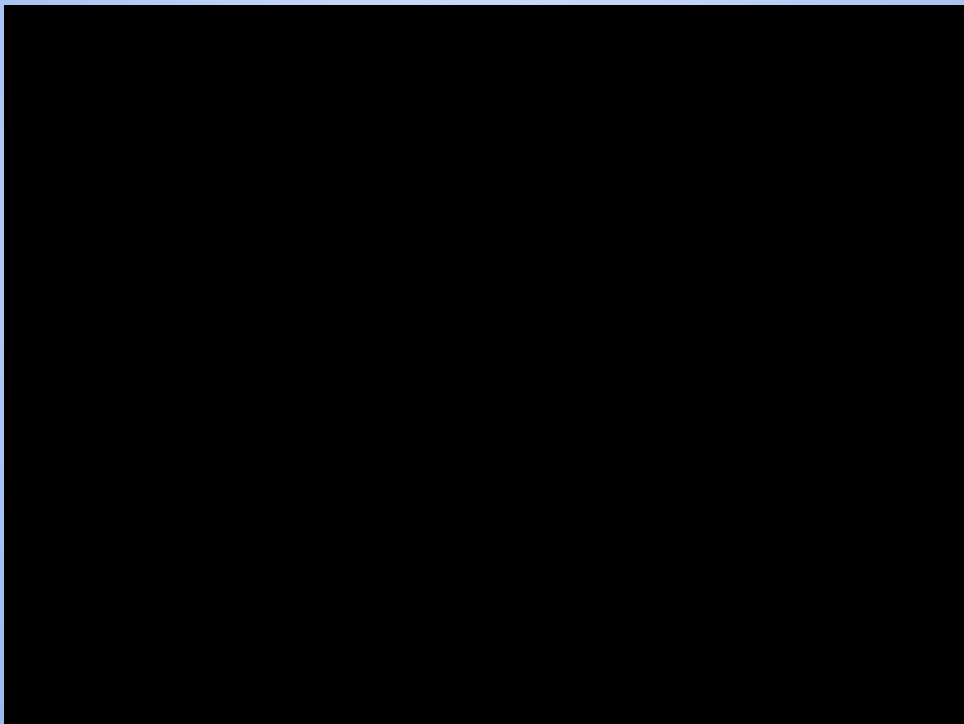
**Jacob Capaldo
Vaughn Edwards
Christopher Breece**

**Shivang Shelat
Melissa Crawley
Roger Lebrun-Williams**

UBERNAUTS



GAIL'S EATERY
ON MAIN





Purpose of Plan

1. Increase brand recognition
2. Form a relationship with local businesses
3. Create a culture around the business
4. Establish Gail's Identity



Objective



“Our mission is to help Gail’s Eatery on Main become the premier breakfast cafe in the Stroudsburg area by establishing a marketing plan to reach a few target markets. With the great food and prime business location, we have several markets within reach.”



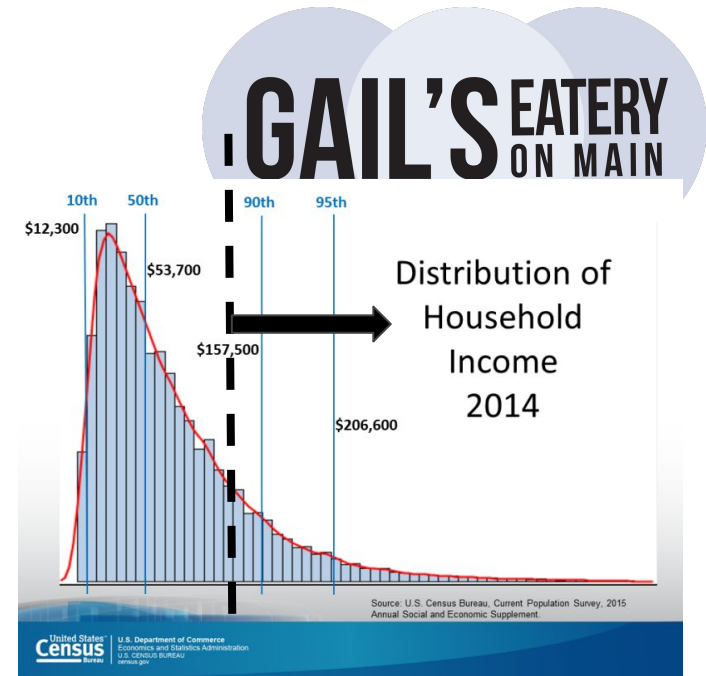
Industry Analysis

Background : *Quality - Connection - Experience*

- **NOT** a diner
- Major industry players

Size and Scope : 22,000 stores, \$12 billion industry, 5.2% annualized income,

37.8% of revenue from highest income quintile, 75% of adults drink coffee

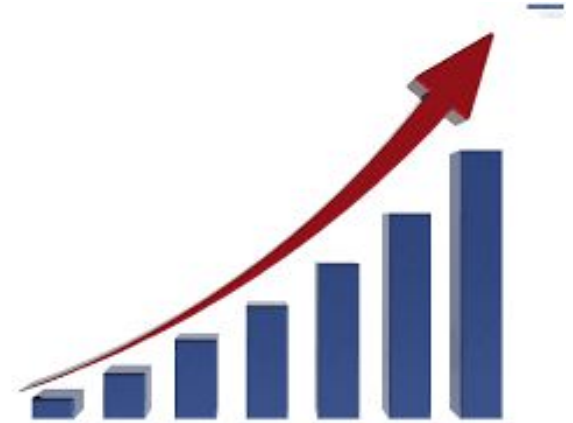


Industry Analysis

GAIL'S EATERY
ON MAIN

Growth/Market Trends

- \$46.2 billion by 2021
- Average annualized growth of 3.7%
- Top 20 companies generate 70% of sales
- Specializing food/drink
- Approaching maturity



Industry Analysis



Environmental Scan

- Economy - 2008 Financial Crisis, employment growth of 10%, GDP expected to be 2%, Millennials are saving more
- Social/Cultural - Ethos of business, options (vegan/vegetarian), meeting place
- Political/Legal - Monetary Policy, Fair Trade practices, small business regulation
- Technological - brewing/cooking equipment, internet and the age of information



Customer Analysis



- East Stroudsburg University
- Local Businesses
- Tourists
- Local Residents
- Families
- Health-conscious Individuals
- Solo Diners: \$10
- Two Top: \$25



Competitive Analysis



- The Cure
- Compton's Pancake House
- Cafe Duet
- Sweet Creams
- Starbucks
- Dunkin' Donuts
- Bar & Grill Restaurants of Main Street



SWOT Analysis



Strengths:

- Local & Organic Structure
- Expansive Menu

Weaknesses:

- Low Social Media Presence
- Lack of Identity

Opportunities:

- Friday/Saturday night dinner
- Network with local businesses

Threats:

- Parking lot at The Cure
- Other Eateries are more timely



Financial Projections



- Projected Revenue 2018 - \$97,300
- Projected Net Income for 2018 - \$1,700
- Current Marketing Budget \$0
- According to the CMO a professional organization of marketing professionals
 - Companies that grew 1%-15% over a year spent an average of 16.5% of revenue on marketing
 - Companies that grew 6%-30% spent on average 22% of revenue on marketing
 - Companies that grew 31%-100% spent an average of 50.2% on marketing



Action Plan/Strategies



- Product:
 - Extend operational hours for weekend(Friday/Saturday).
 - i. Stay open for dinner (6pm-10pm)
 - ii. Offer Desserts after the dinner
 - Begin Catering for any occasions.
 - Do Product sampling.



Action Plan/Strategies



- Pricing:
 - Use premium price model.
 - Capture Value.
 - High Profit Margin: Increase margin percent by using premium price.
 - Psychological advantage
 - i. Premium price offers quality food and prestige experience.
 - ii. Brand Value.
 - iii. Product establishment.



Action Plan/Strategies



- Place (Distribution):
 - Online Ordering- Making it easier for consumers on-the-go (GrubHub, UberEats)
 - Hosting/Sponsoring local events for recognition

- Promotional:
 - Increase Social Media Presence (i.e Instagram, Facebook, Twitter. Snapchat)
 - Have a dessert display for consumers
 - Post Flyers at local business hotels, YMCA and the court house.
 - Specialize names of food items for more appeal



Advertisement/Marketing Communication

The logo for Gail's Eatery on Main features the text "GAIL'S EATERY ON MAIN" in a bold, black, sans-serif font. The text is arranged in three lines: "GAIL'S" on the top line, "EATERY" on the second line, and "ON MAIN" on the third line. The logo is set against a background of three overlapping circles in shades of light blue and grey.

**GAIL'S EATERY
ON MAIN**

Advertising

- Monthly newspaper ads
- Social Media updated frequently
 - Facebook, twitter, and instagram

Personal Selling

- Sampling free products once a week outside

Direct Marketing

- Frequent to go menus to nearby businesses

Advertisement/Marketing Communic


The logo for Gail's Eatery on Main features the text "GAIL'S EATERY ON MAIN" in a bold, sans-serif font. The text is arranged in three lines: "GAIL'S" on the top line, "EATERY" on the second line, and "ON MAIN" on the third line. The logo is set against a background of three overlapping circles in shades of light blue and grey.

GAIL'S EATERY
ON MAIN

Publicity

- Company website
 - Positive feedback posted daily
 - Monthly infomercials
- Host local events/charities

Sales Promotions

- Store window/online displays of food
 - Price incentives (Every 5th coffee is free)
 - Monthly flyers with sales, promotions, and discounts
- 
- A decorative graphic in the bottom right corner consisting of several overlapping geometric shapes in various shades of pink and red, including triangles and rectangles.

Marketing Controls

- Customer Retention
- Customer Feedback
- Newly Acquired Customers
- Sales



ROI-Return on Investment


- **ROI(Return on Investment)=** (Earning - Marketing Investment)/Marketing Investment
- The cost associated with our action plan include
 - Creative Cost
 - Printing Cost
 - Technical Cost (email platforms, social media outreach, etc.)
 - Management Time
- Projected Increase in Revenue 22%
- Budgeted Marketing Investment 5%

- ROI
$$\frac{(\$21,406 - \$5,000)}{\$5,000} = 3.28$$



“Through this marketing plan it is hoped Gail’s Eatery will become one of the Stroudsburg areas most premier cafes. With the idea to promote customer activity, establishing relationships with local and professional businesses, creating a unique identity that will make Gail’s stand out amongst its competition, and increasing social recognition through social media, this café will stand out from the rest. Although competition is out there, whether its from The Cure or Dunkin’ Donuts, Gail’s has the potential to increase volume and presence within the community with its uniqueness, and small town charm. From the courthouse to the college, Gail’s offers everyone a healthy choice you don’t usually find at such a convenience.”

- Melissa Crawley



**“If you are a nobody,
then you will never be
somebody ...
unless you are
somebody else.”**

**- Marilyn Monroe
(Norma Jean)**