



Work Based Learning

Module 2, Learning Unit 24

Marketing, Sales & Networking Skills

Partner: Ballyhoura Development





A social enterprise which operates in your area has an established, relatively successful business, making and selling take-away sandwiches, pastries, coffees and drinks. The social enterprise is considering expanding its operation to include an on-site café. A space has been identified which would be suitable for the café, adjacent to the existing business. The existing business operates in a suburban area, with a lot of passing trade, and a steady stream of repeat customers, but few new customers. It is a successful venture and has name recognition in the local area.

The Board of Directors is keen to progress the new venture, however they would like to see a detailed marketing plan before deciding whether to proceed on a pilot basis.

You have been tasked with devising a marketing plan for the new café, and presenting the key elements of the marketing plan to the Board of Directors.

With this in mind, please devise a marketing plan for the potential new café. Include the following:

- 1. Analysis of potential customer base – customer personas*
- 2. What's your USP? Your VP?*
- 3. Competitor analysis – who are they? Where are they? What will differentiate this new business from its competitors?*
- 4. SWOT analysis to understand the broader context and where the café might fit*
- 5. Products: what products will the café offer? On what basis will you select products – cost? Appeal?*
- 6. Resources required – paid or voluntary or a mix?*
- 7. Marketing – what marketing channels will you use? Online? Offline? Where? How will you assess what works to attract customers?*

Having assessed all of the above, identify your marketing goals. Set a target for Months 1 to 6. What will success look like?