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|  | **Marketing Theme: Fun without the Sun** |
| **Category** | **Strategy** |
| My reason for existence: | To provide pet owners within the city of Springfield a safe and fun place for their pets. |
| What sets my business apart from the rest: | An indoor pet park and play-land |
| My ideal customer is: | 1. Springfield professionals working in the 10 mile radius |
| What’s most important to my ideal customer when they are buying what I’m selling: | 1. That their pets are safe 2. Pets can have fun in any weather 3. Exercise |
| What I want to accomplish this year: | * Lease a building * Recruit customers |
| The top 3 things that are going to get me there: | 1. Direct mail in nearby developments 2. Drop-offs in office parks 3. Open house events |
| How much will each program contribute to my revenue/profitability: | 1. Mail – 60% 2. Drop offs – 15% 3. Open House – 25% |
| What will trigger my ideal customer to think of me: | * Being stuck at work and pet needs to be let out |
| Programs I am running to reach my goal | 1. Radio advertising |
| How much money will I need to get it done? | 1. $50,000 |