

Final Marketing Overview

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MARKETING PLAN ELEMENTS



Our Mission Statement:

Provide the fastest and most reliable Wi-Fi network service to enable people and creators to communicate efficiently.

BASIC ELEMENTS OF OUR MARKETING PLAN

- Entering market that desires technology Verizon can provide, current Wi-Fi speeds do not match Verizon service speeds.
 - Reach 60% of population via Facebook ads & What's App ads.
- Educate population on the importance of the internet and Verizon's services.
- Build lifelong engaged customers with excellent customer service.
- Advertising to young adults and young parents that this technology can help change both their and their child's life.
 - Convincing them to invest into their futures.
- Implementing Verizon's technology into the primary schools to allow children to begin educating themselves with the technology. Providing the correct technology systems for them to use the internet and offering in-home installation services to ensure the product is set up properly and running up to speed.
- Stationing service technicians in different villages to help service any local issues in a timely manner.

MARKETING PLAN ELEMENTS

Objectives

Reach 60% of the population via Facebook or What's App Ads

Educate people the importance for internet connection- our internet connections in particular

Inculcate products into their village and their everyday lives

Build lifelong engaged loyal customers by providing local IT support and customer service

SWOT ANALYSIS

STRENGTHS

Kids use the internet the most and tend to be the most tech savvy.

- 48.12% of the population are between the ages 0-14

This is an untapped market in rural Angola

Verizon is already in 200 countries allowing for greater brand recognition

Brand is familiar in countries around Angola.

WEAKNESSES

36.6% of the population is below poverty line.

- This increases our risk by having people prioritizing essential items over internet access.

Limited access could hinder production and success of the product.

Implementation of the product and building costs could turn out to be more of an investment than the company thought.

It will take a while for the company to break even

OPPORTUNITY

One of the fastest growing economies.

- 11% GDP increase between the years of 2001 and 2010

7th largest country in Africa.

- Giving us the opportunity to reach a lot of people

As of June 30th 2017, 22.3 % of people were internet users

- Giving us an entrepreneurial opportunity to raise that by being one of the first main providers.

THREATS

There is new and increased competition.

Only 13% of the population are internet user.

- Creating a very small specialized market.

Their GNI is very low per capita

- Averaging a \$ 6,220 per household.

Economy is very dependent on oil.

- Giving us little market share.

5 C's

Customers:

The Rural
Communities of
Angola

Company:

Verizon

Context:

Pushing for Internet
Usage in a Untouched
and Emerging Market

Collaborators:

Locals Being Trained to be
IT Specialists

Local Tower Companies
Able to Help Us Build

Competitors:

ITA

UNITEL SA

STP

Segmentation

Rural Angola

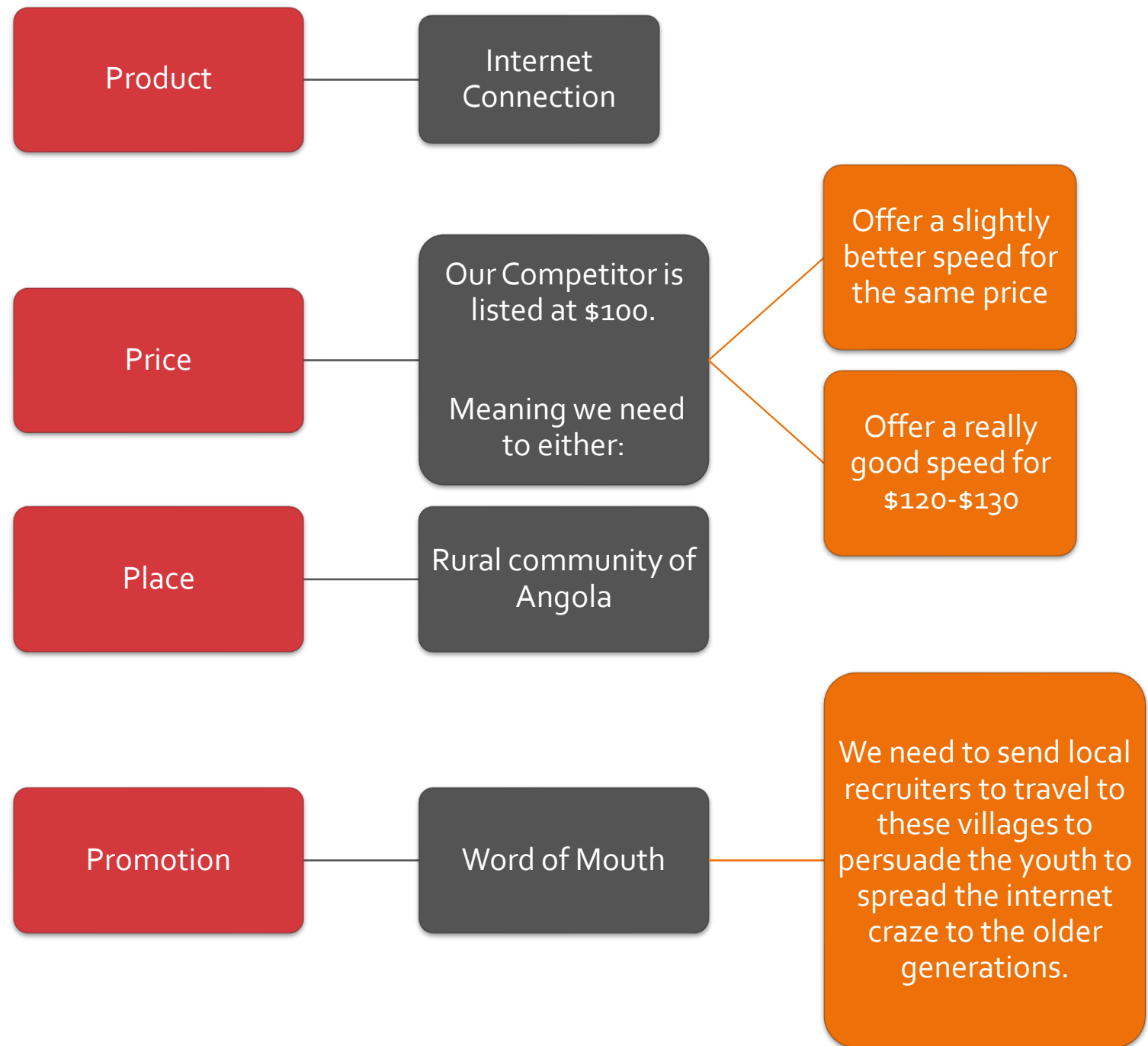
Targeting

The 48.12% of the population that are younger and more technologically inclined.

Positioning

Using local ITs and supplies, we will build an affordable and reliable form of internet access that will reach more than just corporations or the 13%

4P's



Integrated Global Marketing Plan

EXECUTIVE SUMMARY

GOVERNMENT

- Presidential Republic (Highly Corrupt)
- Luanda is the capital city

POPULATION

- 30 millions of inhabitants spread among 18 provinces
- Portuguese is their official language
- 66% of the population is below the age of 25
- Only 13% of the population are active Internet users



EXECUTIVE SUMMARY

ECONOMY

- **GDP:**
 - **Agriculture:** 10.2%
 - **Industry:** 61.4%
 - **Services:** 28.4%
- Highly dependent on oil which represents 90% of their exports (mainly to China)
- Main Import Partners: Portugal, China, US
- Main Export Partners: China, US
- Tax on foreign businesses

TELECOMMUNICATION

- 45 subscriptions per 100 inhabitants for mobile cellular devices





EXECUTIVE SUMMARY

THE PROBLEM

- Angola is still not fully connected digitally, the rural parts in particular.

COMPETITIVE ADVANTAGE

- We are a global company that has a tremendous amount of resources to fund this project.
- We also provide the top internet service globally.
- We are the **first** to enter the rural market, so we are the leaders in this particular section.

POSITIONING STATEMENT

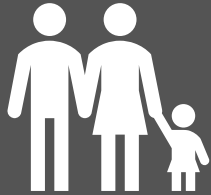
- We are not only one of the strongest internet suppliers in the world, but we want to invest into the future of Angola's youth.

Target Selection



“Young lights” is the name we chose for our target market.

It is composed of children ranging from 10-20 years old and want to learn more through technology.



We would have to grab the attention of the parents, telling them that Verizon may help enhance their child's future.



Most of these children are in rural community, so we can start by influencing schools first.

We can tell them that it can improve the different villages with communication.

Our goal in Angola is to be low cost but still differentiate ourselves from competitors by providing a better-quality wireless connection.

GLOBAL ENTRY & DISTRIBUTION

CUSTOMER CHARACTERISTICS

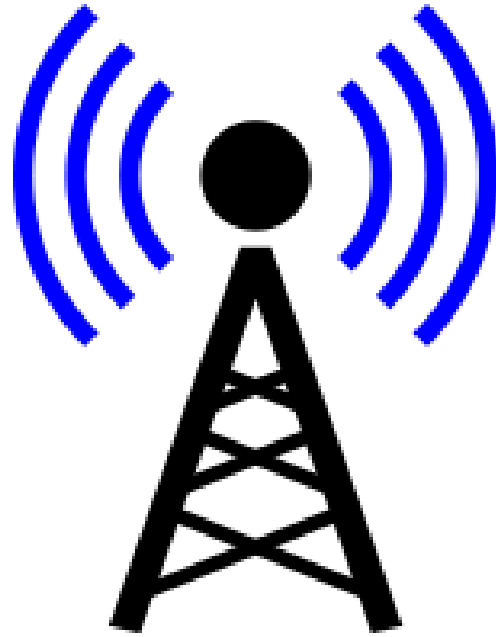
- Difficult to get definite answers to questions
- Prefer to do business with those they know and trust they spend a great deal of time on relationship building

PRODUCT CHARACTERISTICS

- Angolan Government requires labeling in Portuguese on all products imported and sold in the country
- Ranked 180 out of 190 countries for most time consuming import procedures
 - estimated 460 USD and 180 hours for import document compliance
- Must be registered with the Ministry of Commerce for the category of product they are in
- Shipments bound for Angolan ports require a Loading Certificate issued by the National Council of Angolan Shippers



GLOBAL ENTRY & DISTRIBUTION



MIDDLE MAN CHARACTERISTICS

- Need an Angolan agent/distributor to be successful
- Firms are willing to partner with foreign companies but could also be representing their competitors
- Due to limited access to credit and delays in foreign exchange some Angolan agents and distributors are reluctant to enter into new business agreements
- Only a small number of foreign companies succeed without a local partner

PRODUCT CHARACTERISTICS

- Due to the civil war roads, railways, and bridges destroyed
 - More than 60% of paved roadways still need repaired
- Main problems: land abuse, deforestations, impure water, and drought

GLOBAL ENTRY & DISTRIBUTION

- Verizon uses Michael Porter's generic strategy and intensive growth strategies to emphasize their competitive advantage amongst competition.
- **HOW WILL YOU GET THE PRODUCT TO CUSTOMERS/CONSUMERS?**
 - Marketing through social media (Facebook & What's App) as well as demonstration centers/seminars.
 - Providing businesses accounts with low initial product costs and free installation and free in-home installation for residential accounts and the implementation of the primary education integration strategy. Verizon practices B2B/B2C currently and we plan to continue that in Angola.
 - Verizon is open to partnerships though if they fail they often look for acquisition. Anything and everything is necessary in fulfilling their "promise" of a seamless experience that is smooth every time they use Verizon.
- **RISK TOLERANCE, BUDGET AND EXPECTATION OF RETURN (TIMING AND \$\$)?**
- Government Considerations
 - The main barrier to entry is the level of regulation (ministry of commerce) and bribe requirement.
 - Plan to implement our product and the technology needed to utilize our service to primary schools as our form of a bribery payment, remaining true to our values, in hopes this will speed our regulation process. As well as hiring as many local workers as possible and training others to continue working with the company through the initial implementation.

GLOBAL PRODUCT PLANNING: STRATEGIC ALTERNATIVES

WHAT PRODUCT STRATEGY ARE YOU PERSUING?

- Dual Adaptation
 - This is because we are coming into the market with entirely new way of communication and language.
 - In addition, our product is different because rural Angola has never experienced internet connection in this way before.



PRICING

REGULATION & GOVERNMENT RESTRICTIONS OR ENHANCEMENTS TO PRICE (TARIFF OR SUBSIDY)

- Ministry of Commerce

“BRIBE” CULTURE?

- One of the World’s rated worst in bribe culture.

ENVIRONMENTAL

- Spread out villages.

INFLATION

- Heavy inflation conversion to U.S. \$ (\$1 U.S. = \$310.45 Angolan Kwanza)

TARGET (S) PERCEPTION OF PRICE

- It is an investment with it being so much of their monthly income.

TARGET (S) NEEDS FOR PRICE

- High speed and reliable internet service at a fair price.

COST (HOME COUNTRY + ADDITIONAL COSTS FOR MARKET COUNTRY)

- \$15,000,000-\$20,000,000

COMPETITIVE PRICE COMPARATIVES

- \$400 (60 Mbps or more, Unlimited Data, Cable)

YOUR PRICING CHOICE

- Status Quo - Focus is to eliminate many different costs as the market will be more targeted toward bringing the product to the consumer eliminating store costs.

GLOBAL STRATEGIC MARKETING – TACTIC 1

OBJECTIVE

- Show the people of the town who we are, how to work our product and acquire new customers.

WHAT IS THE TACTIC?

- Going door to door to introduce rural families to our company.

HOW DOES IT WORK/WHY DOES IT WORK?

- It will work because it will give people a personal feel and will show them why we will be beneficial. Also going to allow people to sign up for our service right then.

EXECUTION CONSIDERATIONS

- People may be reluctant to answer the door/talk with us.

GLOBAL STRATEGIC MARKETING – TACTIC 2

OBJECTIVE

Gain attention from the locals hopefully gaining interest in our product and brand. Drive sales.

WHAT IS THE TACTIC?

Create an PR event where we set up a booth when the Angolans have monthly gatherings in Cities. We will carry an iPad to show how fast our internet works vs. other providers.

HOW DOES IT WORK/WHY DOES IT WORK?

This will work because this will get people all in one place to introduce our product.

EXECUTION CONSIDERATIONS

We need to consider that this is a time of coming together for a community and not to be too pushy with selling. Be more personable.



GLOBAL STRATEGIC MARKETING – TACTIC 3

OBJECTIVE

- Get our product into the homes of our target market

WHAT IS THE TACTIC?

- Go to parent teacher conferences and have a booth explaining who we are.

HOW DOES IT WORK/WHY DOES IT WORK?

- It will work because we will have a partnership with the school and the parents should trust the schools their children attends.

EXECUTION CONSIDERATIONS

- Parents may not want to pay attention to our table, may not see the reason to put it in their homes if their kids have internet at school.

CREATIVE EXECUTION

AD

We will put up billboards up, we will be in the local radio mostly because it is their biggest medium, Local weekly newspaper

VIDEO

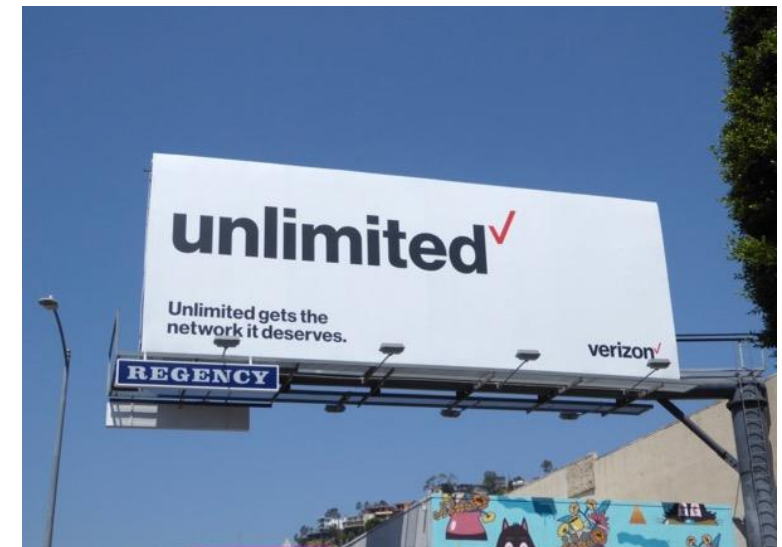
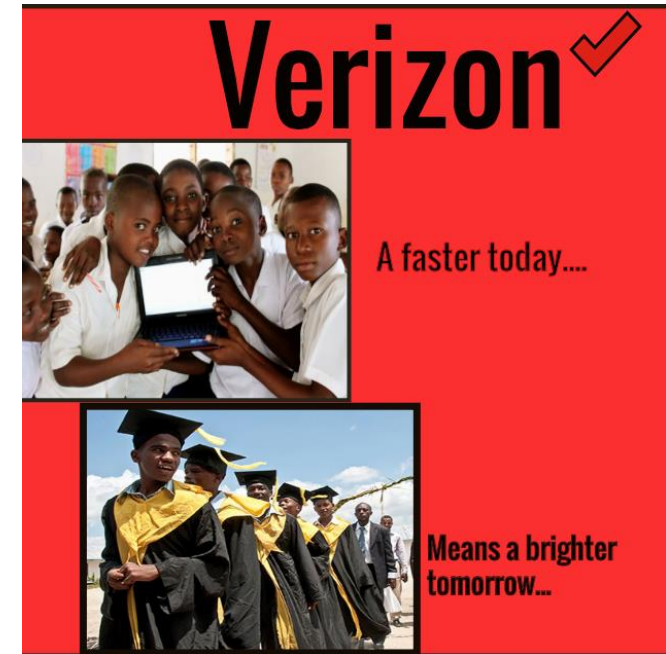
Facebook is largest so Facebook videos showing Angolans using our product, have real testimonials from community members

PUBLIC RELATIONS

Booths at local gatherings, booth at schools, and door to door sales.

SOCIAL MEDIA

Social media retargeting old customers, twitter posts, interactive ads, Facebook ads, interact with potential customers, reply to all customer service problems



THREE MONTH CALANDER PLAN

December 3rd

Send shipment of product for
towers

December 10th

Break ground in construction

Begin advertising

December 27th

Gather with community for
showing

Start sampling the product

December 2018						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

THREE MONTH CALANDER PLAN

January 2nd:

Conduct updated awareness surveys

Quality check on tower construction

January 14th:

Do giveaways and door to door
informative talks

January 30th:

Gain new insights of prospect
awareness

JANUARY 2019						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

THREE MONTH CALANDER PLAN

February 6th

Finish selecting and training employees locally

Begin launch preparations

February 11th

Begin countdown to faster and reliable internet

February 13th

Have giveaway winner do testimonials

February 15th

Adapt to any local changes and have back up plans finalized

February 18-22

Focus on advertising launch and gaining awareness with countdowns and samples

February 22nd

Day of Launch

February 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	1	2