

## Faculty of Business, Government & Law

### Student assignment coversheet

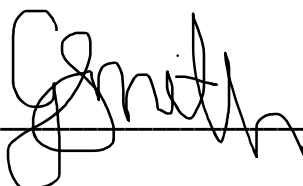
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| <b>Assignment topic</b>       | Marketing Plan  |
| <b>Due date</b>               | 1 <sup>st</sup> of May 2020   |

*You must keep a photocopy or electronic copy of your assignment.*

### Student declaration

- I certify that the attached assignment is my own work.
- Material drawn from other sources has been appropriately and fully acknowledged as to author/creator, source and other details as set out in the BGL Faculty *Good Essay guide*.

Signature of student: \_\_\_\_\_



Date of submission: 1/04/20

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## **BEYOND BURGERS MARKETING PLAN**

### **1.0 EXECUTIVE SUMMARY**

#### **1.1**

Beyond Burgers is a new vegan/vegetarian burger restaurant that will be located in Braddon, ACT. The organisation brings a new unique concept to Canberra that has not yet been seen. The following document will provide a detailed analysis of the business entity Beyond Burgers. This will be achieved through providing a succinct environmental analysis, of the political and legal, economic, social, technological and environmental factors. While outlining a detailed competitive analysis which includes detailed graphs, and a table containing competitor analysis components. Additionally, particular strengths, opportunities, threats, and weaknesses are depicted. Furthermore, Beyond Burgers product strategies, pricing strategies, promotion strategies, distribution strategies, are discussed and reviewed. Next, other aspects of marketing and important marketing notions are evaluated and implemented. The execution and implementation of the plan will then be addressed. Consequently, the plan will make conclusive statements about Beyond Burgers, regarding their external and internal environment, with additional recommendations mentioned.

## **1.2: INTRODUCTION**

### **1.2.1**

The following Marketing plan will provide a detailed and insightful discussion about Beyond Burgers and its industry. Additionally, the plan emphasises the purpose of operation, and highlights the vision, mission, and goals of Beyond Burgers.

Beyond Burgers objective is to deliver good quality vegetarian and vegan burgers to the Canberra scene. The organisation believes that there is a lack of vegetarian or vegan options available to people currently, however they want to change this by offering a dining experience that is unique and fresh. Beyond Burgers would be offering numerous products which includes a wide range from burgers to smoothies that are marketed as fresh and healthy.

#### **Vision**

At Beyond Burgers we see an opportunity to capitalise on the niche market of vegetarian and vegan food that we can sell at an affordable price. We are offering an exclusive experience for our customers unlike other burger restaurants, who only offer few choices for vegetarians or vegans. We aim to use this to our advantage by offering services that other businesses simply cannot compete when it comes to vegetarian or vegan food.

#### **Mission**

Beyond Burgers is a dining in/takeaway experience that delivers high quality vegetarian and vegan food at an affordable price, that is placed in a great location to enjoy quality food with family or friends.

#### **Goals**

- Use marketing effectively to build the growth of the business early
- Maintain a high level of customer service

- Keep preventable business expenses down e.g. food wastage, labour
- Earn \$550,000 amount during the first 2 years of operating

## Objectives

- Done through social media, radio, and tv advertisement campaigns
- Minimise wait times for food, and efficient seating for patrons wishing to dine in
- Purchasing products for Beyond Burgers at a competitive price from vendors, not over staffing the restaurant (penalty rates etc. will blow out expenses)
- Review sales data from Beyond Burgers to figure out when the restaurant is operating at higher capacity to then market their promotions around that, to maximise the business' potential earnings.

## 2.0 ENVIRONMENTAL ANALYSIS:

|                        |   |
|------------------------|---|
| <b>Political/Legal</b> | <ul style="list-style-type: none"> <li>- Change in tax levels can change consumer spending</li> <li>- Change of government can completely change how a venue is allowed to operate</li> <li>- Noise restrictions after certain times</li> <li>- Changes/ability to gain licences will make it harder to gain certain licences the business would like to obtain before opening</li> </ul> |
|------------------------|---|

|                      |  |
|----------------------|--|
| <b>Economic</b>      | <ul style="list-style-type: none"> <li>- Recent events (COVID-19) may cause consumers to limit spending until everything resumes back to 'normal'</li> <li>- Change in a family's disposable income, can limit/increase spending</li> <li>- Low unemployment rate, means there is a high level of access to jobs and income (increased spending)</li> <li>- Increase/Changes to interest rates/wage rates and exchange rates</li> <li>- Change in supply and demand of products needed for the business</li> </ul> |
| <b>Social</b>        | <ul style="list-style-type: none"> <li>- Looking towards the younger population (17-24) as that is a common age of vegans.</li> <li>- Vegan food has a niche market, meaning the older (40+) population is yet to get on board and it is a recent change in living</li> <li>- Slowly increasing vegan market can increase popularity of the business</li> <li>- Increasing focus and market demands for companies that are socially/ethically responsible</li> </ul>   |
| <b>Technological</b> | <ul style="list-style-type: none"> <li>- As technology improves the venue will have to constantly update, and stay on top of all new equipment (e.g. speakers, till systems etc)</li> <li>- NBN/Internet access can crash causing potential issues</li> <li>- The use of social media increasing and allowing customers to do and say anything publicly about the business (good or bad)</li> </ul>  |
| <b>Environmental</b> | <ul style="list-style-type: none"> <li>- 'Saving the planet', no use of animals/animal products</li> <li>- May have issues when trying to order seasonal fruits/vegetables when out of peak season</li> <li>- Extremely hot summers can change consumer habits (e.g. going to the coast or on a holiday to get out of Canberra)</li> <li>- Reduce/remove use of unnecessary plastics and other wasteful materials</li> </ul>   |

### **3.0 COMPETITIVE ANALYSIS**

#### **3.1 Analysis of the target market**

Beyond Burgers brings a different concept and provides niche products to Canberra and its market. This means they have a concentrated target market for their products. The market segments for Beyond Burgers can be split by the geographical location, demographics and psychographics of the consumers.

The geographical location for the targeted market would be residents all around Canberra. Specifically, the areas and neighbourhoods around Braddon. These locations are targeted because they are the closest to the restaurant and more likely to purchase products for dine-in, takeaway or use delivery services more regularly. The rest of Canberra is also targeted to purchase Beyond Burger's products because considering the unique selling proposition on offer, the target market would be willing to travel to Braddon. As a new company to the market, and a smaller restaurant, targeting just Canberra is the best option to target until the business grows and possible opportunities arise.

The demographics of Beyond Burgers can be split into age, income, lifestyle groups, religion and generation. Research suggests that 75 percent of the age of vegans and vegetarians in Australia are woman aged 18 -35 (NewsComAu, 2019). This evidence gives reason to target people aged 18-35 in Canberra who live a vegan/vegetarian lifestyle. This is because Beyond Burgers create vegetable-based products so it will attract people who live vegetarian and vegan based lifestyles. The restaurant's products would be most suitable for customers with some form of a disposable income seeing that it is not a necessity to eat out or get takeaway on a regular basis. Religion also can play a role into who the organisation should target. In some religions, they choose to live a

strict vegan/vegetarian diet. This means the products at Beyond Burger will appeal to them. The organisation can also target generation Z (people born in 1995 -2025) when looking at their target market. This is because generation Z has been predicted to have the largest population of plant-based eaters by 2021 (Vegan News, 2020). By targeting these specific demographics of the target market, it attracts the right consumers to the restaurant and ultimately a greater number of consumers.

The psychographic segmentation for the target audience can be split into their personality as a consumer and behavioural segmentation. Beyond Burgers is able to target people who live a social life by creating a big social atmosphere in the restaurant for its customers eating at the restaurant, but also provides the takeaway services for people who would rather eat their food in the comfort of their own home. Behavioural segmentation can play a big role in who Beyond Burgers is best to target. Behavioural segmentation can be split into their knowledge, attitudes and responses to a product. Consumers knowledge about vegan/vegetarian foods can be a key aspect of who will choose to buy Beyond Burgers products. If the consumer knows about the food and what goes in it, they are more likely to buy it. Their attitude to the products is also important. The organisation wants to target consumers who are pro vegan/vegetarian food. If the consumer has a positive attitude to the type of products offered, they will be the consumers to purchase the products. This leads to the responses from the consumer of the product. Beyond Burgers wants positive responses from their products. They rely on their target markets responses to be a reflection of their products. One more type of segmentation that can be considered in the psychographics of the target market would be benefits sought segmentation. This is the benefits the consumers seek from a product. Beyond Burgers provides vegan/vegetarian products that can have different benefits to that of a restaurant who provides



meat products. They are able to target consumers who are seeking specific benefits that Beyond Burger can provide.

### 3.2 Analysis of the competitive environment

Below is a table identifying Beyond Burgers main competitors. Many restaurants in hospitality can be considered a competitor from the products Beyond Burger is producing however their biggest rivals are as follows:

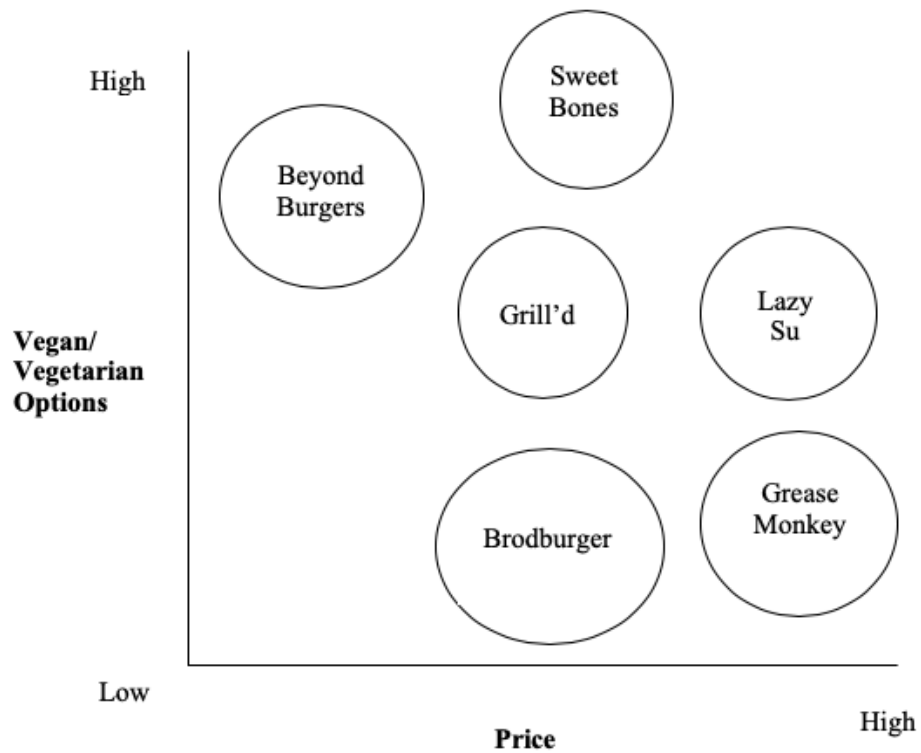
|                      | Location   | Price Range   | USP  | Target Audience   | Advantages   | Disadvantages   |
|----------------------|--|---|--|---|--|---|
| <b>Grease Monkey</b> | Lonsdale Street Braddon and portable option for events | Burgers: \$18 - \$24 with the vegan option being the highest price<br><br>Sides: \$8-\$10 | Bar atmosphere<br><br>Unique burgers and ingredients<br><br>Serves fried chicken & pizza | Geographical: Canberra residents<br><br>Demographics: single/ couples without children, 18-35, some disposable income<br><br>Psychographics: Enjoys socialising and drinking alcohol<br><br>Behaviour: Enjoys indulging in food and seeks no benefits from the nutrition of the products, meat eaters | Central location<br><br>Large space for many customers at a time<br><br>Range of delivery partners | Only one vegan option<br><br>Greater price for same products when compared to other restaurants |
| <b>Grill'd</b>       | Multiple locations Nationally                          | Burgers: \$10.50 – \$16   | 'Healthy Burgers'  | Geographical: Australian residents, specifically cities   | Various locations  | Same menu at all locations  |

|                   |   |  |  |   |  |  |
|-------------------|---|--|--|---|--|--|
|                   | 4 stores in Canberra  | Sides: \$4.50-\$8.90                                   | <p>Large range on vegan/vegetarian options</p> <p>Casual dining</p> <p>Markets RSPCA approved meat</p> <p>Gives back to the community with 'Local matters'</p> | <p>Demographics: Families, people aged 16-55</p> <p>Psychographics: Community values that meet Grill'd's values, anti -animal cruelty values and attitudes, both social and non-social people, targets people who are vegans/vegetarian</p> <p>Behaviour: Seeks healthy meals, seeks benefits from consuming their products, likes to dine casually</p> | <p>Well-known brand</p> <p>Large range of burgers and ingredients</p> <p>Loyal customers</p> <p>Range of delivery and takeaway options</p> <p>Large target market because of their big menu and opportunities to cater for their consumers</p> | <p>Has a family dynamic – they cater for children</p> <p>More commercial based – they have many locations therefore less unique</p>  |
| <b>Brodburger</b> | Multiple locations in Canberra and portable option for events | <p>Burgers: \$11 – \$21</p> <p>Sides: \$3 - \$7.50</p> | <p>Street style, no fuss burgers and sides</p> <p>Casual dining</p> <p>Offers 'Broddog' hotdogs</p> <p>Unique style of burgers</p>                             | <p>Geographical: Canberra residents</p> <p>Demographics: Ages 18-35 and families</p> <p>Psychographics: Likes craft beer and has a social lifestyle because they have to leave the house to get the products</p> <p>Behaviour: Enjoys indulging occasionally, meat eaters</p>   | <p>Online ordering options</p> <p>Partnerships with local craft beer companies e.g Capital Brewing Co</p> <p>Well known in their target market</p>   | <p>Smaller range of products when compared to competitors</p> <p>Only has one vegan option and one vegetarian option</p> <p>Doesn't offer delivery services</p> <p>Small restaurant and commercial spaces for staff to work in</p> |

|                                 |                         |   |  |  |   |  |
|---------------------------------|-------------------------|---|--|--|---|--|
| <b>Sweet Bones Bakery /Café</b> | Lonsdale Street Braddon | <p>Main meals: \$16.50 - \$21.50</p> <p>Drinks \$3.50 – \$8.50</p>                              | <p>Vegan food</p> <p>Rustic café/bakery vibe</p> <p>Specialty homemade vegan delights</p>  | <p>Geographical: Canberra Residents</p> <p>Demographics: Family friendly, woman ages 18-35 (most common demographic for vegans)</p> <p>Psychographics: People who live a vegan lifestyle and are conscious of their animal product intake</p> <p>Behaviour: Seeks benefits from the products, knowledge about eating meat and the benefits of veganism</p> | <p>Large menu with large range of vegan substitutes</p> <p>Provides Breakfast and Lunch 7 days a week</p> <p>Loyal customers for small café</p>                   | <p>Small space, often wait for tables</p> <p>Niche target market</p> <p>Dine-in only – no takeaway or delivery services (for main meals)</p> |
| <b>Lazy Su</b>                  | Lonsdale Street Braddon | <p>Main meals: \$21-\$34</p> <p>Sharing plates: \$8 - \$15</p> <p>Single drinks: \$9 - \$24</p> | <p>Asian infusion</p> <p>Cocktail bar</p> <p>‘Asian Easting House’</p> <p>Unusual and quirky food and drinks</p> <p>Unique atmosphere with highly trained staff</p> <p>Vegan options</p> | <p>Geographical: Canberra Residents and surrounds</p> <p>Demographics: Couples, singles, aged 18 – 40</p> <p>Psychographics: Vegans, foodies, social people, bar hoppers</p> <p>Behaviour: Likes to indulge in food and drinks, seeks health benefits from some products</p>   | <p>Many vegan / vegetarian options – provides vegan banquet</p> <p>Bar atmosphere</p> <p>Takeaway available</p> <p>Provides an experience as well as products</p> | <p>No delivery partners</p> <p>Expensive</p> <p>Bookings essential</p> <p>Not casual</p>   |

## Positioning

Below is a graph that represents where Beyond Burger would sit with their competitors when looking at vegan options vs price.



## 4.0 SWOT ANALYSIS

### SWOT Analysis for Beyond Burgers

|  |   |
|--|---|
| <p><b>STRENGTHS (INTERNAL)</b></p> <ol style="list-style-type: none"> <li>1. Only outright V/V burger restaurant in the area</li> <li>2. Limited competition</li> <li>3. Able to provide delivery/takeaway options</li> <li>4. In a high foot traffic area, potential for lots of walk in's</li> <li>5. Offer Vegan friendly alcoholic/non-alcoholic drinks</li> </ol> | <p><b>WEAKNESSES (INTERNAL)</b></p> <ol style="list-style-type: none"> <li>1. Established restaurants have V/V options as a part of the menu already</li> <li>2. Niche market (only V/V options)</li> <li>3. Potentially small area for seating/beer garden</li> <li>4. Delivery services take a % of money from all orders they deliver, which means we are losing out on some profits</li> <li>5. V/V products are not popular as of yet</li> </ol> |
| <p><b>OPPORTUNITIES (EXTERNAL)</b></p> <ol style="list-style-type: none"> <li>1. Tap into the growing vegan market</li> <li>2. Become the first exclusive Vegan burger restaurant in area</li> <li>3. Expand/Franchise if successful</li> <li>4. Use new technologies which will limit human error</li> <li>5. Be the 'go to' spot for V/V food</li> </ol>             | <p><b>THREATS (EXTERNAL)</b></p> <ol style="list-style-type: none"> <li>1. Very small target audience</li> <li>2. Vegan products can be expensive to purchase</li> <li>3. Many other burger restaurants nearby</li> <li>4. Have to make sure everything is 100% vegan otherwise will cause issues.</li> <li>5. Expensive to start up and cover costs</li> </ol>   |
| V/V – Vegan/Vegetarian   |   |

## 5.0 Marketing tactics and strategies

### Product and services

Beyond Burger operates as a quick service restaurant focusing on vegetarian and vegan cuisine as its main product. Their core product is their range of vegan/vegetarian burgers and they also offer sides such as chips, salads, vegetables, beverages, sweets and desserts. Customers are able to mix their own choices of ingredients to make their own burgers which caters to a wider range of customers.

### 5.1 Product related tactics

## **Beyond Burger product concept**

### **Core products:**

- Healthy option
- Boost the trend of assisting people to switch to vegan and vegetarian diet and practice compassion towards animals
- Local point of sale is convenient for customers to access the vegan and vegetarian market
- Provide food for customers hunger
- Create your own burger

### **Actual Products:**

- Vegetarian Burgers
- Sides
- Toppings
- Beverages: Smoothies, non-alcoholic drink, fresh juices
- Array of organic ingredients
- Menu
- 60 seated venue
- Amenities
- The venue is powered by solar panels and a Tesla battery

### **Augmentable product:**

- Updates on new products
- Takeaway and food delivery of burgers

- Additional toppings provided without cost
- Nutritional information: animal free products, no artificial flavours, no colour added and no preservatives
- Discounts and reward cards
- Customer services; greetings
- Providing a free replacement burger if returned
- Fast order taking and reservations
- Access to special events
- Nontoxic cleaning
- Online information

### **Product differentiations:**

The combination of organic products, sustainability, environment and the atmosphere make this restaurant different from other competitors.

- The burgers are tasteful and appealing
- Array of natural and organic products
- If you sign up to the website, you are given a 10% discount on your order
- We offer rewards cards that are stamped each time a customer buys a burger and every 10<sup>th</sup> stamp we offer a free burger
- Takeaway options
- “Create your own burger” this allows the customer to completely customise their burger to how they like it.
- We do our best to satisfy customers

- Able to order through a mobile app
- We ask for feedback
- Create a friendly atmosphere

### **Branding Positioning:**

Beyond Burger aims to create a strong brand in their target markets based on beliefs and values to engage customers on a deep, emotional level as stated in lecture 7 (Khan, 2020, p.47).

Beyond Burger is uniquely positioned to act on growing customer interest in great tasting, nutritious, higher protein content and plant-based products. The brand will also tap into growing public awareness of issues connected with animal protein, human health and animal welfare.

### **Product Life Cycle:**

Beyond Burger is in the introduction stage of the product life cycle. Beyond Burger will heavily invest in attaining new customers and sales and profits will initially be low or negative.

## **5.2 Distribution**

Beyond Burger will use Channel 2, a customer marketing channel as stated in lecture 10 (Khan, 2020, p.18). Purchases of organic products are made by the restaurant's owner from a high-quality producer and the business will distribute the final products to customers through selling. This will be the main intermediary for the business. This distribution strategy will best reach the needs of the target market. Serving healthy delicious quality foods prompts customers to return.



Beyond Burger will rely on traditional telephone and walk ins as other distribution channels in making the product and service available to customers. Restaurant staff will engage and provide a personal connection with customers which will provide added value.

Beyond Burger will have a cultured website that includes a booking platform. The booking platform will have a mobile app version for Apple and Android to give customers the convenience of making reservations in their own time to provide added value. Beyond Burger will develop strong relationships with local organic restaurants for distribution of their products and services in the chance they will recommend our restaurant.

### **5.3 Price related**

Beyond Burgers average burger price is \$18.50 plus additional for sides that vary from \$3- \$12 dollars.

As the competition is high in the quick service restaurant industry, Beyond Burger will adopt “Customer Value- Based Pricing” as their pricing strategy. This strategy refers to the development of setting prices based on the customers perceived value of the product, meaning the restaurant will base their pricing on how much the customer believes a product is worth as stated in lecture 9 (Khan, 2020).

Restaurants that offer unique and highly valuable foods like Beyond Burger are better positioned to adopt this pricing strategy.

#### **Customer value-based pricing:**

- The price has been made around customers perceptions on the value

- Meeting customers satisfaction of high value products and service
- Customers will pay a higher price knowing they are supporting health, the environment and animal welfare

#### **Internal and external consideration:**

- **Fixed Costs** - related to non-production costs such as rental costs, permanent staffing and marketing costs
- **Product differentiation** - our products have many unique characteristics in order to attract customer so a higher price can be warranted
- **Demand for the product** - level of demand will be monitored and price altered when required
- **Producers** - if the cost of producing raw plants goes up this can affect the price of the finished product
- **Economic conditions** - inflationary and deflationary periods can affect prices.
- **Competitors pricing** - suitable prices can deter new competitors from entering the market

In the long term, the price must be set at a reasonable price so that customers return, and the restaurant reaches their maximum revenue. While customers won't purchase burgers that are priced too high, the restaurant won't succeed if its profit margins are too low to cover costs.

#### **5.4 Promotion/Communication related**

Beyond Burger will use an integrated mix of marketing strategies. A combination of advertising, campaigns, direct and digital marketing will be utilised to reach out to customers. Beyond Burger will use a restaurant manager to manage marketing strategies.

### **Beyond Burger marketing message:**

We provide high quality foods with great value and feature a large selection of healthy burgers with high nutritional importance. Customers will enjoy our ready to eat food that is made from plant-based foods and we intend to offer exceptional and personalised service. The restaurant will focus on the concepts of no animal protein, human health and animal welfare.

### **Informative Advertising**

- Feature spot on herCanberra.com.au: 15 healthy places to eat in Canberra
- Brochures and flyers with the mission statement and website name and address and pictures of the products and venue
- Radio announcements on Canberra FM stations: 104.7 and 106.3
- Word of mouth
- Beyond Burger app

### **Campaigns**

- Grand Opening signaling a formal launch with live entertainment, complimentary sliders and special discounts.
- Early bird offers: Free lunch day in the first month of the new outlet on Mondays from 11.
- Coupons for returned customers.

### **Direct and digital**

Beyond Burgers will have a website: [www.Beyondburger.com](http://www.Beyondburger.com). They will also have social media platforms to promote the business, which include:

**Facebook:**

- Communicate with customers and target markets
- Reach out and create brand awareness
- Create connections and a Beyond Burger community
- Monitor customer feedback

**Instagram:**

- Engagement with customers and target markets visually
- Inspire customers with images
- Share images of actual products
- Customer to customer marketing

**Snapchat:**

- Share video content
- Delivers entertainment for customers and target markets
- Less competition than other platforms

**Website:**

- Share upcoming sales/deals
- Provide information about upcoming events
- Create and increase conversion of social followers
- Create business and product knowledge

## **5.5 Others**

### **People related**

The employees working for Beyond Burger are one of the most significant aspects of the service delivered at the restaurant. Beyond Burger will hire qualified chefs who have a passion for sustainability and vegetarian and vegan foods and will be responsible for menu creation, preparation of food and cooking roles. An experienced restaurant manager will be hired to run the restaurant operations including staff, payroll, customer concerns and marketing strategies. Initial and ongoing training will be provided on networking, communication and negotiation skills in providing good customer service. Other training programs will include safe food handling and worker protection. Beyond Burger will pay staff a competitive salary.

### **Process**

Beyond Burger is open every day where customers can buy their burgers at lunch or dinner time. There are table and booths for customers to eat at and a counter for them to order takeaway at. Beyond Burger will launch an application for smart phones which will allow customers to order their food and be delivered to their home punctually. For customers dining in, a waiter or waitress will promptly greet them in a friendly and professional manner, pulls out tables and chairs and quickly runs through the menu. Beyond Burger will also have multiple social media accounts for the customers to see new information about their business and their products.

### **Physical Evidence**

Beyond Burger will provide a clean and trendy uniform for all staff members which have been customise designed to suit the restaurant. The restaurant layout and functionality, the temperature, colour, noise and smells will also underpin this experience. At the end of the day all

equipment must be cleaned and rearranged to ensure the restaurant looks welcoming for the next day. Beyond burger will also provide regular maintenance to ensure all products are replaced if needed.

## Marketing ethics

Beyond Burger is a highly ethical business that focuses marketing on truthfulness and social responsibility. They will market an accurate representation of their products and services and offer value and integrity. They will support the needs of customers and accept consequences of marketing practices. All legal standards will be adhered to and practiced by the marketers.

## 6.0 EXECUTION AND IMPLEMENTATION OF THE PLAN

### Marketing Plan Timetable

| Beyond Burger- Marketing Plan (May 2020 to May 2021) |  |     |      |      |        |           |         |          |        |         |          |       |       |     |
|--|--|-----|------|------|--------|-----------|---------|----------|--------|---------|----------|-------|-------|-----|
| Task   | 2020   |     |      |      |        |           |         |          |        | 2021    |          |       |       |     |
|  | April  | May | June | July | August | September | October | November | Decem- | January | February | March | April | May |
| Product  | Sourcing vegetarian and vegan friendly produce<br>All food is prepared on site<br>Food served at a reasonable price  |     |      |      |        |           |         |          |        |         |          |       |       |     |
| Price  | Pricing based on the cost of production  |     |      |      |        |           |         |          |        |         |          |       |       |     |
| Promotion  | Website and mobile app content<br>Outdoor advertisements<br>Paid magazine advertising and radio advertising<br>Live music events<br>Social media content: Instagram, YouTube and targeted Facebook Ads |     |      |      |        |           |         |          |        |         |          |       |       |     |
| Place  | Located in the heart of the Canberra CBD<br>Mobile app launch  |     |      |      |        |           |         |          |        |         |          |       |       |     |
| People   | Staff training and development<br>Ongoing development of all aspects of training provided through initial induction  |     |      |      |        |           |         |          |        |         |          |       |       |     |
| Process  | App improvement and development  |     |      |      |        |           |         |          |        |         |          |       |       |     |
| Physical Evidence                                    | Ongoing quality control and OHS inspections  |     |      |      |        |           |         |          |        |         |          |       |       |     |

### **6.1.1 Customer Value-Driven Marketing**

Beyond Burger's marketing strategy is directly orientated towards our customers, outlined by the market segmentation. The products are unique and can be differentiated from competitors, designed to give Beyond Burgers a competitive advantage in the market. The integrated marketing mix outlined above shows the commitment to vegan/vegetarian produce being sourced at a reasonable price to pass on the savings to Beyond Burger customers. Alongside this, the organisation will use modern technology to expose their business to the wider community, through paid advertisements. To maintain this high standard, they will undergo ongoing quality control and other standard testing.

### **6.1.2 Execution of Plan in the Time Frame**

Beyond Burger's marketing strategies aim at creating customer lifetime value by generating loyalty going beyond the basic service provided by competitors. Alongside this, they aim to build brand equity that has an effect on the customers response to the product or its marketing. Customer interaction using the Beyond Burger app and other advertising campaigns will build customer esteem and develop customer needs to purchase the product on a recurring basis. The organisation's marketing campaigns such as utilising social media and live music, are designed to expand the customer base by physical advertisements and word of mouth. These campaigns have a focus of being implemented in the first period of business from May to November and will be carried on in the second period with less investment required. The second period has a focus on maintaining high quality products and reaching out to potential segments of the market that would otherwise be ignored. This includes developing updates to the app and hiring well known acts to perform encouraging people to visit Beyond Burger even if they are not vegan/vegetarian.

## Marketing Expense Budget

|   | Marketing Expense Budget |                      |
|---|--------------------------|----------------------|
|   |                          |                      |
| Marketing Expense Budget                  | May-Nov                  | Dec-May              |
| Advertising                               | \$ 15,000.00             | \$ 10,000.00         |
| Graphics and Printing                     | \$ 1,000.00              | \$ 1,000.00          |
| Live Music                                | \$ 1,000.00              | \$ 1,000.00          |
| Other                                     | \$ 2,000.00              | \$ 2,000.00          |
| <b>Total Sales and Marketing Expenses</b> | <b>\$ 19,000.00</b>      | <b>\$ 14,000.00</b>  |
| <b>Percentage of revenue</b>              | <b>6%</b>                | <b>4%</b>            |
| <b>Revenue</b>                            | <b>\$ 327,600.00</b>     | <b>\$ 327,600.00</b> |

## 6.2 Marketing Breakdown

As the table shows above – most of the marketing expenses are attributed to general advertising. This includes promoting and establishing the mobile app that aims to increase the visibility of our brand alongside convenience for customers. In addition to this, Beyond Burger plans on utilising magazines and outdoor advertising that is included in the advertising budget. Research undertaken by the Australian Journal of Business Management suggests that businesses marketing budget should be three to six percent of sales (Huang 2012). Beyond Burger expects that the marketing budget will be above a sustainable level for the first six monthly period, given that greater publicity is needed to promote Beyond Burger to be able to penetrate into a niche market. The second six monthly period includes a savings of \$5000, moving into a more



sustainable level of marketing expenditure that will continue to promote Beyond Burger after the initial wave of marketing campaigns.

Beyond Burger's expenses towards marketing seem very well matched because the bulk of marketing expenses will be put into the key elements for building a loyal customer base, expanding the business beyond exclusively offering a product but an overall experience through our app and live music. Their focus is to generate as much awareness for the business within the first period from May to November, which is demonstrated by an increased marketing budget that will be lowered after this initial period.

## **6.3 Control Mechanisms**

### **6.3.1 Designing a Control Mechanism**

Beyond Burger will continually use strategic control to maintain the marketing strategies are consistent from a critical long-term perspective. This will be the responsibility of the Beyond Burger in house marketing team and broader management to ensure a standard is maintained. This will involve an objective analysis of Beyond Burger's organisation and its ability to maximise its strengths and market opportunities.

### **6.3.2 Measuring Control Mechanism and Corrective Action**

Beyond Burger will implement operating control by measuring the businesses forecasted performance alongside actual performance and success in achieving business objectives. This will be achieved by monitoring customer feedback, purchases and profit margins and analysing the return on investment for marketing. Beyond Burger's management will be equipped to take prompt corrective action if required to maintain the forecasted success. Corrective action

includes implementing an emergency marketing fund to safeguard the business from competitors that pose a threat to the continued success of Beyond Burger. This fund can be utilised to increase promotional campaigns in response to competitors or external environment changes, outlined in the SWOT analysis. They will be track planned vs actual results for each of the marketing campaigns and take corrective action where necessary to maximise the effectiveness to forecasted sales. These results will allow Beyond Burger to recognise the best growth strategy moving forward, whether that involves diversification into another market or maintaining the strategy of market penetration pursuing a gap in the market.

## **7.0 CONCLUDING REMARKS INCLUDING RECOMMENDATIONS**

Beyond Burgers will be a new hot spot for fresh, good quality vegetarian and vegan food. The service will be prepared by qualified, and passionate chefs. The business opportunity provides an exciting modern concept that we believe is under-represented in this market. Beyond Burger would aim to use this to their advantage by offering products and services that other businesses simply cannot compete with when it comes to vegetarian or vegan food. The organisation will be utilising innovative marketing techniques which aims to secure a loyal customer base.

Subsequently, this will help grow the business by word of mouth. The location of Beyond Burger facilitates word of mouth well, since it's in a high foot traffic area, further increasing the businesses exposure. Beyond Burger will have good product differentiation; customers can choose from an array of natural and organic products being:

- Create your own burger using a mix of fresh ingredients
- Beverages: fresh juice, smoothies, alcoholic/non-alcoholic
- Sides and toppings

Overall, our mission at Beyond Burgers is a dining in or takeaway experience that delivers high quality vegetarian and vegan food at an affordable price, that is placed in a great location to enjoy quality food with family or friends.

## 8.0 REFERENCES

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