





Corny Classics Marketing Plan

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Executive Summary

Corny Classics is an upcoming classic Hollywood-themed brand that specialises in creating a memorable experience for consumers through popcorn and a photography booth. The signature flavours of Corny Classics popcorn include Churros flavoured Mary Poppin', Cookies and Cream Ghost Poppers and Seasoned Salt Singing in the Rain. As Corny Classics' goal is to dominate the 'Other Food Retailing' industry at QUTopia, levitating these products to a premium standard must be executed precisely.

It has been found that the economic and social aspect of the QUTopian, domestic and international setting will directly affect the marketing method of Corny Classics. In terms of competition, Corny Classics competitors in the food industry are Guilty Indulgence, Icedream, SoCal Treats, Ice Ice Baby and Beef Jerks. While for the photography industry, Selfies with the Stars, #SnapSolutions and Prints Charming are a competitive threat.

As for the target market, Corny Classics will engage with the 'Film Fan' group. This group consists of female and males between the ages of eighteen to twenty-five, are Young Optimists according to the Roy Morgan Segment Values, earn a moderate income and are interested in cinematography. However, as this target audience is too broad the ages seventeen to twenty-five are targeted instead.

For Corny Classics to measure the success of their products, four objectives, consisting of two financial and two marketing goals have been outlined.

1. A total of 15% profit gained.
2. At least aim for a 20% marketshare in QUTopia's 'Other Specialised Food Retailing' industry.
3. 70% awareness level after each Market Day.
4. Achieve a target of 70% customer satisfaction.

In terms of the marketing mix, Corny Classics has projected the brand image and product offering to be a novelty but premium product. The pricing strategy is demand based which allows flexibility for product demands on Market Day. For the placement strategy, a direct product offering channel has been implemented. A word-of-mouth based marketing strategy will be used as the overall marketing tool to engage consumers. The following budget and implementation plan has been derived to achieve these marketing elements.

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1.0 Situation Analysis

1.1 The Market

1.1.1 Market Need

Global consumers spent $347 billion dollars on snack foods in the years between 2013 and 2014 according to a report released by global information and measurement company Neilsen (The Neilsen Company, 2014). This business fills the every growing market demand of snack food which increases by 2% annually (The Neilsen Company, 2014).

1.1.2 Macro-Environmental Analysis

Table 1: Full PEST analysis for Corny Classics.

	Issue	Implications
Political	*Local (QUTopia):* - *QUTopia regulations regarding health and safety, fair trade and hygiene.* - *QUTopia policies regarding the food industry and health inspections.* - *Restricted promotion regulations in QUTopia economy.* *Domestic:* - Government regulations regarding health and safety. - Liberal recently took over power in Australian government. - Emissions trading scheme (carbon tax) implemented in Australia *International:* - Issues with stability in Europe with the United Nations.	*Local (QUTopia):* - Follow all the laws set out in the QUTopia student handbook. - Prepare food in a clean environment with gloves. - Follow all restrictions in place with QUTopia student handbook. *Domestic:* - Ensure stall design is danger/risk free. - Potential of higher taxes but also more assistance in business start up. - Cost of utilities, products and services are more expensive. *International:* - New laws or regulations could be implemented to reduce risk of political/economic issues.
Economic	*Local (QUTopia):* - Average income of QUTopia population is $262.12 - No unemployment in QUTopia population. - Positive cash flow in QUTopia economy.	*Local (QUTopia):* - Average wealth level can assist in setting selling price. - There is a stable economy with everyone being able to spend. - The economy is able to grow with money always moving.

	Issue	Implications
Economic	*Local (QUTopia):* - Average income of QUTopia population is $262.12 - No unemployment in QUTopia population. - Positive cash flow in QUTopia economy. *Domestic:* - Weakness of the Australian Dollar. - Sales projected to grow by 3% in 2014 for sweet and savoury snacks in Australia[1] *International:* - Issues with the Euro and Europe and especially Greece.	*Local (QUTopia):* - Average wealth level can assist in setting selling price. - There is a stable economy with everyone being able to spend. - The economy is able to grow with money always moving. *Domestic:* - People might save money and wait until the value of the Dollar rises. - Higher spending in industry means higher chance of sales. *International*: - People could limit spending due to uncertainty of world economy.
Social	*Local (QUTopia):* - Ratio of people wanting to eat flavoured popcorn. - Ratio of people with social media who actively share photographs. - Average age of QUTopia population is 20.9 - 89% of QUTopia population is single. *Domestic:* - Move towards people being more health conscious. - June 2015 CPI for food and non-alcoholic beverages in Australia was down 0.2% from previous quarter but is up 1.3% from same quarter last year.[2]	*Local (QUTopia):* - Have both flavoured and unflavoured popcorn options. - Allow people to instantly share their photos with their friends. - Contemporary pop themes would perform well in market. - Products relating to single people would perform well in market. *Domestic:* - Serve food in smaller portions or serve healthy foods. - Less spending in the industry in Australia which means chance of lower sales figure for business.

[1] Euroumonitor International 2015, *Sweet and Savoury Snacks in Australia*. Available from: http://www.portal.euromonitor.com.ezp01.library.qut.edu.au/portal/analysis/related. [2 September 2015].

[2] Australian Bureau of Statistics. 2015. "Consumer Price Index, Australia, Jun 2015." Accessed September 1, 2015. http://www.abs.gov.au/ausstats/abs@.nsf/mf/6401.0

	Issue	Implications
Social	*International:* - Different religions carry different beliefs about what you can eat. - Issues in China and Europe are having negative impact on consumer confidence.	*International:* - Give various food options such as vegetarian and Halal. - People will save their money and are less likely to make some purchases for luxury items.
Technological	*Local (QUTopia):* - Trend of DSLR photography amongst young people in QUTopia population. *Domestic:* - Growing market in online sales of goods and services. - Introduction of NBN across Australia. *International:* - Technology allows for instant photograph delivery. - Increased spending in online retailing. - Increased access to Wi-Fi all over the world.	*Local (QUTopia):* - Use DSLR in photography process to draw attention of photographers. *Domestic:* - Allow customers to pre order or pre purchase goods and services. - More people in Australia have access to high speed internet. *International:* - Allow people to view and save their photos instantly. - Having e-commerce presence could increase potential sales. - More people can access internet on the go.

1.2 The Company

1.2.1 Mission Statement

'At Corny Classics we promise to create a memorable taste experience for our customers as we take them through the golden age of Hollywood via our flavours of popcorn. We strive to have only the highest quality popcorn made from fresh ingredients and crisp flavours. Through this product offering and with our unique and exceptional service we will strive to provide our customers with an experience to excite their senses.'

1.2.2 Marketing Team

Marketing Manager: Sam Walker
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1.2.3 SWOT Analysis

Tabel 2: Complete SWOT Analysis

Strengths	Weaknesses
- Unique integration of classic Hollywood cinema theme and contemporary flavoured popcorn. - Unique combination of goods (popcorn) and services (photo booth with instant delivery). - Unique aspect of instant photo delivery to email or social media. - Marketing team carry strengths in various areas which complement each other giving greater skills base.	- Regulations on food could make packaging and selling popcorn complicated. - People could not give consent to having photos taken. - Photo and sharing equipment could become unreliable. - Battery life of camera and sharing equipment.
Opportunities	**Threats**
- Other market day businesses could form alliance to generate more sales. - Increase flavour range of popcorn. - Extending theme to other classical or newer contemporary films. - Free advertising via social media when people share their photos or if people enjoy their experience. - Expanding range with new health options for increasing health-conscious consumers. - Introducing an online store to pre order or make purchases before visiting the stall.	- Other businesses within the food industry. - Other businesses in the technology or photo industry. - Bad publicity due to discontent with their experience. - Market wide events affecting food or technology industries. - Failed health inspections could lead to being closed down. - A change in power in the government could lead to new policies which impact spending. - International economic issues in China and Europe could impact costs and consumer confidence.

1.3 The Competition

Corny Classics is part of the specialised food retailing industry. Also, as the business is also offering a service aspect, Corny Classics will have a total of eight competitors. This includes five direct competitors and three indirect competitors. The analysis below states that Corny

Classics needs to differentiate from the competition by providing unique product and services as well as employing various promotional strategies.

Table 3: Analysis of direct competitors

	Competitor 1 *Guilty Indulgence*	Competitor 2 *Icedream*	Competitor 3 *SoCal Treats*	Competitor 4 *Ice Ice Baby*
Targe Market(s)	All age groups.	Younger market groups (teenagers).	All age groups, but mostly teenagers.	Young, ice lovers of both genders.
Product	Cake mix in a mug.	Tasty affordable dessert treats.	A selection of ice cream infused baked goods with a variety of different toppings, and a creative, boardwalk-esque.	Shaved ice served in a form of snow cones with a variety of flavours.
Price	Approximately $60 depending on unit size.	Approximately $45.	Approximately $45.	Approximately $45.
Place	Stall 5	Stall 6	Stall 14	Stall 22
Promotions	Social media, discounts given when picture is taken in front of the stall.	Social media, flyers, provide discount codes.	Social media, Happy Hour for discounts, hand out business cards.	Social media, posters, advertisements and coupons for market day 2.
Potential Competitive Barriers	Cakes are a more likely choice for breakfast food.	By selling similar products and services as Corny Classics.	If the weather is warmer, consumers may purchase ice cream to cool down.	The proximity to Corny Classics' stall
Potential Strengths and Weaknesses	*Strengths:* More foot traffic, targets all age groups. *Weaknesses:* Only offering is cakes (no service aspect).	*Strengths:* More foot traffic, better quality of product. *Weaknesses:* The stall next to them is also selling desserts.	*Strengths:* More foot traffic, and also creative dessert may attract more young consumers. *Weaknesses:* The ice cream might melt.	*Strengths:* Easy to make, and low cost. Weaknesses: The ice might melt.

	Competitor 1 *Guilty Indulgence*	Competitor 2 *Icedream*	Competitor 3 *SoCal Treats*	Competitor 4 *Ice Ice Baby*
Corny Classics' Likely Response	Provide bundle promotions with our photo booth to attract more consumers. Will **Attack**	Offer consumers a promotion if they're willing to check-in and post a picture of our stall and them together on their social media page. Will **Attack**	Have a range of different flavoured popcorns to appeal a larger market. Will **Attack**	Use heavy promotional tactics to draw consumers over to our stall. Will **Attack**

Table 4: Analysis of indirect competitors

	Competitor 5 *Beef Jerks*	Competitor 6 *Selfies With the Stars*	Competitor 7 *#SnapSolutions*	Competitor 8 *Prints Charming*
Targe Market(s)	Mostly male consumers within all age groups.	All age groups but mostly teenagers that follow the entertainment industry.	All age groups.	All age groups.
Product	Flavoured beef jerky.	Photos with a celebrity superimposed into the image.	Profession photography present in digital or polaroid form.	High quality photography.
Price	Approximately $80.	Approximately $45.	Approximate average $50.	Approximately $45.
Place	Stall 21	Stall 34	Stall 43	Stall 59
Promotions	Social media, taste testing, viral communication through QUTopia Facebook page	Social media,word of mouth,viral communication through QUTopia Facebook page, flyers, walking around on Market Day,	Discount voucher, viral communication through QUTopia Facebook page, advertisements, posters	Hand out business cards, viral communication through QUTopia Facebook page, posters, flyers, promotional video

	Competitor 5 *Beef Jerks*	Competitor 6 *Selfies With the Stars*	Competitor 7 *#SnapSolutions*	Competitor 8 *Prints Charming*
Potential Competitive Barriers	Located right next to Corny Classics.	By selling similar services and situated directly across from Corny Classics.	This competitor specialises in professional photography services.	This competitor also specialises in high quality photography services.
Potential Strengths and Weaknesses	*Strengths:* They are selling a premium product *Weaknesses:* The prices would be higher compared to their competitors	*Strengths:* Stall should not be overcrowded due spare space around the stall. *Weaknesses:* The company's stall is not in a prime position for foot traffic.	*Strengths:* More foot traffic, and it offers: professional photography skills/services. *Weaknesses:* There is a direct competitor that is selling the same idea and similar product.	*Strengths:* More foot traffic, and it also provide high quality photo services. Weaknesses: This company also only offers consumers having their picture taken, there is no particular theme or props to go with the picture.
Corny Classics' Likely Response	Review the competitors stall on market day then determine whether to increase or decrease our prices. Will **Attack**	Deliver bundle promotions with our popcorn product to attract consumers to our stall. Will **Attack**	Walk around the market and attract consumers to come to our stall by handing out flyers of our business. Will **Attack**	Walk around the market and attract consumers to come to our stall dressing up like famous Hollywood movie stars. Will **Attack**

2.0 Market Segmentation & Targeting

2.1 Market Segmentation

Drawing form the QUTopia 2015 census the overall market data can be analyses in order to segment the market into more appropriate and relevant market segments to our business. Three segments have been identified with relevance to Corny Classics; *Foodies*, *Film Fans*, and *Want It Alls*.

Table 5: Market segments analysis

	Foodies	Film Fans	Want it Alls
Geographical Description	QUTopia, Brisbane, Australia	QUTopia, Brisbane, Australia	QUTopia, Brisbane, Australia
Demographical Description	This group is made up predominantly of females who fall into the age bracket of 18-25 year olds. They have a high income of $300+.	The primary demographic for this segment are males and females aged 18-25. Who have moderate income of $250 - $300.	The primary demographic for this segment are males and females aged 20-25 with high incomes of $300+.
Psychographic Description	Approx. 57% of *Foodie's* identified as young optimists. Young optimists want to experience all life has to offer and are open to trying new things. Innovation is important to them and as future thinkers they are conscious of the image they project[1]. Therefore *Foodies* will purchase our product because of its innovative popcorn flavours and unique "Hollywood" experience it provides.	Approx. 53% of *Film Fan's* identified as young optimists. Young optimists are innovative future thinkers. Conscious of their image they want to experience everything life has to offer but do so in the socially accepted 'right way'[1]. Therefore, *Film Fans* will want to purchase our product with their pre-established film fan image in mind.	This group has been segmented primarily by members identification with Something Better, thus 100% of this group belong to the Something Better value segment. Individuals in this group want a bigger, better deal out of their life. They are competitive and ambitious and seek to project an image of success. In their quest to be the best they are very concerned with what others are doing as it forms the basis for their comparative success in life[1].

[1] Morgan E. 2015. *Value Segments*. Accessed September 4, 2015. http://www.roymorgan.com/products/values-segments

	Foodies	*Film Fans*	*Want it Alls*
Psychographic Description		Being seen as a true fan of film is important to them so our brands association with classic films will be a key drawcard. They also want to experience all life has too offer, popcorn goes hand in hand with the experience of watching film and will be an additional attraction factor for *Film Fans*.	Therefore, *Want It Alls* will purchase our product because of its premium brand positioning and hybrid offerings, which allows them to gain a bigger and better deal whilst not over extending themselves.
Behavioural Description	People in this segment frequently go out to eat food. They enjoy the experience of eating, cooking and discovering new foods. With a high income they are willing to pay more for premium food and dining experiences.	Individuals in this group frequently watch films and are very interested in the film industry. They are willing to pay more for the experience of watching films either going to the cinema or paying for subscription services. Furthermore this experience of film watching if often accompanied by movie snacks, and the behaviour of consuming popcorn whilst at the cinema has become a habit.	Individuals in the segment 'want it all' and they want it now. They are very interested in hybrid products and receiving all the value a product can offer. Their perception of value is very important and they are willing to pay more for a product if they perceive it as offering the best value for their social standing and money.

2.2 Target Market

Based on segmentation analysis, the *Film Fans* segment has been selected as the target market. *Film Fans* were selected because there is a substantial amount of people who will likely respond to the brand. The *Want It Alls* were eliminated because the segment size was too small to be profitable for the product in an already saturated food market. *Foodies* were eliminated because the food market is so saturated and there would likely be major competition for this particular segment. By targeting *Film Fans*, competition is reduced, giving the business greater potential to achieve the market objectives

Film Fans earn a moderate income between $250 and $300 and consist of both male and females aged between 18 and 25. Their dedication to film culture means they are willing to spend their money on a full cinema experience, which includes the classic movie snack, popcorn. As Young Optimists, they want to live life to the fullest and are not afraid to experience new and innovative products. The unique popcorn flavours appeal to their sense of adventure whilst the duel offering lets them experience the best value for money.

Table 6: Target market analysis

	Foodies	Film Fans	Want it Alls
Are members of the segment similar to each other, but different from other segments?	Yes	Yes	Yes
Can marketers measure the segment?	Yes	Yes	Yes
Is the segment large enough to be profitable?	Yes	Yes	No
Can marketing communications reach the segment?	Yes	Yes	Yes
Can the marketer serve the segment's needs?	Yes	Yes	Yes

3.0 Market Size, Demand, and Potential

Corny Classics target market is Young Optimists aged between seventeen and twenty-five. This Roy Morgan value segment is being targeting because of the mindset that tends to be associated with wanting to experience all that life has to offer (Levine, 1997). This hybrid product offering allows consumers to experience two elements, the popcorn and photograph, filling this mindset for Young Optimists giving them reason to buy Corny Classics product. The market forecast demand expects 56 units to be sold. This is based on the 144 Young Optimists, which make up 52% of the market, multiplied by the purchase frequency of one, and then multiplied by the estimated market share of 38.78%. This market share expectation was based on direct competitors trading in other specialised food products.

4.0 Marketing Objectives and Metrics

As Corny Classic is providing a hybrid product offering, that includes tangible and intangible services, the company's marketing objectives should be reflective of these endeavours. Hybrid propositions are common in today's business world as it provides companies a

competitive leverage from their contenders (Shankar, 2009). Like most of these companies, the purpose of Corny Classics is to dominate a division of QUTopia's saturated food retailing industry.

In the following table, Corny Classics marketing objectives and metrics have been specified. These objectives have been formulated according to the SMART criteria, where objectives should be strategic, measurable, achievable, result obtainment and time specific (Collins & O'Brien, 2011).

Financial Objectives			
	Objective Description	Data Collection Method	Metric
Marketshare	Corny Classics should at least aim for a 20% marketshare in QUTopia's 'Other Specialised Food Retailing' industry after the two Market Days. Since there is a composition of seventeen businesses in the 'Other Specialised Food Retailing', its approximated that on average, each business will have 5.8% marketshare. It is appropriate for Corny Classics to pursue at least 20% marketshare as this is approximately a quarter of the industry. As outlined in the SWOT analysis, this goal is achievable as Corny Classics is the only company offering popcorn and a photography booth.	During Market Day, data would be collected by Corny Classics through tallying the amount of sales made. Estimates would be made for the amount of consumers at each competitor stalls and a comparison would be completed. After the conclusion of both Market Days, Corny Classics would calculate its marketshare as full data from their side and the competitors would be available.	The marketshare would be calculated by using a mathematical formula. Marketshare = (Firms turnover/total industry turnover) x 100.

Table 7: Marketing Objectives and Metrics Employed

Financial Objectives			
	Objective Description	Data Collection Method	Metric
Profit	After both Market Days, Corny Classics aim is to achieve a total of 15% profit from their product offerings. As most of Corny Classics capital investment is in the procurement of the popcorn, this is an element where cost must be redeemed. Relevant to the SWOT, most consumers would purchase the popcorn but the photography element is dependent on consumers' respect for privacy.	During Market Day, data would be collected by Corny Classics through tallying the amount of sales made. Estimates would be made for the amount of consumers at each competitor stalls and a comparison would be completed. After the conclusion of both Market Days, Corny Classics would calculate its marketshare as full data from their side and the competitors would be available. The data that is need to measure the profit would be the selling price of the product sold and the cost price. Considering that selling prices can change according to the market environment, these prices would be recorded by the Pricing Manager in a notepad. Figures for Corny Classics expenditures would be collected simultaneous to the planning process leading to both the Market Days.	Profit would be measured according to these two mathematical formulas. Profit = Selling price (SP) – cost price (CP) Percentage of profit (%) =(profit/cost price) x 100

Financial Objectives			
	Objective Description	Data Collection Method	Metric
Profit		Additionally, profit calculations would be made after both Market Days. This is to anticipate the necessary changes needed to be made, such as stock replenishment or repositioning of marketing tactics. This is done to prevent Corny Classics from any adversities or transactional problems.	
Marketing Objectives			
Awareness Level	As Corny Classics is offering tangible and intangible products, the aim is to achieve a 70% awareness level after each Market Day. Much of this expected level of awareness would be from the unique hybrid product offering. This measurement is highly relevant to Corny Classics as the company is competing with competitors in the food and photography industry.	Data would be collected by regularly posting social media stimulus. After the stimulus is posted, metrics such as the amount of 'likes' per post, post 'shares' and comments made would be tallied. In addition, customers 'tagging' and 'hash tagging' would also be recorded. On both Market Days a record of customers that take a photo with the stall are recorded.	Data would be measured by analysing the inbuilt analytics feature of most social media sites. A record would be kept of the different social media data metrics.

Marketing Objectives			
	Objective Description	Data Collection Method	Metric
Satisfaction Level	Corny Classics target is to achieve 70% customer satisfaction. As the company is offering a premium product, this metric is relevant to reviewing customer's perception and view of the product and marketing strategy undertaken.	To measure Corny Classics' customer satisfaction, three methods would be used. Firstly, movie tickets in two different colours would be provided for customers to put into corresponding jars (satisfied or not satisfied). This technique would be used on both Market Days. Secondly, recording of the amount of pre orders made through Corny Classics website would be made. This is indicative of customer satisfaction through online marketing channels as customers must return and pay for their order. Thirdly, brief conversations with customers such as 'hello, did I see you last Market Day?" would probe for customer reviews and comments. Recording the information provided would be done by placing a stripe of white paper in a jar for every returning customer. This technique is to record data about customer satisfaction with the physical stall.	A record would be kept of the data obtained from the three corresponding techniques employed.

5.0 Marketing Mix

5.1 Product Strategies

Corny Classics is a company that incorporates a classic Hollywood theme to their product line. The primary product offered is popcorn that is available in three flavours. Each of the popcorn flavours is associated with classic Hollywood films, which include *Mary Poppin'* (churro flavour), *Ghost Poppers* (cookies and cream flavour), and *Popping in the Rain* (seasoned salt flavour). In addition, Corny Classics will offer customers an experiential product, which is a photography booth. The photography booth includes instant photographs or a digital version. All of the photos are edited with frames and features according to the customers preferences.

The products provided by Corny Classics are positioned to consumers as a novelty but premium offering. The value that Corny Classics aims to strategically market is social value. Social value is not derived purely from the physical and service product but from the benefit and social gain the consumer achieves (Brown, 2006). As Corny Classics is encouraging consumers to regularly engage with the products on social media, this promotes the increase in social value for the consumer and brand equity for the company (Brown, 2006). Further, key motivators for the target market to engage with Corny Classics sales are due to the value of obtaining two products. As Corny Classic's competitors are only offering one product, the company is offering two products from two different industries. By doing so, convenience and economic value is an element also offered by the company.

To summarise the essence undertaken by Corny Classics, this is presented in the positioning statement.

> To the younger generation, Corny Classics is a brand of popcorn that emphasises the epitome of being a modern classic while providing you with a lifetime of memories. The reason is that we not only provide you with a fun bowl of our popcorn, but a few vivid photographs to last the memories.

Table 8: Ingredients and Suppliers

Ingredients/Euqipment	Suppliers
Popcorn	Popcorn Man (Purchased at reduced cost)
Popcorn Flavour – Churros (icing sugar, sugar and cinnamon)	Greer Zunker (Donated)
Popcorn Flavour – Cookies and Cream (Oreos and vanilla extract icing)	Greer Zunker (Donated)
Popcorn Flavour – Seasoned with Salt (salt)	Greer Zunker (Donated)
Packaging	Pronto Packaging (Purchased)

Ingredients/Euqipment	Suppliers
Labelling	Duyen Nguyen (Donated)
Ribbon	Duyen Nguyen (Donated)
iPad	Sam Walker (Owned)
Computer	Sam Walker (Owned)
Tripod	Sam Walker (Owned)
Photography Application	Sam Walker (Owned)
DSLR Camera	Sam Walker (Owned)

5.2 Pricing Strategies

Corny Classics will employ a demand based pricing strategy. This allows flexibility to react to market demands on each business day. Entering the market at $40 for the product may be too low for the premium product positioning and by evaluating the pricing of competitors on the day, it will help determine where the premium product should be priced in the industry. The objective of 15% profitability; by forecasting the profit and loss statement, it is estimated that there will be profitability of approximately 60%. This is significantly depended on whether all 120 units can sell which compared to past census data is a lot. However the comparatively lower prices should increase sales in the competitive food category. Furthermore, due to the unit cost being only $0.26, if over-forecasting the unit sales occurs prices can be dropped to retain a smaller profit. It also provides the opportunity to develop package price deals and loyalty rewards depending on the sales each market day. Unforeseen expenses and other variables may arise, having a predicted profitability much higher than the objective will ensure the objective is met.

Table 9: Break even analysis

Variable Costs	$0.26 per unit
Fixed Costs	$1,900.00
Expected Sales	120 units
Price	$40.00 per uni
Total Revenue	**$4,800.00**
Total Variable Costs	**$31.20**
Profit	**$2,868.80**

5.3 Placement Strategies

Placement strategies focus on the means of which a brand and product will be presented and delivered to the consumers (Solomon, et al, 2012). Corny Classics store is located in the centre section of stalls at stall number 20. This store location will be impertinent in reaching the distribution objectives of; 20% marketshare in QUTopia's 'Other Specialised Food

Retailing' industry after the two market days, 15% profit from product offerings, and 70% awareness level after each market day.

5.3.1 Distribution Channel

The distribution channel to be used for Corny Classics will be direct as the product is going directly from producer to consumer (Hurd, Barcelona and Meldrum, 2008). Even though the popcorn will be outsourced, Corny Classics, in a licensed kitchen, will make the product offering itself. This allows the objective of 15% profit to be more in reach as the cost of further channel distributors will not be included.

5.3.2 Distribution Strategy

The distribution strategy will be the use of an exclusive channel width because of the low purchase frequency, and premium image that it exerts. Exclusive distribution channels are "the most restrictive of market coverage," because it "entails only one or a few dealers within a given area," (Lamb, Hair and McDaniel, 2003,p.338). This will not affect Corny Classics at they are situated in such a populous area with high foot traffic. A vertical marketing system was used as there was a formal agreement and cooperation among The Popcorn Man and Corny Classics of the manufacturing of the popcorn. This distribution strategy will be essential in achieving the objective of 70% awareness, as it will allow for all team members to engage with the consumers around the stall.

Table 10: Stall features

Features	Comments
Location	Corny Classics stall location is stall 20, one stall from the corner in the centre section.
Lighting	The lighting is provided by fluorescents above and will be adequate for our stall on the day as the photos will be using flash.
Potential Neighbours	One neighbouring stall is Beef Jerks which are direct competitors. This will mean Corny Classics will need to increase on-the-day promotions to attract buyers from Beef Jerks to Corny Classics.
Traffic Flow	This stall area is high traffic flow and because of this may not need someone to be walking around advertising with taste testing.
Floor Coverings	The ground is carpeted and this will suffice.
Access to Wall	There is no access to a wall so clear outlining of stall space will need to be created to with walls and backdrops.
Posts	There are no posts in the stall space.

5.4 Promotion Strategies

It is important that social media is used to interact with the consumers to increase awareness levels within the target market. As mentioned by Bone (2004), compared to other marketing

strategies, word-of-mouth is the most efficient means of convincing consumers to make purchases. This is due to having a trusted individual promoting a product or service is much more reliable than any other marketing means. That being the case, to gain and boost brand awareness, Corny Classics will launch a Facebook page which would include regularly posting to encourage online interaction both between customers and with the business directly. For example, if individuals like and share the Facebook page before market day, they would be able to participate in a raffle for discounts. The raffle would be drawn every time the page gains fifteen likes, and the winner of every draw would be able to collect free popcorn and photo. In addition, a competition involving guessing the flavours before market day will be employed to encourage interaction and to generate interest. Furthermore, customers who are willing to check-in at the stall on either Facebook or Instagram and include a unique hashtag (#CornyClassicsQUTopia) will be eligible for a 10% discount.

Table 11: Promotional tactics of business

Key Message	Communications Mix Element	Promotional Tactics
Popular	Social media advertising	Facebook (Facebook page) and Instagram would be used regularly to promote and gain awareness for the brand through sharing posts.
Economical & Entertaining	Interactive marketing	Consumers would receive an entry into a raffle for free popcorn and photo on the day, if they like and share the Facebook page prior to market day.
Economical & Entertaining	Interactive marketing	Each movie has its own flavour but would not be revealed until market day, the three movie names would be posted to the Facebook page and if a fan correctly guesses any of the flavours they would receive a free popcorn and photo on the day.
Economical & Entertaining	Interactive marketing	Consumers will receive a 10% discount if they are willing check-in to our stall on Facebook or Instagram and hashtag us at #CornyClassicsQUTopia

Key Message	Communications Mix Element	Promotional Tactics
Convenience	Sales Promotion	Deliver bundle promotions with our photo booth service to attract consumers to our stall.

Moreover, as stated by Ozkul (2012), bundle promotions usually conclude with positive outcomes for both parties, because businesses gets an increase in their profit and consumers usually prefer to obtain a bundle of fulfilment through one purchase due to convenience. Therefore, Corny Classics would be offering a bundle sale on the day for consumers, where when they buy 3 popcorns they get a free photo shot.

To sum up, to achieve awareness from the public Corny Classics main promotional strategies of are social media, product giveaways, and most importantly word-of-mouth advertising.

6.0 Budget

PROFIT & LOSS ACCOUNT Marketday 1 and 2

	Notes	($AUD) real currency	($Q) QUTopia currency	Sub Total	Total
01. **Income**					
02. Turnover (total sales)			$ 4,800		**$ 4,800**
03. **Cost of Sales (Production)**					
04. Materials (eg. Product costs, packaging)	$50 Ingredients donated		$ 70		
05. Wages/ Salaries			$ 1,300		
06. Total [4+5]				**$ 1,370**	
07. **GROSS PROFIT** [2-6]					**$ 3,430**
08. **Distribution**					
09. Stall cost			$ 450		
10. Delivery Costs (e.g., postage)		$ -	$ -		
11. Total [9+10]				**$ 450**	
12. **Expenses**					
13. Lecture promotion			$ -		
14. Market research			$ -		
15. Other expense 1 (eg. Stall design/decoration)		$ 80	$ -		
16. Other expense 2 (eg. staff performance bonus, uniforms etc.)		$ -	$ -		
17. Total Expenses [13+14+15+16]				**$ 80**	
18. **NET PROFIT BEFORE TAX** [7-11-17]					**$ 2,900**
Profitability of the organisation					60.42%
Calulcated as net profit/turnover [18 / 2]					0.604167

Figure 1: Forecasted profit and loss statement.

7.0 Implementation Plan

Table 12: Full implementation plan for business

Task	Manager	Date
Pre Market Day		
Establish offerings of business	Whole team	5th August
Finalise business name	Whole team	12 August
Research costs/suppliers	Whole team	5th August
Finalise member roles	Whole team	5th August
Organise meetings	Sam Walker (Marketing)	5th August
Collect team capital	Sam Walker (Marketing)	26th August
bid on stall	Sam Walker (Marketing)	12 August
Pay for stall	Sam Walker (Marketing)	2nd September
Finalise product offering	Duyen Nguyen (Product)	26th August
Finalise business identity	Whole team	30th August
Finalise break even point	Laura Lancaster (Price)	1st September
Finalise marketing plan	Whole team	4th September
Begin online promotions	Sean Hsu (Promotions)	6th September
Finalise stall design	Greer Zunker (Distribution)	16th September
Finalise packaging	Greer Zunker (Distribution)	23rd September
Produce products	Greer & Sam	24th September
Product packaging	Sean & Duyen	27th August
Market Days		
Deliver stall equipment	Greer Zunker (Distribution)	26th September & 10th October
Deliver photography equipment	Sam Walker (Marketing)	26th September & 10th October
Deliver popcorn	Duyen Nguyen (Product)	26th September & 10th October
Stall set up	Whole team	26th September & 10th October
Collect sales data	Whole team	26th September & 10th October

Task	Manager	Date
Post Market Day		
Analyse sales data	Laura Lancaster (Price)	11th October
Conduct satisfaction surveys	Sam Walker (Marketing)	11th October
Analyse social media analytics	Sean Hsu (Promotions)	12th October

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9.0 Appendices

APPENDIX A: Product and Stall Checklist

Item	Response
Is a food license required?	Yes (refer to appendix B)
Does your product have all ingredients listed on a label attached to the product?	Corny Classics products contain the ingredients listed below: *Mary Poppin' (Churros Flavour):* Ingredients: popcorn (97.7%), icing sugar (powdered) (0.97%), sugar (0.97%) and cinnamon (0.33%). *Ghost Poppers (Cookies and Creams Flavour):* Ingredients: popcorn (7.6%), Oreos (23.2%) and vanilla extract icing (69.2%). *Popping in the Rain (Seasoned Salt):* Ingredients: popcorn (97.1%) and sea salt (2.9%).
What are the dimensions of your stall?	Height: 2m Width: 1.5m Depth: 1.5m The stall will not exceed the 1.5m x 1.5m width and depth requirements and will have height of 2m for the backdrop and the walls.
Will you be using electricity in your stall?	No Corny Classics will not be needing electricity, they will however be using electronic devices such as the laptop and camera but these will be pre-charged and any cords will be secured to prevent any tripping hazards.
Are there any stall features that require safety or mess precautions?	As Corny Classics product is pre-packaged there will not be any opportunity for spillages or need of cooking equipment. Any cords from the camera to laptop will be kept off the floor, or if too long, taped down.

APPENDIX B: Product Health and Safety License Application

Item	Response
For QUTopia, any product that touches the body or is ingested requires a product label listing ingredients. Does your product labelling comply with Queensland food labelling requirements?	Yes, the labels that will be used by Corny Classics have abided by the Queensland food labelling requirements. As the firm is offering popcorn, the company has complied with the mandatory declaration as traces of milk, peanut and cereal products would be found in the item[1]. In addition, the company's food label must include general statements of ingredients and the amount to create the product must be listed in order[1]. As Corny Classics has a variety of flavour ranges in their products, additives, colouring and flavouring enhancements must be included[1]. Dates of the products life cycle, storage and country of origin are also enclosed. As complied by Queensland food labelling standards, Corny Classics' label is as worded. - *Mary Poppin' (Churros Flavour)* *Serving per pack: 1 Serving size: 50g (1 packet)* Ingredients: popcorn (97.7%), icing sugar (powdered) (0.97%), sugar (0.97%) and cinnamon (0.33%). May contain trace of peanuts, cereal and milk products. Best Before: 16 October 2015 Product of Australia - *Ghost Poppers (Cookies and Creams Flavour)* Serving per pack: 1 Serving size: 50g (1 packet) Ingredients: popcorn (7.6%), Oreos (23.2%) and vanilla extract icing (69.2%). May contain trace of peanuts, cereal and milk products. Best Before: 16 October 2015 Product of Australia

[1]Queensland Government: Queensland Health, 2013. Label Buster: A guide to the Food Standards Code labelling requirements for food. [Online] Available at: https://www.health.qld.gov.au/ph/documents/ehu/28009.pdf [Accessed 25 August 2015].

Item	Response
	- *Popping in the Rain (Seasoned Salt)* Serving per pack: 1 Serving size: 50g (1 packet) Ingredients: popcorn (97.1%) and sea salt (2.9%). May contain trace of peanuts, cereal and milk products. Best Before: 16 October 2015 Product of Australia
Does your product comply with food handling procedures including gloves if touching unpackaged foods such as fruit for smoothies, hot dogs or cakes/biscuits?	Yes, Corny Classics does comply with the required food handling procedures. Specifically, hand sanitising and disinfecting products would be used before handling the products. After this procedure, latex gloves would be used to handle the pre-packaged popcorn into Corny Classics own packaging.
What is the source of your food? If you are buying items such as ice-cream, confectionary that does not require require preparation in a licensed kitchen, please state the retailer where you are buying this and in what form you are buying it (e.g. frozen yogurt in 2l tub). If your food is being prepared you must use a licensed kitchen. This includes items such as sandwiches, cakes, dumplings, brownies. Who is the provider of your prepared foods?	The pre-packaged popcorn that Corny Classic is sourcing from is the Popcorn Man. The retailer's contact detailed is as acknowledged. - Joe (Brisbane Division – Director and Founder) - Contact number: 0406 900 216 Considering that Corny Classic is self-preparing the flavours of the popcorn, the contact details of the licensed kitchen is as mentioned. - Greer Zunker - Address: 33 Cook Street, Northgate - Contact number: 0439 940 879
How are you transporting the food, beverage or item touching the skin to marketday? Is refrigeration or heating required for storage during transport or at marketday? If so please state the details.	Corny Classic popcorn would be transported by vehicle and the storage area of the product would be located closest to Market Day's location. This would allow transportation distances to be minimal and prevention of contamination as well as health hazards occurring. As the pre-packaged popcorn is sourced two days prior to QUTopia Market Day, storage of the popcorn would be at room temperature and away from sunlight and moist areas. The commencement of adding flavours to the popcorn and the encasement of the product into Corny Classic's packaging would occur the day before Market Day.

Item	Response
	This provides the product to be fresh and compliant to the required food and safety handling procedures. The same method of storage would be done as when the popcorn was purchased from the Popcorn Man. No refrigeration or heating is required for this product.

APPENDIX C: Market visit

Location of market: Eat Street Market – Macaurther Avenue, Hamilton

Time, day and date visited: Friday August 21st, 6pm

Team members present: Greer Zunker (Distributions Manager)

Busy Stall - Ice Tea	
What were their products?	The product being sold was flavoured Iced Tea.
Who were their consumers?	The consumers were mainly young, 15-22 year olds who appeared to be up-to-date with the latest clothing trends. Also there were a significant amount of 'fitness fanatics' in the line dressed in gym clothes.
How did they attract people's attention?	There were no direct promotional strategies used. They were located at a main entrance and majority of customers would have went their because of 'word-of-mouth' tactics as every second person seemed to be carrying an oversized cup of iced tea.
How did they handle the queue?	The distribution process was quick and people were in and out of the payment stage in about 30 seconds. The queue was broken up using cue dividers that snaked the line around, making it look shorter.
What consumer 'need' are they satisfying?	They were satisfying the consumers need to quench their thirst upon entry and to look 'with the times' and be socially accepted as the beverage was seen everywhere.
What were their products?	The product they were offering was macaroons.
How did staff respond when people walked past?	The staff just ignored people when they walked past and upon approaching were not very helpful and came off as curt and frustrated.

Non-Busy Stall - Macaroons	
Why do you think their stall was not busy?	The stall was located in a corner next to the toilets. They had no prices displayed and most people feel if they have to ask for the price they are obliged to pay so will not ask. The stall was so high you could barely see if anyone was working there or not. The staff was not pleasant and did not look as though they wanted to be there. Also it was just macaroons and why have that when you can have something like a cronut?
What could they do to improve sales?	The distribution process was quick and people were in and out of the payment stage in about 30 seconds. The queue was broken up using cue dividers that snaked the line around, making it look shorter.
What consumer 'need' are they satisfying?	They could try and expand their product offering or make it more appealing to the younger market through improved branding to associate with the latest trends. Moving stall location, if possible, to where the other dessert venders were located. They should display their price and open their stall up a bit so consumers feel more welcomed.