



6.4. ACTION PROGRAMS

In order to achieve the objectives proposed above, the following action plans are suggested:

6.4.1. PRODUCT AND SERVICE DECISIONS

6.4.1.1. Product

In section “3.1.2.3.1. Product” the variety of products offered by Ausiàs has already been mentioned, which represents one of the company's distinctive capabilities. In this wide range of products, we can find school supplies, textbooks, books for entertainment, dictionaries and also many plug-ins and accessories like backpacks, bags, folders, cups, wallets and even toys and bracelets. Product offering is not going to change for next year, it will be the same.

6.4.1.2. Associate Services

Ausias is not a service company, it is a retailer. However, when clients come to the establishment to buy an item, they perceive a service associated with it as an added value. This has to do with Ausiàs' competitive strategy: differentiation. Associated services which Ausiàs offers to customers are as follows:

- Possibility to return certain products over a period of 15 days
- Advice and attention to the customer in the store
- Ausiàs bag to carry the products
- Packaging products if there are a present
- Attractive environment in the store

6.4.2. PRICE DECISIONS

From market research we learned more about the opinion of Ausiàs' customers. In the results, we could see that price in Ausias was the lowest valued aspect by customers. One of the objectives in this Marketing Plan is to change this, to achieve that clients do not



associate Ausiàs with a high price. To accomplish this, reducing prices level directly is not a good idea, since customers could associate it with a devaluation of quality and it would affect adversely to Ausiàs image. However, some promotions will be performed throughout the year, and prices will be reduced indirectly. In this way Ausiàs' image will not be damaged. These promotions are synthesized in Table 19:

SPECIAL DATES PROMOTIONS

Table 19. Special dates promotions

Occasion	Date	Promotion
Mother's Day	All the week before Mother's Day	Discounts of 5%, 10% and 15% on certain products that may be gifts for mothers, such as bags, bracelets, entertainment books, purses, mugs, etc.
Father's Day	All the week before Father's Day	Discounts of 5%, 10% and 15% on certain products that may be presents for parents, such as wallets, pens, cups, key chains, books, etc.
Sant Jordi	From 18th to 20th of April	3 x 2 Promotion. Every three books purchased on-site one will be free (the book with lowest price)

AUSIÀS STUDENT CARD

Ausias will try to attract students from other different centres than Francesc Tàrrrega High School to expand their market share. To do this, it will create a student card with which students can enjoy special offers, discounts and accumulating points. To obtain the card, applicants must demonstrate that they are students by providing basic personal data and follow the bookstore on Facebook as: *Ausiàs Llibres*. The people who join Ausiàs Students Club will enjoy the following promotions that are mentioned in table 20:



Table 20. Promotions for Ausiàs Students Club

Promotions for Ausiàs Students Club
25% discount on purchases over 45€ in backpacks, folders, cabinets, cases, textbooks and school supplies during the month of September, which is when the school year starts.
10% discount on purchases over 45€ in backpacks, folders, cabinets, cases, textbooks and school supplies for the rest of the year.
5% discount on all purchases if they do not exceed the 45€
Accumulative points: when a member of the club reaches a certain number of points he or she could choose a gift of a catalogue
35% discount on purchases over 30€ to use during the week when is student's birthday

These action plans will try to achieve many of the proposed objectives. On the one hand, promotions encourage purchases of accessories and furnishings, books for entertainment and school supplies (objectives 2 and 4). On the other hand, Ausiàs Student Card will attempt to retain current customers and at the same time attract students who do not usually buy from Ausiàs, because it offers them some incentives (objective 1). At the same time, new members will become friends on Facebook, which will also help to achieve goal 5.

This proposal will be communicated to customers verbally on the store every time they make an acquisition, with posters around the store and through Facebook.

6.4.3. PLACE DECISIONS

Aesthetics and the attractive products placement at the sale point is one of the distinctive capabilities of the company and at the same time it is one of the better valued attributes according to the results in market research. In this Marketing plan this strength of the business will be used as a support to the other action plans described in the last point and in the following.



Firstly, at the same time Special Date Promotions are running it will be place a gondola in which it will be carefully put all products on promotion, with posters showing discounts and reminding the special occasion (Father's Day, Mother's Day and *Sant Jordi*). The gondola will be located near the principal entrance to the establishment in order to customers see it immediately.

At the same time, shop windows located around door will also contain products in promotion and posters announcing discounts and the special date. With this it is pretended to attract attention of people who are moving down the street. Maybe if they see the show window and the promotions they will enter into the shop to take a look.

Showcases and gondolas in the store also will be decorated according to other special dates in spite of Ausiàs do not apply any promotion. The objective is to ensure that customers will be comfortable in the store and they will perceive attractiveness, aesthetics and decoration. These other dates could be for example Valentine's Day and Christmas.

On the other hand, some posters will be placed around the store in order to customers remember the good quality of Ausiàs products. In this way, this will try to achieve objective 6, i.e., to communicate the good quality of the products that are sold in Ausias so that customers perceive that they are paying an appropriate price. These posters will contain creative and witty phrases that will be complemented by simple drawings. The pictures will contain Ausiàs logo on the bottom right like a signature.

When Ausiàs Student Club Cards campaign begins a poster will be also placed to inform customers about the promotions.

Ultimately, aesthetics, decoration and products placement will complement other action plans wich Ausiàs will perform to achieve proposed goals. Busines have to take advantage of its capability to differentiate itself and at the same time to support the rest of action plans.



6.4.4. PROMOTION DECISIONS

Promotion action plans proposed for 2016 are as follows:

NEW WEBSITE

One of the most important actions in this Marketing Plan is the creation of a website where customers could consult Ausiàs range of books, reserve them and even place an order if they are not available in the store. It will be created a virtual catalogue in which customers will be able to consult books entertainment, languages reference books, dictionaries and textbooks which can be bought in Ausiàs. So many customers could consult the website before going to the shop, which is more comfortable for them. To reserve or order a book clients will have to register on the website by entering their basic data and obtaining a user name and a password.

In addition of the catalogue function, the site will have other sections. In table 21 it can be seen all of them.

Table 21. Sections of the Ausiàs new website.

Section	Description
Ausiàs presentation	This section it will be briefly described the activity of the company, its mission, vision and the most important features.
Images Section	Images of the interior of the store and the windows shall will be attached in order to visitors will be able to appreciate the nice environment of the store and the variety of products.
Virtual books catalog	Space in which users will see all the available books, reserve them and even ask for any that are not available.
Products and brands Quality	To achieve objective 6 it is going to create a special section to communicate the quality of products offered by Ausiàs and the prestigious brands which can be found in the



	establishment. This section will have three parts: a text introduction which will highlight the quality of the products, a section which will display the logos of the available brands in Ausiàs and, finally, another paragraph in which creative posters mentioned above will be showed in the website too.
Publication an news Section	This section is to inform public of all the offers, promotions, campaigns and events that will make Ausiàs during the year.
Link with Facebook	Website users will be invited to follow Ausiàs Llibres on Facebook, to enjoy its publications and be informed of offerings. At the same time, Facebook also will invite Internet users to visit the new website and discover their utilities.
Contact	Finalmente, habrá un apartado de contacto donde se indicará la dirección de Ausiàs, número de teléfono y e-mail. Finally, there will be a contact section indicating, Ausiàs address, phone number and the e-mail.

After new website creation it will be necessary to inform all customers of its existence and usefulness. It will be promote during the first weeks after website opening in different ways: through Facebook, it will be placed a poster in the shop which will explain some utilities of the website and dependents will inform orally when they will attend customers in the store. The address will be: www.ausiasllibres.es and it will be added in Ausias bags with the rest of the company's data.

RAFFLE

Ausias will hold a draw of two Eastpak packs which will consist of a backpack + pencil case + 30% discount on futures purchases in Ausiàs. To participate in the drawing it will be necessary to follow *Ausiàs Llibres* on Facebook and give a "like" to the correspondent picture in which it will be the pack and the instructions. Winners will receive the award at the



store and they will be suggested to take part of Ausiàs Student Club, with all the advantages that this entails. This will try to increase Facebook followers (objective 5) and at the same time it will create a positive experience for participants, who will have a good memory of Ausiàs (Objective 7). To inform the public of the draw all instructions will be published on Facebook and on the web page. Moreover, dependents will encourage customers to participate and they will give an information leaflet. If customers take home the brochure with all the instructions it will be more likely they participate.

On the other hand, a gondola with the drawn packs will be placed in the store. It will be put a sign which says "Get one of these packs, participate in the raffle!" There will be some brochures that customers will be able to take. In Annexe 3 it can be seen the information leaflet.

VILA-REAL BOOK FAIR

As every year, Ausiàs will participate in Vila-real Book Fair, which involves many bookstores of the city. They participate with their stands offering his books for reading lovers. In this fair it will be virtually all of Ausiàs competitors, so it should not miss to the date. It will be important to take good care of the presentation of the stand, as one of the distinctive capabilities is the aesthetics so Ausiàs will have to continue giving that image to the public. In addition, Ausiàs can take advantage of the event to communicate the new website opening and Students Club Card with some posters. The presence in Vila-real Book Fair will help achieve Objective 7.

"STORY WEEK"

Ausias will begin a solidarity campaign before Christmas in order to collect the largest number of stories and old toys which inhabitants from Vila-real do not use. Tales and toys collected will be given to an NGO which will send them to poor countries inhabited by children who have no gifts for Christmas. A gondola will be placed in the establishment so that participants will be able to let their stories and donated toys. On the gondola it will be



placed a sign where it will be written "Story Week". To encourage the participation of the citizens, Ausiàs will draw two vouchers of 50€ and 25€ and a 50% discount on products from the shop among the participants. With this solidarity action Ausiàs will boost its image and reputation (goal 7). To inform public about the campaign Ausiàs will publish the information on Facebook, on the web site and it will be communicated orally by dependents when customers make purchases.

FACEBOOK ACTIVITY

One of the fixed objectives was to increase followers on Ausiàs Facebook. Therefore it is coherent to reinforce Ausiàs activity on Facebook so that fans will interact with the company. Facebook will be a powerful communication tool between Ausiàs and its customers. Through the social network Ausiàs will inform about all special promotions, events, drawings and other actions which will be performed. Moreover, Ausiàs will also publish and share pictures, interesting articles or videos related to reading, art, studies or similar topics which can interest to Facebook fans. Until now Ausiàs Facebook activity has been rather limited, so for next year it will be proposed to publish at least three times a week. In this way users will be able to see Ausiàs publications when they check their Facebook and they will remind the bookshop, which will help to achieve goal 7.

All proposals and actions should support each other and have some cohesion between them. The following table (Table 22) summarize previous proposals and the way they will be transmitted and communicated to the public.



Table 22. Proposals and way of communicate them

Proposal	Inside the establishment	Store Window	Facebook and website	Dependents Verbal Communication
Special Date Promotions: Mother's Day Father's Day <i>Sant Jordi</i>	A gondola with products on promotion and posters with discounts will be placed in the store	Promotion products and informative posters will be placed in shop windows	Informative post in Facebook and in the website	
Special Dates without any promotion: Christmas Valentine's Day	Decoration according to the date	Window dressing according to the Date	Post in Facebook and in the website congratulating Facebook followers	
Communication of Ausiàs Quality	Posters with simple drawings and witty phrases around the store		Virtual publication of the same posters on Facebook and the website Quality section on the Web Page	
Ausiàs Student Card	A poster will be put next to the desk where customers are attended		Publication to inform the public through Facebook and the Web Page	Dependents will inform and suggest costumers to join Ausiàs Student Club



<p>Ausiàs Website</p>	<p>A sign will be placed near the reception</p>		<p>To inform about new web site opening and its utilities through Facebook</p>	<p>The first few weeks after opening of the website sellers will invite customers to visit it when they make a purchase</p>
<p>Raffle</p>	<p>The two packs will be placed in a gondola. There will be also a sign in which it will be written "Get one of these packs, participate in the raffle!" There will be also some informative brochures which customers may take</p>		<p>Inform about the raffle through Facebook and the Web Page</p>	<p>Inform and encourage customers who make purchases to participate</p> <p>Delivery of brochures</p>
<p>Vila-real Book Fair</p>			<p>Advice on Facebook and on the web page that Ausiàs will participate in Vila-real Book Fair. After the event, some photos will be published and Ausiàs will thank participants for their assistance</p>	



<p>Story Week</p>	<p>A gondola will be placed in the store in order to participants will put their donations on it. There were a big poster which will announce "Story Week"</p>		<p>Inform about the initiative through Facebook and the Web Page</p>	<p>Inform and encourage customers who make purchases to participate</p>
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6.5. CONTROL

To control the achievement of fixed objectives it will be used the following methods: (Table 23):

Table 23. Control Methods

Objective	Control Method
1. To increase market share in 100 new loyal customers in 2016.	Number of new members of Ausiàs Club
2. To increase sales from textbooks and school supplies by 5% in 2016.	Sales revenues from textbooks and school supplies (in euros)
3. To increase sales from entertainment books by 3% in 2016.	Sales revenues from books for entertainment (in euros)
4. To increase sales from accessories for 4% in 2016.	Sales revenues from accessories and complements (in euros)
5. To achieve 260 new followers in 2016.	Number of Facebook followers. Nowadays Ausiàs has 1740 Facebook fans so the goal will be achieved if next year the number of Facebook friends is 2000.
6. Increase customer's valuations of the price at 0.2 points more and 0.5 in quality.	Similar survey to the already performed in the market research in which individuals will be able to value the quality and price of Ausiàs on a 1 to 5 scale.
7. Increase Ausiàs notoriety by 10%.	Similar survey to the already performed in the market research. The objective will be achieved if 60% of the respondents think in Ausiàs as a first option, since in the current research 50% of respondents thought Ausiàs as first choice. (See question 2 of Annex 2)



6.6. SCHEDULE

Table 24 shows the schedule with concrete dates when will be carried out the proposed action plans.

Table 24. Schedule

SCHEDULE		
JANUARY	15th January	Posters of communication of Ausiàs quality around the store
FEBRUARY	1st February	New Website opening Ausiàs Student Club initiative
MARCH	From 14th to 19th of March	Father's Day promotions
APRIL	15th April	Change posters of communication of Ausiàs quality around the store
	From 18 to 23 of Abril	<i>Sant Jordi</i> promotion
	From 25 of April to 1st of May	Mother's Day promotions
MAY	Last days of May (provisional date)	Vila-real Book Fair
JUNE		



JULY	1st July	Placement of the gondola with the packs of the draw, the poster and brochures
	15th July	Change posters of communication of Ausiàs quality around the store
	All Month	Inform customers of the Eastpak raffle through Facebook, the website and orally by the vendors
AUGUST	1st August	To do the Drawing and post on Facebook and on the web page the names of the winners
SEPTEMBER	All month	Promotions on the School year Beginning
OCTOBER	15th October	Change posters of communication of Ausiàs quality around the store
NOVEMBER		
DECEMBER	From 5th to 11th of December	To inform about the “Story Week” through Facebook, the Webpage and orally by the dependents
	From 12th to 17th of December	Story Week
	19th December	To realize vouchers drawing and to public the winners names on Facebook and on the website



6.7. BUDGET

Ausias is a small company which has moderated financial resources, so marketing budget will not very high. Table 25 shows the approximate budget of the Marketing Plan:

Table 25. Marketing Budget.

Action	Budget
New Website creation	250€
Posters placed around the store	40€
Vila-real Book Week	60€
Riffle	70€
Vouchers drawn in the Story Week	75€
Informative leaflets of the draw	30€
TOTAL	525€



7. BIBLIOGRAPHY

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WEB LINKS

http://www.vila-real.es/portal/p_1_principal1.jsp?codResi=1&language=es

https://seuelectronica.vila-real.es/portal/sede/se_principal1.jsp?codResi=1&language=es

<http://www.elblogsalmon.com/conceptos-de-economia/que-tipos-de-mercados-existen>

<http://www.fcs.edu.uy/archivos/Nota15.pdf>

<http://www.foro-ciudad.com/castellon/villarreal---vila-real/mensaje-12433539.html>

http://www.argos.gva.es/bdmun/pls/argos_mun/DMEDB_MUNDATOSINDICADORES.DibujaPagina?aNMunId=12135&aNIndicador=3&aVLengua=c

<http://www.argos.gva.es/>

<http://www.foro-ciudad.com/>



8. ANNEXES

Annexe 1. Ausiàs Facebook postings



 **Ausiàs Llibres**
27 de mayo de 2014 · 🌐

LLIBRERIA AUSIÀS: US ESPEREM!

Ver traducción



MARKETING PLAN FOR AUSIÀS BOOKSHOP



 **Ausiàs Llibres**
29 de abril a las 21:54 · 🌐

FELIÇ DIA DE LA MARE.

Ver traducción



Me gusta · Comentar · Compartir

 **Ausiàs Llibres**
27 de mayo de 2014 · YouTube · 🌐

Benvinguts a la fira del llibre



Fira del llibre - Clip (2014)

Vila-real celebra, del 29 de maig a l'1 de juny, una nova edició de la Fira del Llibre, amb estands i activitats organitzades per l'Ajuntament de Vila-real a la plaça del Llaurador Vila-real celebra, del 29 de mayo al 1 de junio, una nueva edición de la Feria del Libro, con

WWW.YOUTUBE.COM

Me gusta · Comentar · Compartir · Suscríbete en Youtube

En Ausiàs Llibres: presentació per Vicent Usó d' El retorn de l'hongarès d'Anna Moner.

Ver traducción



Me gusta · Comentar · Compartir



Ausiàs Llibres compartí la foto de Associació Cultural Socarrats.
13 de marzo · 🌐



Associació Cultural Socarrats

Taula rodona sobre el llibre "Reset RTVV", amb els autors Rafa Xambó, Manuel S. Jardí i Toni Mollà. 13 de març (19.30 h), Llibreria Ausiàs (Vila-real)

Ver traducción

Me gusta · Comentar · Compartir

MARKETING PLAN FOR AUSIÀS BOOKSHOP



Ausiàs Llibres
28 de julio de 2014 · 🌐

LLIBRERIA AUSIÀS:
Novetats...!!!

Ver traducción



Ausiàs Llibres agregó 2 fotos nuevas.
13 de febrero · 🌐

AQUEST SANT VALENTIN ENAMORAT... A AUSIÀS!!!

Ver traducción



Me gusta · Comentar · Compartir



Ausiàs Llibres
31 de enero · 🌐

PER SANT VALENTIN...



Me gusta · Comentar · Compartir



Annexe 2. Survey



Encuesta

Presentación del encuestador

Buenos días/tardes,
 la siguiente encuesta tiene el objetivo de obtener más información sobre las preferencias y gustos de los ciudadanos de Vila-real acerca de las distintas Librerías/Papelerías que hay en la ciudad. El único fin del estudio es académico, pues formará parte de un Plan de Marketing, trabajo final de grado para la Universitat Jaume I. La encuesta es totalmente anónima y los resultados se analizarán en su conjunto.

Muchas gracias por su colaboración.

Preguntas

1.- ¿Cuántas veces suele acudir a una Librería/Papelería al año?

entre 0-3 veces entre 4-6 veces entre 7-9 veces más de 9 veces

2.- ¿Cuál es la primera Librería/Papelería de su ciudad que le viene a la mente?

1	
---	--

3.- ¿Cuáles son las dos Librerías/Papelerías siguientes de su ciudad que le vienen a la mente?

2	
3	

4.- ¿Suele ir siempre a la misma Librería/Papelería a realizar sus compras o acude a varias?

Siempre a la misma Suelo ir a varias

5.- ¿Qué es lo que más valora en una Librería/Papelería? Valore de 1 a 5 los siguientes aspectos siendo 1 la puntuación más baja y 5 la más alta.

Variedad de productos	1	2	3	4	5
Marcas	1	2	3	4	5
Ubicación del establecimiento	1	2	3	4	5
Precio	1	2	3	4	5





Encuesta

Estética de la tienda y distribución de los productos

1	2	3	4	5

Calidad de los productos

1	2	3	4	5

Confianza en la empresa

1	2	3	4	5

Atención al cliente

1	2	3	4	5

Prestigio

1	2	3	4	5

6.- ¿Conoce la Librería/Papelería Ausiàs de Vila-real?

Sí No

7.- ¿Ha ido alguna vez?

Sí, suelo ir frecuentemente He ido pocas veces (de 1-3 veces) No he ido nunca

8.- ¿Qué atributos o cualidades asocia a la Librería/Papelería Ausiàs? Intente resumirlo en una o dos palabras.

9.- Puntúe a Ausiàs del 1 al 5 en los siguientes aspectos, siendo 1 la puntuación más baja y 5 la más alta. Si no ha ido nunca al establecimiento pase directamente a contestar el apartado "Perfil del encuestado".

Variedad de productos

1	2	3	4	5

Marcas

1	2	3	4	5

Ubicación

1	2	3	4	5

Precio

1	2	3	4	5

Estética de la tienda y distribución de los productos

1	2	3	4	5





Encuesta

Calidad de los productos

1	2	3	4	5

Confianza en la empresa

1	2	3	4	5

Atención al cliente

1	2	3	4	5

Prestigio

1	2	3	4	5

10.- ¿Qué es lo que más le gusta de Ausiàs?

11.- ¿Qué cree que Librería/Papelería Ausiàs podría mejorar?

12.- ¿Suele comprar libros en Ausiàs?

Sí No

13.- Si su respuesta anterior ha sido sí ¿Podría indicar por qué?





Encuesta

Perfil del encuestado

Edad: _____ Municipio: _____ Sexo: Hombre Mujer

Zona de residencia en la ciudad: _____
 (indique su barrio, la calle en la que vive o un lugar cercano de su residencia habitual)

Ocupación:

Estudiante Trabajador/a Trabajo en el hogar Parado/a Jubilado/a

Nivel de ingresos totales familiares al mes:

0-1.000€ 1.001€-1.500€ 1.501€-2.000€ 2.001€-2.500€ Más de 2.500€

MUCHAS GRACIAS POR SU COLABORACIÓN



Annexe 3. Information leaflet about the raffle



**Gana uno de estos packs
+ vale 50% descuento en
Ausiàs**

**TODO EL MES
DE JULIO**

CON TAN SOLO 2 PASOS:

- 1) Hazte amigo en Facebook de Ausiàs Llibres
- 2) Clica "Me gusta" en la fotografía del pack que más te guste

El sorteo se realizará el día 1 de Agosto
Los nombres de los ganadores serán publicados el día 1 de Agosto en:
Facebook: Ausiàs Llibres
Página Web: www.ausiasllibres.es

