



# **MARKETING PLAN OF ``EL CAFENET``**

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# ***MARKETING PLAN OF “EL CAFENET”***

## **1. EXECUTIVE SUMMARY**

This executive summary is intended to analyze the business viability chosen: cafeteria “El Cafenet” and the objectives in the short term. In order that the people whom it is directed already are investing or other third parties, could take decisions of investment enjoying all the available information.

It is believed that the business is viable since it is placed in a zone travelled and surrounded by sites to bear in mind since they are: a school, a gymnasium and a center where courses of computer science are applied, provoking this way the presence of people of a constant and constant way, where potential clients appear day after day. The annual aims that we find are quantifiable: the attraction of some more 15 % of potential clients, to support those that already we have and to satisfy a total of 85 %, causing this way an increase of the sales and of the benefits in approximately 15 % more than the previous year, having in mind diverse action plans that in the final part we will find, in that there would be needed an approximate budget of approximately 8.149 Euros per year.

For more information about some doubts of the Marketing plan contact Maria Ascensión Moreno Calero, who we can find in the place, placed in the Street Museros, number 10, in Castellon de la Plana.

# MARKETING PLAN OF “EL CAFENET”

## 2. SITUATION ANALYSIS

### 2.1. Internal analysis

#### 2.1.1. Presentation of the company

To implement the marketing plan of end-of-career promotion, I have chosen a company called “El Cafenet”. This company is a cafeteria which is located in Castellon de la Plana, exactly in the Museros Street, number 10, with 12005 postal code.

The business idea was born in a family made up of a marriage with their two children, who work as waiters in the company. The business activity started on 20<sup>th</sup> of January 2013 offering mostly breakfasts, lunches, afternoon snacks and sometimes lunch menu.

This cafeteria is characterized by offering high quality products, in addition to that, they are prepared in the same moment in which the clients order them, excluding some appetizers such as, cocas, drinks, cakes or snacks that are prepared in the same day to maximize the quality of their services.

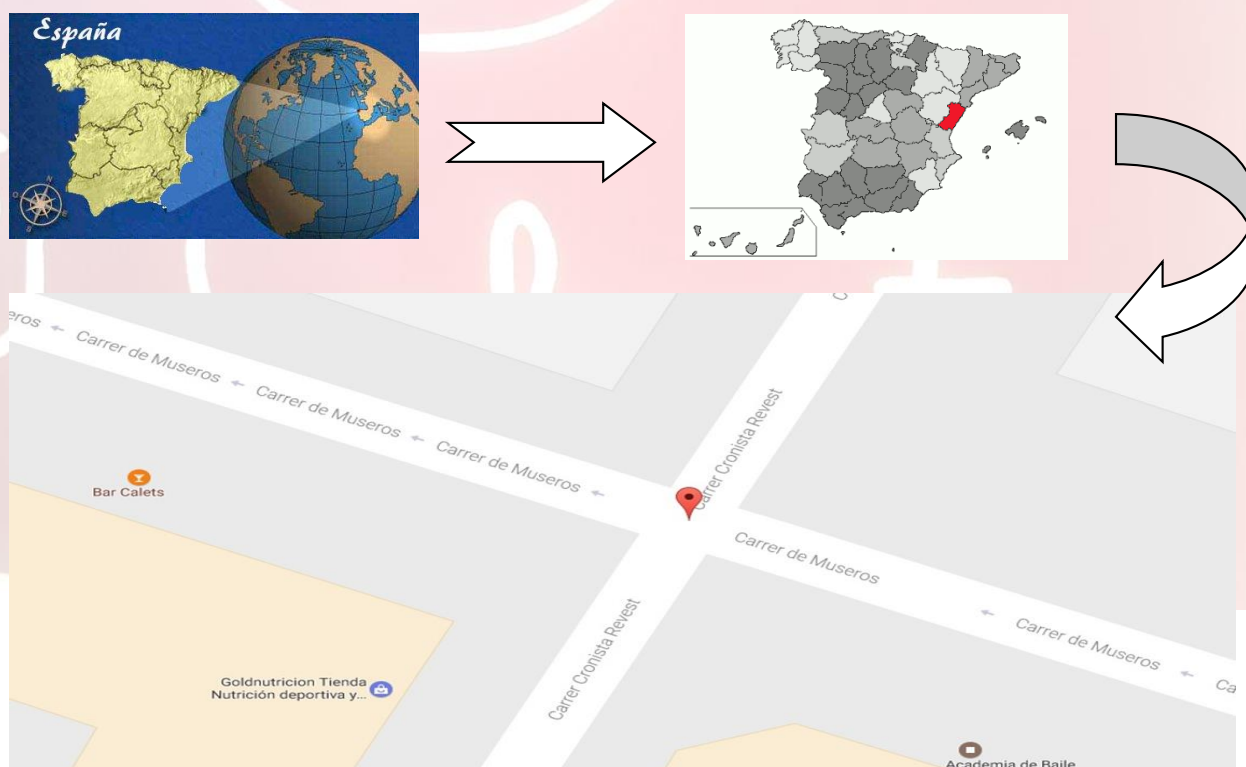


Figure 1: Shop's site – Source: Google Maps

# ***MARKETING PLAN OF “EL CAFENET”***

## **2.1.2. Mission**

“El Cafenet” has as its objective the full comfort of their customers, offering an excellent service accompanied by a good diet with the best quality of their products.

## **2.1.3. Vision**

The vision of “El Cafenet” consists of becoming a cafeteria reference in the neighborhood in order to serve as a meeting point for any type of customer, whether young or old, with a good atmosphere for the workers as their customers. Moreover, the owners make an adequate management of the resources proving to be transparent, competitive as they want to satisfy all the expectations and customers’ needs, regarding not only products level, but also for the special customer’s treatment.

## **2.1.4. Resources of the company**

Regarding the Human Resources of this Company, it should be noticed that this company arise as a common familiar project, because María Ascensión was fired in her previous job in the “El Cisne”, after 20 years working in it, and his husband was in the same situation as her, so they decided to start together a new business with their two children. Next, we can see in the organization chart (see Figure 2: Organization chart) how the working distribution is done between the owners and their children.

Therefore, the General Manager is M<sup>a</sup> Ascensión Moreno Calero, whose tasks involve bureaucratic issues. She is the highest authority in the cafeteria and sometimes works as waitress. In addition, she is accompanied by her two children (Pedro Vieco Moreno y Carlos Vieco Moreno), whose tasks are cash functions and waiting service, as well as her husband (Pedro Antonio Vieco Arroyo), on the other hand, they have the help of a waitress called Nerea Ruiz, and finally, there is a chef called Mariana Romero.

## MARKETING PLAN OF “EL CAFENET”

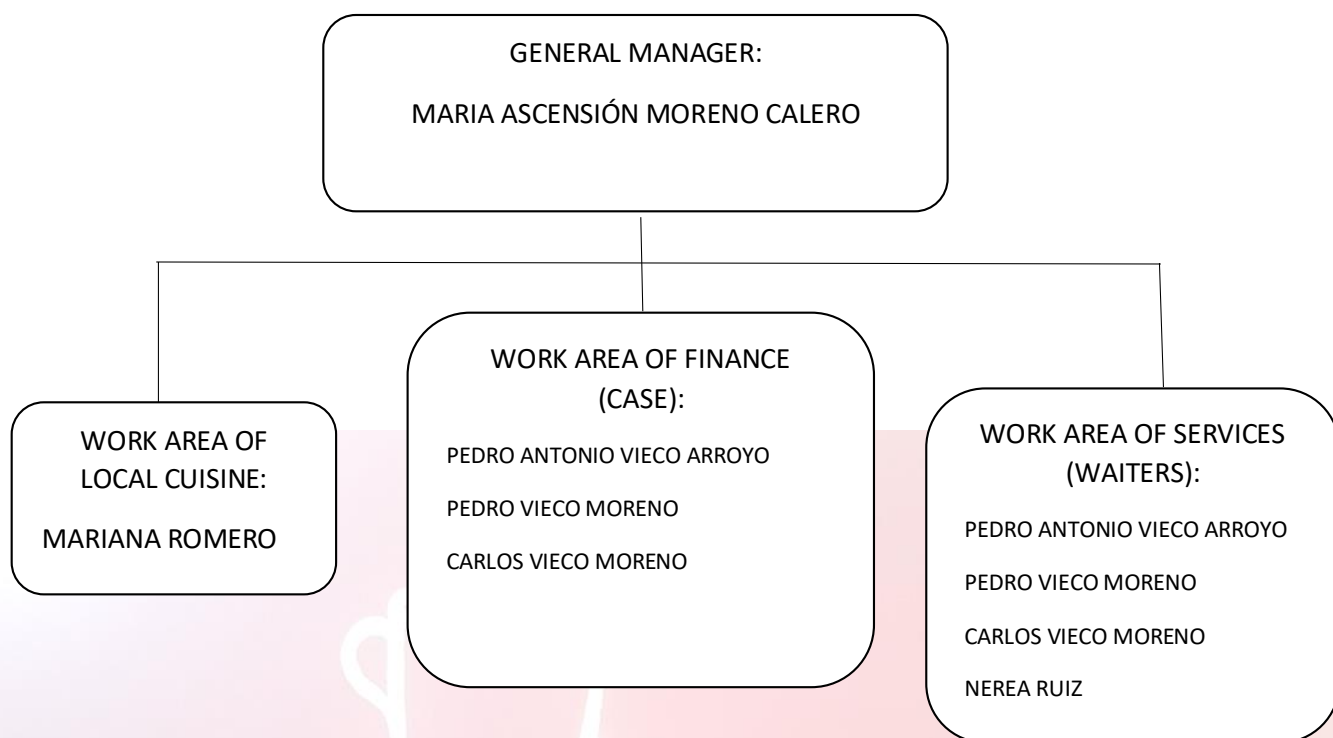


Figure 2: Organization chart – Source: Own elaboration

### 2.1.4.2. Financial resources

We must mention that the purchase of the local was done through transfer, so the conditioning costs was minimum because the previous activity was the same as current activity, thus is, a cafeteria.

The initial resources provided to start with the company activity were:

- ✓ Local transfer cost .....30000 €
- ✓ Consulting expenses, initial activity documentation.....300 €
- ✓ Local conditioning .....5000 €

Additionally, last year 2016 permissions' request of council in order to have a terrace, with measures around 6 meters length and 4 meters wide, cost was 2000 €. On the other hand, two awnings were installed too, which cost 3000 €.

## **MARKETING PLAN OF “EL CAFENET”**

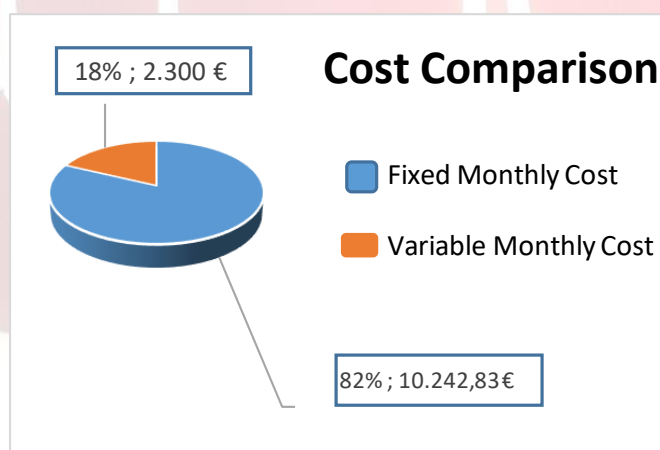
We should consider as fixed costs: monthly consultancy expenses of 100 € + VAT and monthly expenses of electricity and water of 500 € approximately, in addition to this, there are other costs as the purchase of raw materials (around 2300 € every month), wages (1200 € by worker), social security (freelance cost is around 256 €), rental (700 € month), local insurance (280 € by year), taxes (650 € a quarter), etc.

Therefore, we can see quickly and easily, in the following graph, the ratio of fixed costs and variable costs which are: 82% of fixed costs and 18% of variable costs.

Fixed Monthly Costs		Variable Monthly Costs	
Salaries	7.200,00 €	Raw Materials	2.300,00 €
Social Security	1.536,00 €		
Supply	500,00 €		
Consultancy	121,00 €		
Rental	700, €		
Local Insurance	23,33 €		
Taxes	162,50 €		
<b>TOTAL</b>	<b>10.242,83 €</b>	<b>TOTAL</b>	<b>2.300,00 €</b>

<b>FIXED + VARIABLE TOTAL COSTS</b>	<b>12.542,3 €</b>
-------------------------------------	-------------------

Table 1: Fixed and variable costs comparison – Source: Own elaboration



Graph 1 : Cost comparison – Source: Own elaboration



## MARKETING PLAN OF “EL CAFENET”

Finally, we can visualize the initial costs and the new costs that they had been and over the year they had more conditioning costs and business improves as: permission request of terrace installation and wages installation. All this improvements cost are 40.000 €

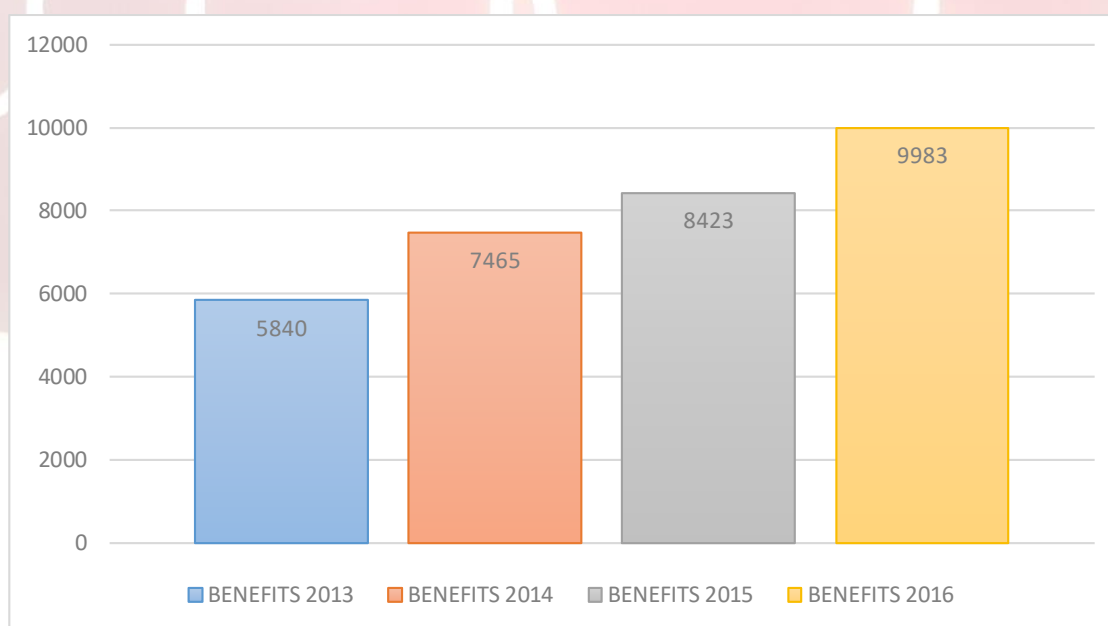
INITIAL COSTS	
Transfer	30.000,00 €
Reconditioning	5.000,00 €
<b>TOTAL</b>	<b>35.000,00 €</b>

ADDITIONAL COSTS	
Terrace permission request	2.000,00 €
Wages	3.000,00 €
<b>TOTAL</b>	<b>5.000,00 €</b>

<b>GENERAL COST TOTAL</b>	<b>40.000,00 €</b>
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Table 2: Initial and additional costs – Source: Own elaboration

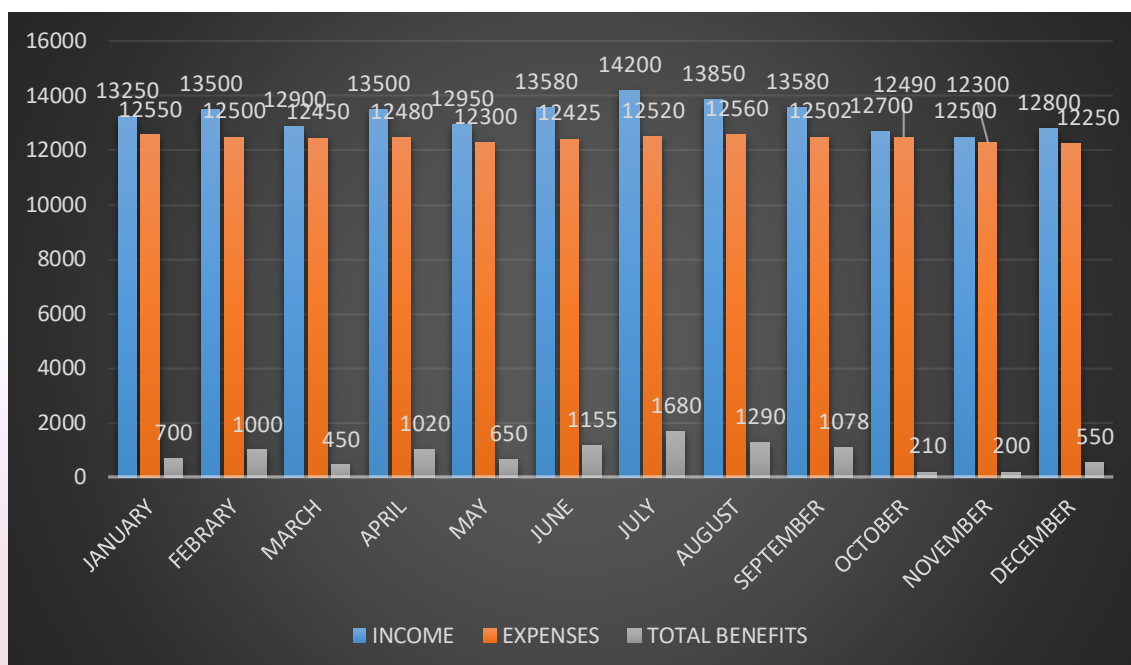
Here below can be seen the table with the progress of the total benefits of our enterprise from the year 2013 to the year 2016:



Graph 2: Total benefits (2013-2016) – Source: Own elaboration

## MARKETING PLAN OF “EL CAFENET”

In relation to the last table, we can see as from the acquisition and start-up of the cafeteria that the total benefits are increasing, emphasizing the big economic growth in 2016 moving from 8.423 euros benefits in 2015 to 9.983 euros in 2016.



Graph 3: Total benefits evolution (2016) – Source: Own elaboration

In this graph we can observe during the latter year since the benefits have fluctuated as in the month in which we are, emphasizing the increase of benefits during the summer epochs, since many people and due to the crisis prefer remaining in the city and going out for leisure in the same residence. This situation provokes an increase of the service in the above mentioned months. Nevertheless, this situation deteriorates notably in winter months.

### 2.1.4.3. Marketing Resources

We must emphasize as an important fact that the above mentioned cafeteria did not realize any plan of business before the beginning of its activity, in spite of it, they could have developed its business, improving day after day its situation as the products that they offer, I boast, etc., due to the negotiating capacity that the owners of the company present.

## ***MARKETING PLAN OF “EL CAFENET”***

Then, with Marketing Resources we are going to analysis the following aspects:

- ✓ Products
- ✓ Price
- ✓ Distribution
- ✓ Communication

### **Products**

The cafeteria “The Cafenet” offers products of high quality, with a rapid service that allows to satisfy the desire and the needs of the consumers. Besides it, all the products of the cafeteria are goods of consumption, of short duration and of perishable character.

It is necessary to say, that depending on the segment of the market to which we go, mentioned products and services might manage to turn into more or less frequent consumptions. On the other hand, they are of tangible character, since clients enjoy this food.

As we have mentioned before, as the cafeteria manages with perishable products the great majority of them present a useful short life, concretely between approximately 15 and 20 minutes, so they must be consumed in the moment of the purchase. We must bear in mind some factors such as: the extent, length, consistency, the depth and the portfolio of products of the above mentioned cafeteria. Later we are going to treat the brief above mentioned terms:

- **Extent:** refers to the diverse products that the cafeteria offers its clients. In this case, it has a wide range, since it offers products such as sandwiches, cocas, pastry, pastry cook's shop, lids, drinks and ice creams. The total number of products that it handles, places about approximately 49 bearing the products in mind previously mentioned.
  
- **Length:** In reference with the length we can say that this one is moderately wide, since for example, in case of the cold sandwiches, we can meet six different types. If we want to see the length of the warm sandwiches, it is already slightly more extensive, because they present eight varieties of sandwiches. Regarding the pastry cook's shop also presents a length of nine products, nevertheless, the lines with fewer lengths are related to products like pastry and the ice cream, which are only present on the summer station.

## **MARKETING PLAN OF “EL CAFENET”**

- **Consistency:** The consistency of a line is narrowly related between products. In this case, if we analyze sandwiches we can say that they present a low index of consistency, since few ingredients are repeated in different types of sandwich, so practically each of them are independent from each other, and cannot take advantage of the same ones or any ingredient to complete other sandwiches.
  
- **Depth:** The depth of the products is measured principally due to the variety of sizes of the lines of products from the cafeteria, for example in both cold and warm sandwiches, also we can find it in case of the lids, where there is small or average size and finally in case of the drinks since it would be the availability of the horchata and the iced coffee, where we find the sizes small and big.
  
- **Product portfolio:** The numbers of lines of the diverse products that it offers are 8 lines that would be represented: the different types of sandwiches, cocas, pastry, pastry cook's shop, lids, drinks and ice creams.

We see that the lines of products of the cafeteria are all interlaced ones between each other. As a matter of fact, all the products are supply and the corresponding supplier provides to the cafeteria the raw materials necessary make the final product, and of this form, the cafeteria offers it to the clients and is able to cover their basic needs.

COLD SNACKS	HOT SNACKS	COCAS	CAKES
<ul style="list-style-type: none"> <li>➤ Tuna</li> <li>➤ Cod</li> <li>➤ Anchovy/fresh cheese/tomato</li> <li>➤ Sobrassada with/without cheese</li> <li>➤ York Ham with/without cheese</li> <li>➤ Serrano Ham with/without cheese</li> </ul>	<ul style="list-style-type: none"> <li>➤ Potato omelette</li> <li>➤ Tuna omelette</li> <li>➤ Zucchini omelette</li> <li>➤ Mushroom</li> <li>➤ Sausage and pepper</li> <li>➤ Garlic shoots with prawns</li> <li>➤ Bacon</li> <li>➤ Loin</li> </ul>	<ul style="list-style-type: none"> <li>➤ Spinachs</li> <li>➤ York Ham</li> <li>➤ Tomato</li> <li>➤ Onion</li> <li>➤ Escalibada</li> </ul>	<ul style="list-style-type: none"> <li>➤ Jaimito's cream</li> <li>➤ Coca's apple</li> <li>➤ Pastelito meringue</li> </ul>

## **MARKETING PLAN OF “EL CAFENET”**

PASTRIES		
<ul style="list-style-type: none"> <li>➤ Mini ensaimadas of cream/chocolate</li> <li>➤ Ensaimadas</li> <li>➤ Croissants</li> <li>➤ Chocolate cookies</li> <li>➤ Muffins</li> <li>➤ Muffins of almonds</li> <li>➤ Mini palmeritas</li> <li>➤ Palmeras of chocolate</li> </ul>		
TAPAS	DRINKS	ICE-CREAM
<ul style="list-style-type: none"> <li>➤ Pincho of omelette</li> <li>➤ Pincho of loin</li> <li>➤ Fried fish</li> <li>➤ Mushroom</li> </ul>	<ul style="list-style-type: none"> <li>➤ Water with/without gas</li> <li>➤ Fanta of orange/lemon</li> <li>➤ Coca-Cola/Coca-Cola Zero</li> <li>➤ Aquarius of orange/lemon</li> <li>➤ Fruit juices (orange, peach and pineapple)</li> <li>➤ Energy drinks</li> <li>➤ Choleck chocolate/vanilla</li> <li>➤ Tonic</li> <li>➤ Frozen coffee</li> <li>➤ Horchata</li> <li>➤ Coffee: Bombón, cortado, coffee with milk, tocado, cappuccino and irlandés</li> <li>➤ Carajillo</li> <li>➤ Infusions</li> <li>➤ 1/3 y 1/5 Beer : Amstel normal , Amstel oro , San Miguel , Alhambra Normal , Alhambra especial , Estrella , Sin Alcohol , Mahou with lemon , Mahou , Heineken )</li> </ul>	<ul style="list-style-type: none"> <li>➤ Only in the summer months : Nestlé</li> </ul>

Table 3: Product portfolio of “El Cafenet” – Source: Own elaboration

## ***MARKETING PLAN OF “EL CAFENET”***

It is necessary to stand out also as line of product the daily menu that they began to sell during 2016. This took place thanks to the demand that the cafeteria had while few workshops of computer science of Excel in an establishment very near to the cafeteria were opened. The mentioned menu consisted of a daily menu formed by:

- Salad + First course + Drink + Dessert or coffee

More specifically:

- Salad + Bolognese Pasta dish / carbonara + Drink + Dessert or coffee
- Salad + Cuban style rice + Drink + Dessert or coffee
- Salad + chickpea stew + Drink + Dessert or coffee

These menus were changing during the diverse days that the year.

Finally, we must emphasize that the place possesses a list exposed to the clients where all the available products appear, that is to say, the above mentioned cafeteria has not got the common letter of products. It is necessary to emphasize that the above mentioned list was created at the beginning of the acquisition of the place, so it is not updated to date, and therefore, they already not have included all the products.

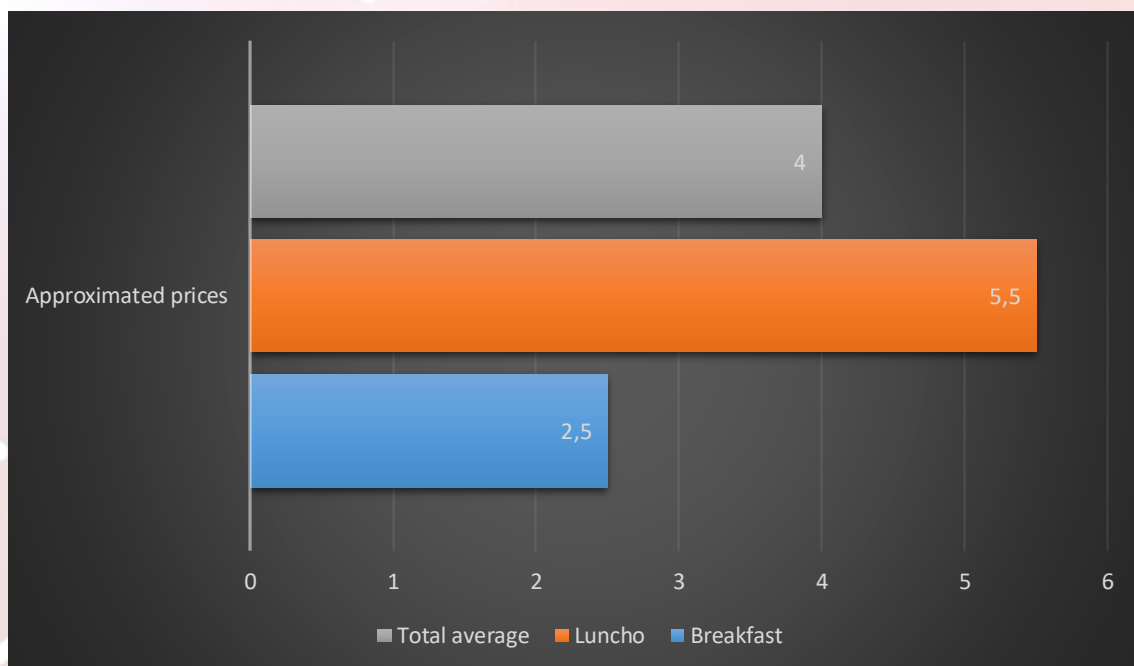


El Cafenet  
Cafetería

## **MARKETING PLAN OF “EL CAFENET”**

### **Price:**

It is a very important variable, due to the fact that it is the causer of whom a buyer acquires a product or a service in I make concrete. In this cafeteria an average approximate price would be approximately 4 Euros, if we compare the people who is going to have breakfast with regard to the people who has lunch, the obviously above mentioned cost will change according to the quantity of products that we consume, later, we show the following graph where we can observe this information:



Graph 4: Daily average expenditure per person – Source: Own elaboration

## **MARKETING PLAN OF “EL CAFENET”**

Right now, we arrange a table of prices where one reflects the costs of each one of the products with which the cafeteria has:

<u>Hot / Cold snacks (3 ingredients)</u>	<u>Cocas (1,30 euros)</u>	<u>Cakes (1,10 euros)</u>	<u>Pastries (1 euro)</u>
<b>Pito: 1,20 euros</b>	Spinach	Jaimito of crean	Little ensaimadas choco/cream
<b>Chimo: 1,50 euros</b>	Tomato	Coca of apple	Ensaimadas
<b>Baguette: 2,50 euros</b>	York Ham	Cake of meringue	Croissants
<b>Medium loaf: 3 euros</b>	Onion		Chocolate cookies
<b>+ ingr.: 0,50 cntmos.</b>	Peppers salad		Muffins of almonds
			Palmera chocolate
			Mini palmera ( FREE)

<u>Appetizers</u> <u>Small: 1,50 euros</u> <u>Medium: 2 euro</u>	<u>Drinks</u>	<u>Ice cream (aprox:1,50 euros)</u>
<b>Pincho omelette</b>	Water(33cl): 1 euro Water (1l): 1,30 euros	Only in the summer period
<b>Pincho loin</b>	Fanta/Aquarius orange/lemon: 1,30 euros Coca-Cola/Zero: 1,30 euros	



## **MARKETING PLAN OF “EL CAFENET”**

<b>Fried fich</b>	Fruit juice:1,30 euros Orange juice: 1,50 euros Cholecks: 1,30 euros	
<b>Mushromm</b>	Tonic: 1.80 euros Energy drinks: <ul style="list-style-type: none"> <li>• Small: 2 euros</li> <li>• Large: 2,30 euros</li> </ul>	
	Frozen coffee and horchata <ul style="list-style-type: none"> <li>• Small: 1,60 euros</li> <li>• Large: 2,20 euros</li> </ul> Beer: <ul style="list-style-type: none"> <li>• Tercio: 1,30 euros</li> <li>- Amstel gold: 1,50 euros</li> <li>- Heineken/Alhambra special: 2 euros</li> <li>• Quinto: 1 euro</li> </ul>	
	Coffee: <ul style="list-style-type: none"> <li>• Coffee with milk: 1,30 euros</li> <li>• Coffee tocado: 1,10 euros</li> <li>• Irish coffee: 3 euros</li> <li>• Cappuccino: 2 euros</li> <li>• Cortado: 1 euro</li> <li>• Bombón: 1,30 euros</li> <li>• Carajillos: 1,80 euros</li> <li>• Infusions: 1 euro</li> </ul>	

Table 4: Product prices of “El Cafenet” – Source: Own elaboration

## ***MARKETING PLAN OF “EL CAFENET”***

Also we stand out the fact that the place possesses a list where it has all the prices stipulated, as we have commented in the previous point, they have not common letter, but it is a list hung on the wall and visibly for all the clients in which appear all the products and prices.

### **Distribution:**

As for the distribution, “The Cafenet ” possesses only one establishment in Castellon de la Plana, using a distribution channel of consumer goods and a level, by means of which the company acquires raw materials and the supplies to be able to make the correct delivery to the final consumer, making the corresponding preparation of the products or services that offers. Then, we find the manufacturer who elaborates the raw materials and from which the corresponding transformations are realized in the current retail establishment that we are studying for the delivery to the final consumer, the same thing with regard to the drinks, the manufacturer that they buy.



Figure 3: Cafe terrace – Source : El Cafenet

## ***MARKETING PLAN OF “EL CAFENET”***

### **Communication**

Regarding the paragraph of communication we see that the cafeteria of “The Cafenet ” uses three tools, which are the advertising, direct marketing or promotion of the sales.

In the first case, the topic of the advertising, in spite of being a small cafeteria they also contribute his grain of sand to be announced in a local establishment, since in the advertising offered by the gymnasium "Low Cost" of the cafeteria, by means of the presence of the name of this one in the internal posters of the gymnasium in the entry, clients of the gymnasium have some discounts. Clients have to show their membership card in order to accumulate a range of nine consumptions, by every 9 breakfasts that they take there, clients will be given one free (we can see the design of these cards in the low image, figures 5). Furthermore, another example of advertising is the existence of a great cartel with lighting that can be found in its front door, placed in the top part, which is possible to see from diverse angles. Moreover, close to it there is another one also placed in the lateral part, which is also able to be observed from diverse points of the street. Finally, from the beginning of the street we can observe a smaller poster with the name of the cafeteria wrote in.



Figure 4: Gym collaborators + FIT – Source: Gym+FIT

## MARKETING PLAN OF “EL CAFENET”



Figure 5: Free breakfast card – Source: Own elaboration

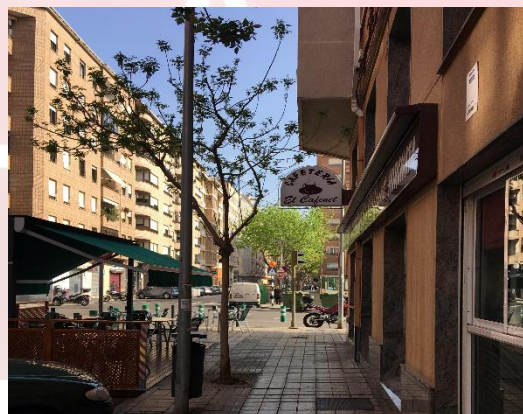


Figure 6: Cafe terrace – Source : El Cafenet

The second tool that we find is the direct marketing, for which occasionally they were paying a certain quantity of money for appearing in a small cut in local newspapers as the case of the Mediterranean or in local magazines.

## **MARKETING PLAN OF “EL CAFENET”**

Finally, we consider that the most relevant tool is the sales promotion, and we can find some signs like this:



Figure 7: Breakfast offer – Source: El Cafenet

About the promotional aspect, we will explain the different offers that the cafeteria has, which are:

- **Offer number 1 breakfast:** coffee with milk + pastries or toast with tomato and oil/butter and marmalade = 2 euros
- **Offer number 2 breakfast:** coffee with milk + pastries or toast with tomato and oil/butter and marmalade + orange juice = 2,80 euros ( +0,20 euros by extra ingredient in the toast)
- **Offer number 3 snacks:** Snack ½ loaf of bread + drink + carajillo = 6 euros
- **Offer number 4 snacks:** Snack ½ loaf of bread + drink + coffee = 5,50 euros
- **Daily menu offer:** salad + first course + drink + dessert or coffee = 6 euros
- **Customer service gym “Low Cost”:** Each 9 breakfast, one free, showing the social card.

# **MARKETING PLAN OF “EL CAFENET”**

## **2.2. EXTERNAL ANALYSIS**

### **2.2.1. Analysis of the general environment (Pestel analysis)**

#### **2.2.1.1. Political factors**

Nowadays the politics that exist in the Spanish government are very unstable for diverse factors, emphasizing between them not transparency that exists in the government and the bad economic situation of the majority of the population. This provokes a great uncertainty in the citizens with regard to how it will be the future of the government and how they will govern in future, if it will finish or not with the political fraud, the corruption and the Spanish unemployment.

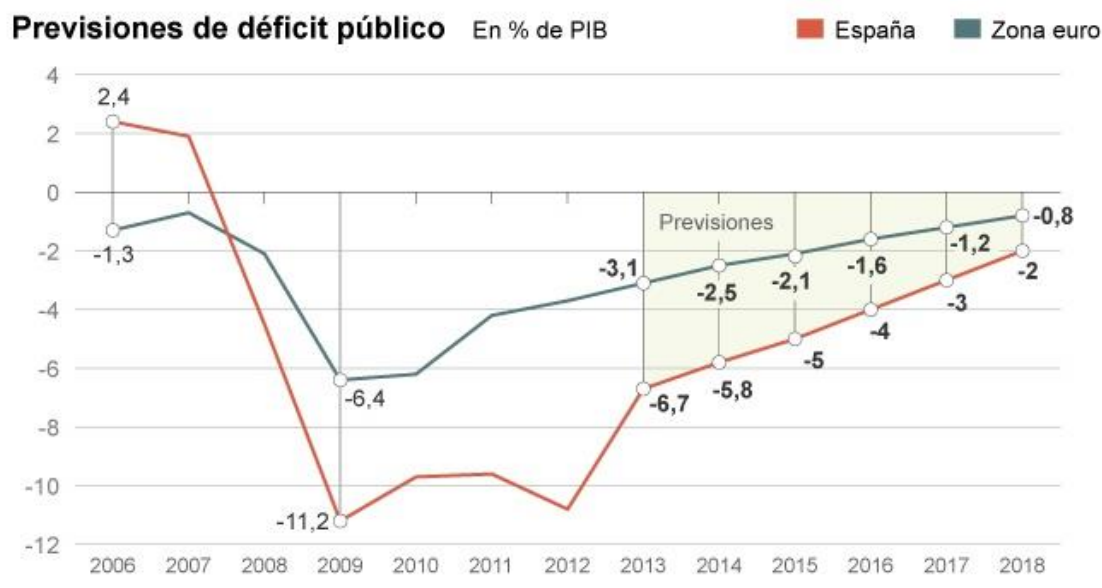
A political important factor that we must treat is the deficit that presents the country. In 2012, Spain came to a serious situation since it was presenting a few negative values near-108.886 million Euros, for what the government decided to take a series of measures that helped to diminish considerably this deficit.

The measures were the following:

- IRPF
- General TVA increase, from 18% to 20%
- Reduced TVA increase, from 8% to 10%
- Cutbacks in education, health and culture

All of this caused an improvement of the situation and in 2016 the deficit level was -50.576 euros millions.

## MARKETING PLAN OF "EL CAFENET"



Graph 5: Government deficit forecast – Source: National Institute for Statistics

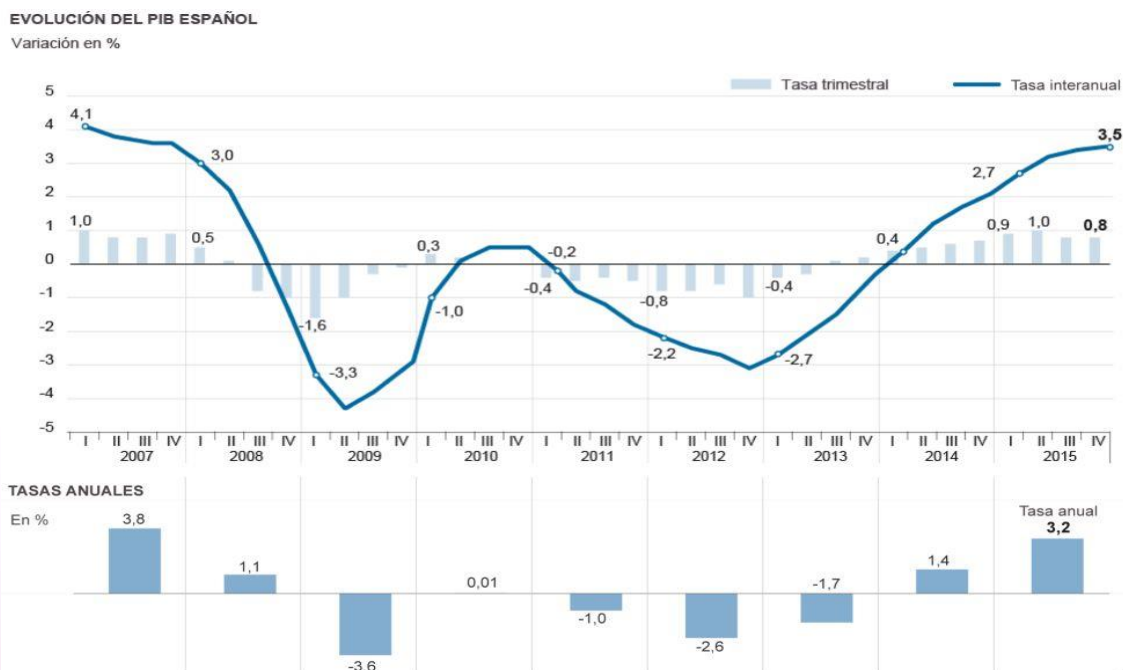
### 2.2.1.2. Economic factors

As for the aspect of the economic factors, we must bear in mind, that nowadays the situation of the economic crisis is concerning all the economic sectors.

In 2014 the number of sales that took place in the hotel and catering business, that is to say, in cafeterias, bars and restaurants, increased approximately in 3,3 % in comparison with the 6 previous years. Nevertheless, in spite of this increase, exist numerous establishments that continue closing its doors. On the other hand, it is necessary to emphasize the increase in sales in 2016, which placed in 3,5 %.

As for the Gross domestic product (GDP), we observe that it has registered a considerable increase with regard to the year 2009, going on from -3,6 % to a positive quantity of 3,2 %, in the year 2015 and 2016, observing this way the growth of the economic activity, standing out that the sector Spanish innkeeper contributes 9 % in the national GDP.

## MARKETING PLAN OF “EL CAFENET”



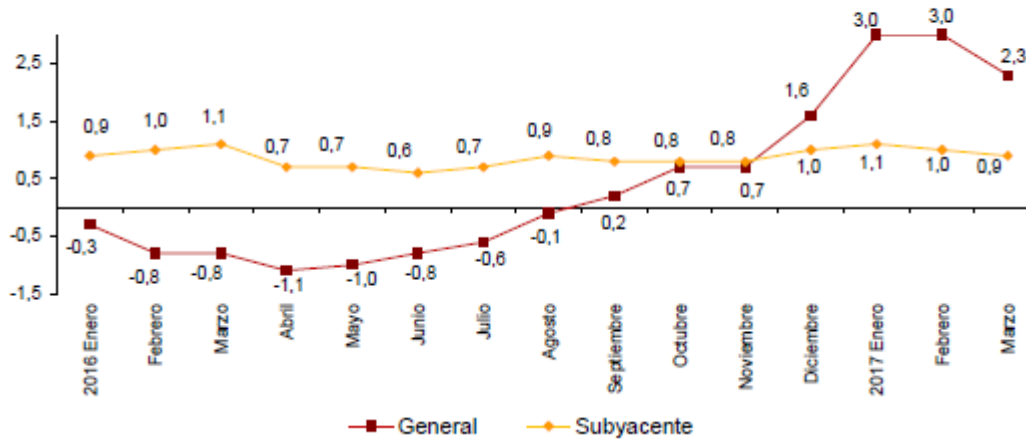
Graph 6: Evolution of Gross Domestic Product – Source: National Institute for Statistics

With regard to the GDP per capita in Spain to emphasize that in the year 2009 it was -4,1 % with 23.300 Euros, increasing to 3,5 % and a quantity of 24.000 Euros in the year 2016, underlining also the good evolution of the year 2015 to 2016 increasing with the quantity of 1,2 % from the year 2015 to the year 2016.

A factor that also it is necessary to bear in mind to analyze these factors is that of the Consumer prices index (CONSUMER PRICES INDEX), in what we have to bear in mind its considerable increase of the year 2016 to the current one, happening from a few values near to -1,1 % up to approximately 3 %. Emphasizing as groups with negative repercussion the housing, with its decrease of prices of the electricity, the food and not alcoholic drinks, getting down the price of the fresh vegetables, as well as also the prices of the fresh fish, emphasizing also the reduction of the price of the fuels, though an increase of the prices of the air transport.



Evolución anual del IPC  
Índice general y subyacente



Graph 7: CPI annual evolution– Source: National Institute for Statistics

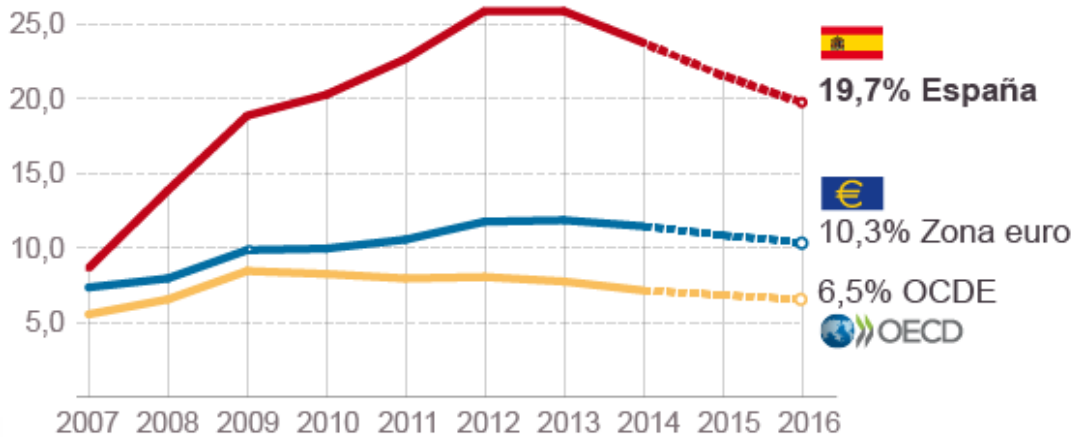
With regard to the groups with major positive repercussion it is necessary to emphasize the gown and the footwear, with its behaviour of the corresponding prices to the beginning of the spring - summer season, and with regard to the hotels, cafeterias and restaurants, with its correspondent raising of prices so much in the services of restoration and of housing.

The rate of unemployment in Spain has increased significantly from the beginning of the economic crisis, with regard to this rate we see a decrease of percentages with regard to the year 2015 and 2016, since it has diminished 2,3 % with regard to the previous year, emphasizing the major percentage of unemployed people in the sex of the woman, accompanied the risk of loss of the employment joined the increase of prices, it does that the consumers lose the confidence due to this situation, in spite of noticing the constant improvement.

## MARKETING PLAN OF "EL CAFENET"

### TASA DE DESEMPLEO

IV trimestre de cada año, en %

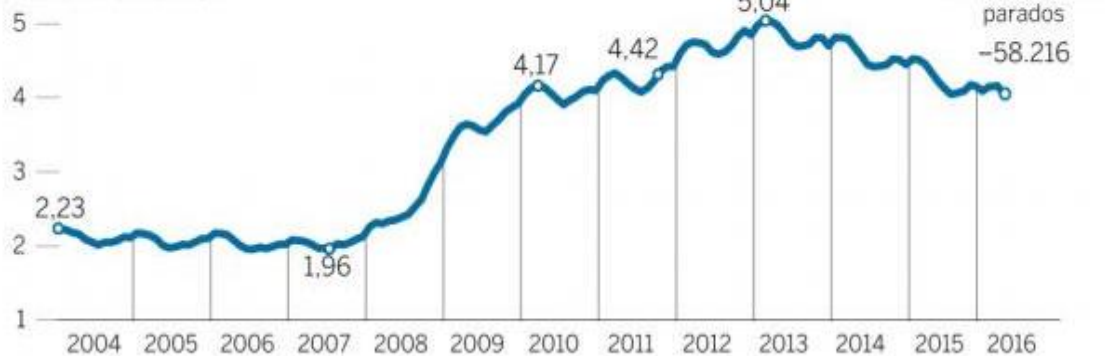


Graph 8: Unemployment rate – Source: OECD

All that quantity recounted in number of unemployed people in Spain we observe the continuous increase from the beginning of the crisis till now, from practically 2 million unemployed people up to the quantity of 5 million about 2013, becoming stable the values year after year, diminishing from 2013 from 5 million unemployed people up to about 4 millions.

### PARO REGISTRADO

En millones de parados



Graph 9: Unemployed recorded in Spain – Source: Ministry of Employment and Social Security

# ***MARKETING PLAN OF “EL CAFENET”***

## **2.2.1.3. Social factors**

### **Fashion and lifestyle**

Nowadays, the fact of meeting immersed in the crisis for so many years has made us change consumers' way of life, and in spite of that this economic situation has been smoothed the latter years, many people have met with a minor purchasing power, determining priorities more in that one that really they need and suppressing some extra.

In topic of habits, in what concerns going out to eat on weekdays in bars and / or restaurants, one could have observed a great decrease, people prefer to go home and prepare themselves the meals. Nevertheless, nowadays at weekends we see more movement in the world of the hotel and catering business, where the citizens allow themselves some caprice in the breakfast's hours, lunches and so on.

Also the consumers eat often in sites of snack food or in establishments where there are some type of promotions or discount, since the consumers look for low prices, and today we also can find quality linked to low prices.

### **Values and beliefs in the society**

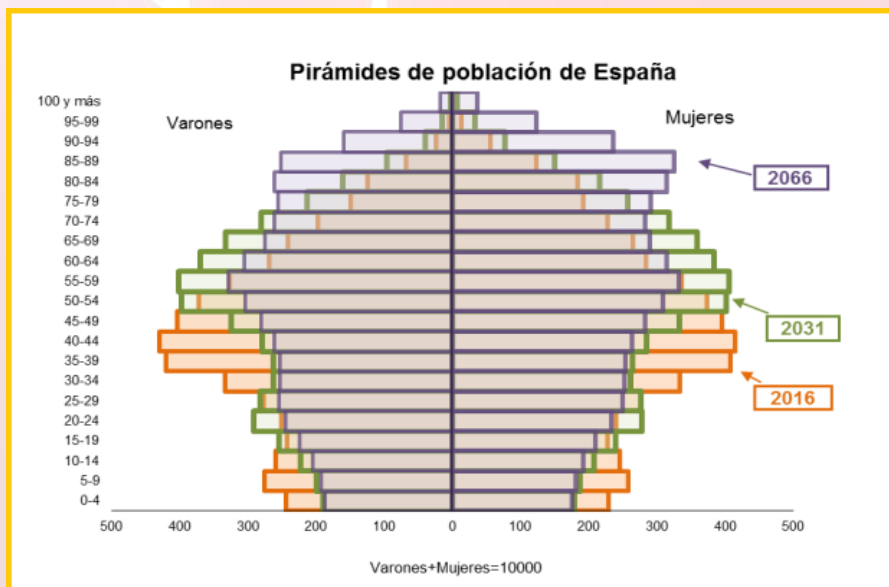
With regard to this factor it is necessary to emphasize that the people today look after themselves much more in topics of supply and of physical exercise, eating more fibers, fruits and vegetables, reducing the oily food and realizing physical daily exercise since it is good for the health and avoids many physical long-term problems.

Currently, the art for consolidating a physical suitable aspect is internalized for showing and take care of the aesthetics of the individual in the daily use of exercise and supply it recovers, reducing for it the supply of saturated fats and for it to avoid healthy problems, which long-term are more occasional. The technology, the individualism for emerging on a rapid and healthy way of life does that the population every time grows more for taking care of his image but it is not an opposition to observe that the same population is more consumer of the saturated fats product of the snack food.

## **MARKETING PLAN OF “EL CAFENET”**

### **Demographic variables**

One of the characteristics as for the Spanish demography is that, there is a forecast of which the population ages and that produces a reduction of the birthrate to itself. This way so, every year that happens, the quantity of people of major age in Spain is increasing, nowadays the persons' range that major population is the one that is between 40-60 years, estimating that on the year 2030 was between 50-70, increasing the range of age year a year. Another aspect also in that we have to emphasize is that of the migration, since population of medium ages, between 30 and 50 years in the next years is probable that it suffers it, for what there will be also a reduction of the Spanish population.



Graph 10: Population pyramid in Spain – Source: National Institute for Statistics

## **MARKETING PLAN OF “EL CAFENET”**

<b>Proyección de la población residente en España por grupos de edad en 2031 y 2066</b>					
Grupos de edad	2016	2031	Crecimiento		Crecimiento 2016-2066
			2016-2031	2066	
<b>TOTAL</b>	<b>46.438.422</b>	<b>45.886.177</b>	<b>-552.245</b>	<b>41.068.643</b>	<b>-5.369.779</b>
0 a 4 años	2.200.892	1.690.956	-509.937	1.489.459	-711.433
5 a 9 años	2.476.890	1.777.314	-699.577	1.535.873	-941.017
10 a 14 años	2.345.166	1.975.051	-370.115	1.627.232	-717.934
15 a 19 años	2.185.067	2.268.133	83.066	1.779.873	-405.194
20 a 24 años	2.280.074	2.613.810	333.735	1.963.437	-316.637
25 a 29 años	2.562.881	2.565.052	2.171	2.070.364	-492.517
30 a 34 años	3.098.744	2.403.837	-694.907	2.077.208	-1.021.536
35 a 39 años	3.847.932	2.417.895	-1.430.037	2.083.222	-1.764.710
40 a 44 años	3.924.265	2.589.970	-1.334.295	2.155.140	-1.769.125
45 a 49 años	3.712.227	3.018.331	-693.897	2.313.381	-1.398.847
50 a 54 años	3.460.752	3.668.220	207.468	2.518.034	-942.718
55 a 59 años	3.073.635	3.709.615	635.980	2.712.380	-361.255
60 a 64 años	2.568.517	3.462.786	894.269	2.549.645	-18.872
65 a 69 años	2.348.384	3.178.647	830.263	2.314.669	-33.715
70 a 74 años	1.975.841	2.739.694	763.853	2.231.348	255.506
75 a 79 años	1.584.541	2.156.623	572.082	2.247.000	662.459
80 a 84 años	1.431.100	1.730.497	299.397	2.365.687	934.587
85 a 89 años	889.533	1.127.432	237.900	2.369.244	1.479.712
90 a 94 años	371.283	534.475	163.193	1.623.784	1.252.501
95 a 99 años	84.238	217.103	132.865	819.558	735.320
100 y más años	16.460	40.737	24.277	222.104	205.645

Figure 8: Resident population projection in Spain by age groups – Source: National Institute for Statistics

The sector of the population is one of the relevant factors and in turn worrying in the company. Probably this worry owes fundamentally to that the population belongs increasingly typical of an aged population. Nowadays, and even we might say that the “baby happens already previous years boom “it has reduced his efficiency in a younger population increased with a view to the future. This owes to the high rates of unemployment, to the labor precariousness and to the wage deficit that the company emerges at present. Now, there are small the families that execute an own housing, this partner has met to the crisis. The youngest population supports the alternative of foreseeing on the individual and / or one-family housings that prevail by means of a contract of rent. In turn, it does that the increased baby’s is every time a minor for the mentality of which due to the factor that crosses the economy less and less young population supports the idea of conceiving to have a son for not having the sufficient means for his subsistence. This does that the pyramid has a more effusive emphasis due to the fact that the increase of the same one owes to decades of previous population and is this one the one that supports the fundamental prop that nowadays crosses the economic sector.

## ***MARKETING PLAN OF “EL CAFENET”***

### **2.2.1.4. Technological factors**

The new technologies help us to improve as for efficiency, efficiency and productivity in the diverse companies, incorporating new products, services and technologies.

A point of bearing in mind is the entry in action of the calls TIC (Technologies of the Information and Communication), in the sector innkeeper they have entertained many tasks, making them automatic and improving the quality of the diverse offered products. Some examples of these are the PDA (Personal Digital Assistant), or the collection way by means of the simple step of the magnetic strip of our card of credit along a qualified sensor and automatically the collection of the payment is realized.

Another relevant aspect would be the connection to Internet of the majority of places, with the Wi-Fi, allowing to the clients to enjoy free the connection Internet without need to spend his own information, from the same form the same thing happens with the workers of the place, where they can realize internal tasks with major facilities thanks to this connection.

Since last aspect to stand out we might name the same web page of a place or any application of the same one, in which diverse orders might be realized, write opinions of the lived experience, or see the products and services that it offers or the way of working even before going to the place.

For what we see that this type of technologies are the best ally of the managerial innovation growing year a year and turning the most competent companies between them.

The technology is one of the factors that nowadays the company emerges on his change in the mentality of the individual and in the style and form of life of the company.

It is one of the means that has spilt his paper on all the sectors, on all the social, economic, cultural and even political functions and ways of doing the company. This does that the companies, the sectors are more inclined to a company of the most competent knowledge and be disconnected of those exemptions of local character, since they throw the market to zones of wide commercialization, this way restaurants execute it, the tourism, and the sector in general of the hotel and catering business, between others.

## ***MARKETING PLAN OF "EL CAFENET"***

With everything comment previously, emphasizing in the cafeteria, we think that it is not updated from a technological point of view, since alone he accepts form of payment in coins and physical tickets, it possesses a tactile cash register not automatic, and neither any PDA, nor any other electronic element to carry out the orders, only by means of paper and pen neither.

### **2.2.1.5. Ecological Factors**

Other one of the factors that we must bear in mind they are the ecological factors, since a today the environment is turning into a very important factor for all the citizens and for the companies.

Analyzing these factors we see that there are diverse measures to be able to be more ecological, as the simple fact of not spilling the oil used by the outlets, selecting in the sector of the hotel and catering business products of cleanliness in those who contain products not harmful to the environment, since it can contaminate multiple things.

With regard to the topic of bags and the packings, to emphasize that the biodegradable shopping bags are going to be eliminated in the year 2018 due to the Law of Residues, naming also the future use of packings of food that they affect in a minor possible way to the environment.

To stand out also, that according to a current study, 74 % of the Spanish would be ready to realize a major disbursement in any cafeteria / sustainable bar / restaurant, since it is a bet different from the routine of the competitors, though to more than 80 % of the consumers it continues weighing more the factor I boast.

### **2.2.1.6. Legal factors**

The legal frame consists basically of the fulfillment of the Spanish laws that we concern our sector, standing out between them:

- Prohibition of smoking in Spain from the year 2011 in any public site and not being outdoors, though diverse places have any exceptions enabling smokers' areas, in case of " The Cafenet " we think that inside the place it is not possible to smoke, only it is allowed smoke in the terrace that has enabled in the street, since it is necessary to fulfill the laws correctly.

## ***MARKETING PLAN OF “EL CAFENET”***

- Procedure of the State with regard to the good treatment of the food with his hygiene adapted to avoid possible diseases transmitted by the food, for what it is convenient if the one that enters in touch with the food has the sufficient knowledge to work with these (food manipulator). We find more laws with regard to these sectors, since they fit to emphasize that of fulfillments of hygiene of the food or the form of labelling and presentation, between others.
- Diverse types of offers due to the persons who suffer some type of disease as the celiac or the diabetics.
- Changes in the regulations of the municipality, in which they look for a safety in the local correspondents apart from the incorporation of some suitable installation for those who suffer some physical disability, as for example the ramps apart from the stairs, or in his fault any adapted elevator, though not all the places have it.
- Royal decree 2207/1995-Procedure of hygiene of the food - in which the same company has to be responsible for his current installation and which it is capable of assuring us the health and the safety of the food products that it commercializes.



El Cafenet  
Cafetería



## ***MARKETING PLAN OF “EL CAFENET”***

### **2.2.2. Analysis of the competitive environment (Porter’s five forces model)**

The fact of analyzing the forces of Porter helps us to the determination of the degree of existing competition in the industry, allowing us the detection of opportunities and of threats and the development of strategies that make us take advantage of the different possibilities or attack the above mentioned threats for “The Cafenet ”.

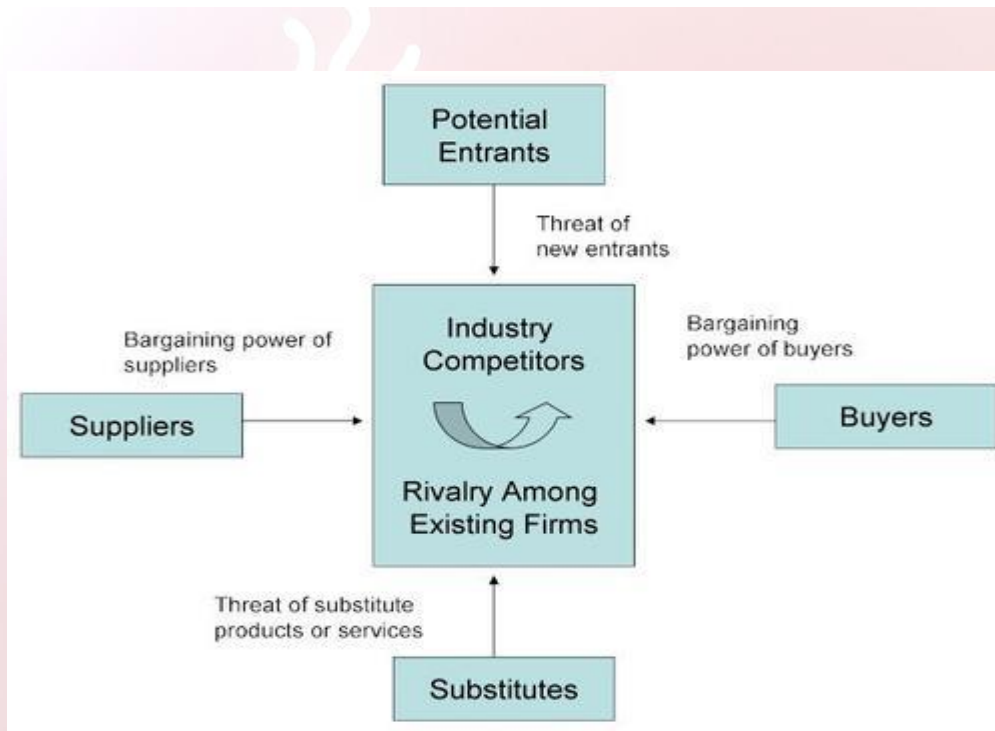


Figure 9: Porter's Five Forces – Source: Google Images

Inside five forces of Porter we find three forces of horizontal competition, since they are: the threat of the substitute products, the threat of new rival in the industry and the rivalry between the rival correspondents. Besides it, also there exist two forces of vertical competition that are: The bargaining power of the clients and of the suppliers.

## ***MARKETING PLAN OF "EL CAFENET"***

### **Forces of horizontal competition**

#### **THREAT OF SUBSTITUTE SERVICES**

These products are those that take charge satisfying the same need that different but they are different from them, there is many competition on this market and also it concerns the prices, doing of a way also more competitive, that is to say, that take charge improving the relation price - profitability of the previous product.

In relation with the threat of the substitute products, we can say that this cafeteria presents an index very low of threat for this type of products, since we have commented in previous points, he has a wide range of products, for example, as for drink, they can offer us from any type of refreshment (Fanta of orange, Fanta of lemon, Coke) as drinks isotonic (Aquarius), water, cholecks, beers with or without alcohol, soft drinks containing crushed ice, infusions, etc. ...

As for products to eat, we find also variety, that is to say, if a client does not want a sandwich, it has the option to be able to have pastry cook's shop, thorns or lids, with what the needs of the client would be settled without disadvantages.

For it, in case a client doubts in what to be asked, instead of going away to any place of the competition, the most probable thing is that there decides to stay and to be chosen any product of the wide range that there arranges "The Cafenet".

Besides the substitute products, we must analyze also the business diversity that a competition and a threat can suppose for our cafeteria, since for example, all those cafeterias that are not in the surroundings of ours, but they are present in the own malls and areas of leisure, are directly an our competition and that they exercise a strong threat, since the people who accustoms to go to malls and due to the big opportunities of leisure in the same area that they have, allow that the clients should not be going to look for new options or alternatives of cafeterias, but there same already they have a great variety where to choose, and avoiding so the clients go out of these zones of leisure and look for alternatives in the different neighborhoods.

## ***MARKETING PLAN OF "EL CAFENET"***

### **THREAT OF NEW COMPETITORS IN THE INDUSTRY**

The threat of the new competitors says to the barriers of entry that they exist for the competitors who want to enter a sector in concretely to carry out his business.

In our case, any person who wanted to open a cafeteria would be an our direct competition, nevertheless to be able to face possible new competitors, we must analyze one to one the following points, for of this form, try to reinforce these barriers and to achieve with it that our cafeteria was working out reinforced opposite to new options of cafeteria, I dress from the point of view of the clients, and to avoid so we could lose them.

This way so, we are going to happen to analyze each of the barriers that exist with a view to the entry in the industry of new competitors:

#### **Initial investment**

The initial investment is one of the most important requirements that exist, since there stops the incorporation of new competitors in the same business, since to be able to mount a cafeteria it is needed of a considerable initial investment, that it will include besides the own expenses of the administrative negotiations, the conditioning of the place according to the in force regulation, the necessary systems of safety, the assets, the raw materials to offer the products to the clients, as well as all the expenses of personnel, social safety of the employees, possible inspections, etc.

In this case, as we have analyzed already in the previous point 2.1.4.2. FINANCIAL RESOURCES, we can confirm that, to be able to initiate the activity of this cafeteria it was necessary to have an initial investment of 35.000 Euros, for what the competitors should face to a similar expense (bearing in mind that wanted to start a cafeteria of the same characteristics that ours) to be able to mount his own business and suppose a competition for " The Cafenet ".

## ***MARKETING PLAN OF “EL CAFENET”***

### **Location**

The location is a really important point to bear in mind at the moment of taking the decision to open a business, in fact it is the determining significant one to be able to do a forecast of the success or not of our business, since if we locate it in an area where it skimps the traffic of the people, we will count with great less probability of success that if we decide to open it in a much more travelled area.

Nevertheless, the importance of the zone where let's want to locate the implicit business, ride a major or minor cost depending on the above mentioned zone. This way so, as we have commented in a previous paragraph, the cafeteria " The Cafenet " in spite of that it is not in one of the principal streets of Castellon de la Plana, it is very well located, since in his surroundings there is a college, a center of formation of IT programs, very near to the cafeteria and a gymnasium, for what it has turned into a cafeteria with great abundance of clients from the own gymnasium, who decide to happen to think something, well before or after his moment of sports activity, as well as point of meeting of the parents and mothers who take and gather his children of the college, besides teachers of the own educational center.

This location has allowed to his owners to be able to open the above mentioned cafeteria since the costs of lease are attainable in this zone.



Figure 10: School and Center of formation of computer programs – Source: Google Images

## MARKETING PLAN OF "EL CAFENET"



Figure 11: Cafeteria and Gym – Source: Google Images



Figure 12: Global perspective – Source: Google Images

### **Economies of scale**

Due to the fact that the cafeteria " The Cafenet " is the only business with the only shop, this carries difficulties at the moment of obtaining economies on a large scale, since for example, the volume of purchase of the raw materials that it realizes is not the sufficiently important thing as to have the possibility of obtaining a few really attractive prices and of obtaining major margins like that of benefits.

For it, the possibility of new competitors who want to open for example, you franchise, he supposes a serious threat for the above mentioned cafeteria, since they would have a very different positioning as for the distribution channels, in the development of strategies of marketing, in the possibility of cost reduction, etc.

Nevertheless, in spite of the disadvantage of being the only shop, the negotiations effected on the part of the owners of the business with the different suppliers (well be of food products since of services) one has seen reinforced positively obtaining discounts

## ***MARKETING PLAN OF "EL CAFENET"***

for abseiling, and choosing alternatives of products that supposed a saving in the familiar business.

### **RIVALRY BETWEEN COMPETITORS**

It is clear that it is a question of a very widespread sector and more in our company, since part of our generic leisure is to enjoy in company taking something in cafeterias and bars of our environment. We have to mention that in the surroundings of the cafeteria "The Cafenet" they find 4 establishments of the same characteristics that that of the object that we are analyzing. Though it is true that not they all offer the same qualities in the services given to the clients, that is to say, the majority they offer the same quality - price but the treatment leaves the client to rather that to wish, because they are not so cordial; other one of the cafeterias, the price is higher enough than the average; and in other one in spite of that the quality - price is good the service is very slow and rather careless. For what we can say, that of the whole direct and nearby competition that has the cafeteria " The Cafenet " only the only establishment is a real direct and royal competition in his activity.

For it, and to be able to be outlined of the rest of competitors, " The Cafenet " has centered between other many factors, on being capable of identifying with rapidity the needs that could have arisen to certain customer group and in starting more personalized services (as which we have commented in a previous point, which due to the accomplishment of an intensive course in a nearby academy, created a menu of lunch adapted for this customer group).

Besides everything previously named and to a more generic level, we must comment that also a rivalry supposes between the competitors the recent importance that there are gaining those restaurants that offer a more select menu and of creative kitchen, since they are gaining major number of followers due to the slight economic recovery that is taking place.

And finally it is necessary to mention, that the sector of snack food also is a rival hard mainly between the young consumers.

## ***MARKETING PLAN OF "EL CAFENET"***

### **Forces of vertical competition**

#### **BARGAINING POWER WITH THE CLIENTS:**

In reference to the bargaining power with the clients, we must name some examples that will help us to understand what types of strategies we can use and start to increase the success with the clients.

We might try to look and to obtain a differentiation in the products that the cafeteria offers, for example, giving the opportunity to choose low products in sweeten, or offering low food in partner, or with soybean, etc. The cafeteria also might offer major services of which nowadays it offers, since for example, if they were contracting television options of multisport this would provoke a strong hook with a view to his own clients and even it would allow the entry to the business of new clients.

In addition the use of promotions of sale and the communication with the client, he promotes major benefits of contact and this offers a more personalized service, which finally is translated in benefits. Another important aspect and that takes care of " The Cafenet " is the rapidity in the service, the treatment nearby and educated with the clients, the quality of his products, the cleanliness of his place (dining room, bar and bathroom) and an elegant decoration of the establishment.

If we bear the social worry in mind for the economic situation that has been lived for some years behind (in spite of that one has not recovered still 100 %) and the increasing worry for the healthy food, the cafeteria " The Cafenet " enjoys a good way to continue obtaining clients who are capable of repeating his visits and consumptions in the place, since his owners give a great attention to elaborating in his own place the possible maximum of products and that these are realized of the as domestic as possible form.

#### **BARGAINING POWER WITH THE SUPPLIERS:**

Other one of the power that play a very important paper in the activity of a business, is the bargaining power with the suppliers.

In the current company in which a great number of suppliers exists this facilitates very much the negotiation between these and the company, since the above mentioned can take advantage of the opportunities and offers of the suppliers to obtain major benefits.

## ***MARKETING PLAN OF “EL CAFENET”***

“The Cafenet ” for example goes a lot of time working with the company that supplies the bread them for the sandwiches and the products related to the pastry cook's shop. On having had turned into a habitual supplier, this has the benefit on the part of the cafeteria of being able to exercise a pressure to the bakery to be able to fit to the maximum the prices. On the other hand, in the topic of the coffees, these suppliers are in the habit of being of more short-term character, since they offer many people and attractive offers, for what the cafeteria negotiates the prices with different suppliers, and the supplier ends up by selecting every time that better offer provides him.

### **2.3. ANALYSIS OF THE COMPETITION**

#### **2.3.1. Levels of competence**

The competition of “The Cafenet ” consists of all the companies that operate in the sector of the restoration, more specifically bars and cafeterias.

To be able to analyze the different levels of competition, we are going to investigate on the following points:

- ✓ Competition in the shape of product
- ✓ Competition in category of product
- ✓ Generic competition
- ✓ Budget

***Competition in the shape of product:*** In this first level of competition it is where the major rivalry exists because these companies are offering the same type of product with similar attributes and go to the same market of products. In this case we find companies as the rest of cafeterias - bars of surroundings of the neighborhood and of the rest of the city, that in general, they are in the habit of presenting practically the same type of products with very similar prices and very similar qualities in the service, though the latter is one of the big determining ones of differentiation between a cafeteria - bar and others.

***Competition in category of product:*** In the second level of competition they find all those similar products that have one or more attributes different from the product



## ***MARKETING PLAN OF "EL CAFENET"***

offered by "The Cafenet ". In this level there are included companies like Bocatta, Pans and Company and Knee, being these three companies you franchise. For the strength in prices and rapidity that this type of exemptions suppose, " The cafenet " has to of a hollow be doing in the segment and debit of convincing and demonstrating to all his clients that his product and service is better than that of this type of chains.

Nevertheless, the principal difference is that the sandwiches offered by this type of exemptions it is known that before to his delivery to the client, are frozen and warmed for his adjustment before belonging dedicated to the client, for what they do not present this naturalness, freshness and quality as those who are realized in the same moment of the accomplishment of the order, since it is the case of " The Cafenet"

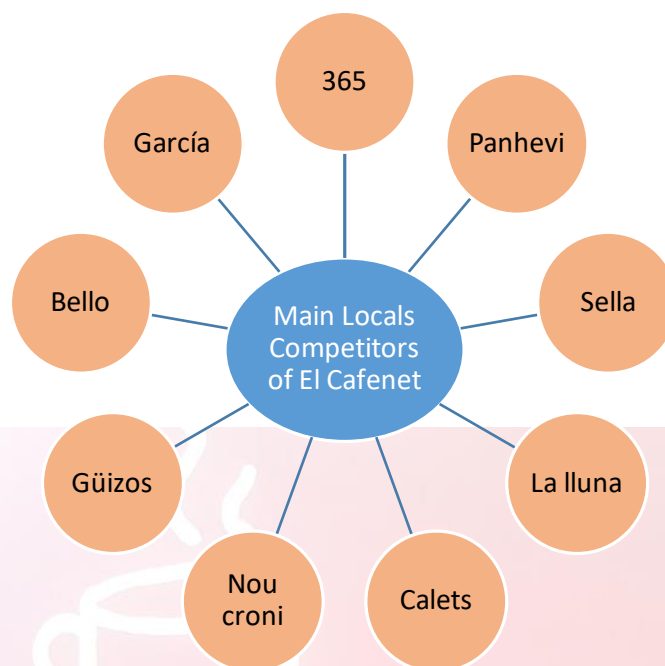
**Generic Competition:** In the third level the products include sustituibles that satisfy the same basic need of the consumer of the products of "The Cafenet ". In this level the most important companies of snack food are as those of Telepizza, 100 Montaditos, or shops of show restraint prepared and cafeterias as those of Mc Donalds. The products offered by these restaurants of chain are not the same products that those of "The Cafenet ", but to satisfy the need of a service and of these moderately rapid products to buy and to consume.

**Budget:** In the latter level they are considered to be the products or services that compete for the same client's budget, since for example, to come to the cinema, to the theatre or to the hairdresser's shop, between other options.

### **2.3.2. Main competitors**

The catering sector is characterized mainly by the multitude of competition that we find due to the large number of establishments. Below we will briefly analyze the main competitors that have the same attributes as the products offered by " El Cafenet" and other companies that market the similar product with different attributes and able to act as a substitute product, more specifically, we will do A brief analysis of all the main competitors as competences in the form of product, in product category and generic. The main competitors located in the same area are:

## MARKETING PLAN OF “EL CAFENET”



Graph 11: Main locals competitors of “El Cafenet” – Source: Own elaboration

Next, let's look very briefly at certain features offered by each of them:

Cafetería-Bar	Speed of service	Quality of service	Relation quality-price	Terrace availability
365	Always	Excelent	High	Yes
Panhevi	Always	Efficient	Correct	Yes
Sella	Frecuently	Low efficient	Normal	Yes
La lluna	Always	Very efficient	Correct	Yes
Calets	Occasionally	Efficient	Normal	Yes
Nou croni	Frecuently	Low efficient	Normal	Yes
Güizos	Always	Very efficient	Correct	Yes
Bello	Always	Very efficient	Correct	No
García	Occasionally	Efficient	Correct	Yes

Table 5: Characteristics of local competition – Source: Own elaboration

# MARKETING PLAN OF “EL CAFENET”

## 2.3.3. MARKET ANALYSIS

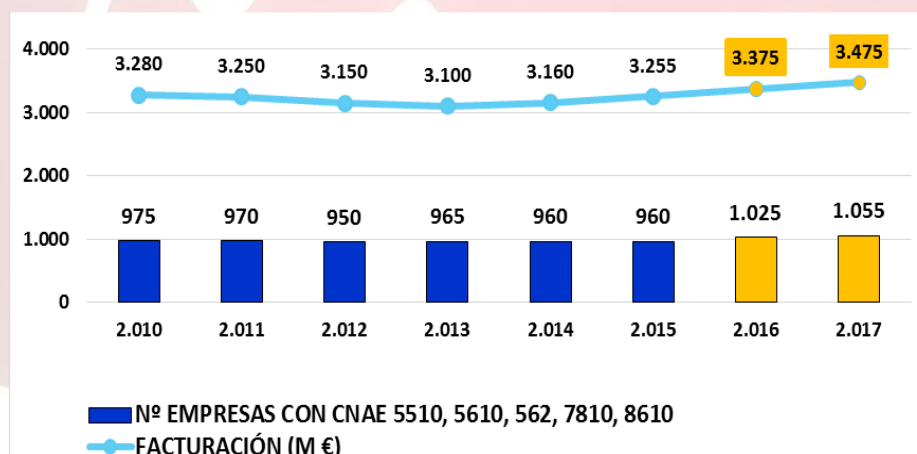
### 2.3.3.1. Sector Analysis

The restoration, among other meanings, includes the gastronomic activity and the corresponding business of who has or operates a bar-restaurant.

The catering sector continues to be one of the basic pillars of the Spanish and world economy, a field where we have found the innovation present at all times and that is progressing year after year.

The global figures indicate that the respective bars-restaurants are increasing in terms of expenditure and billing, an aspect that reassures workers in these sectors.

How is restoration after the economic crisis? What will it face today and in the future? There are many questions that the various workers and employers in the sector are doing and is not a simple answer. The general data of the last two years already indicate a trend change, in global terms and also taking into account the data of the sector we can see that the year 2015 was the year of the consolidation of the exit from the crisis. Which indicates that the situation is changing, these being global data, but it is clear that the reality is not the same in all areas, in all cities or in all neighborhoods, "according to source of the Spanish Federation of Hotel and Restoration (FEHR)



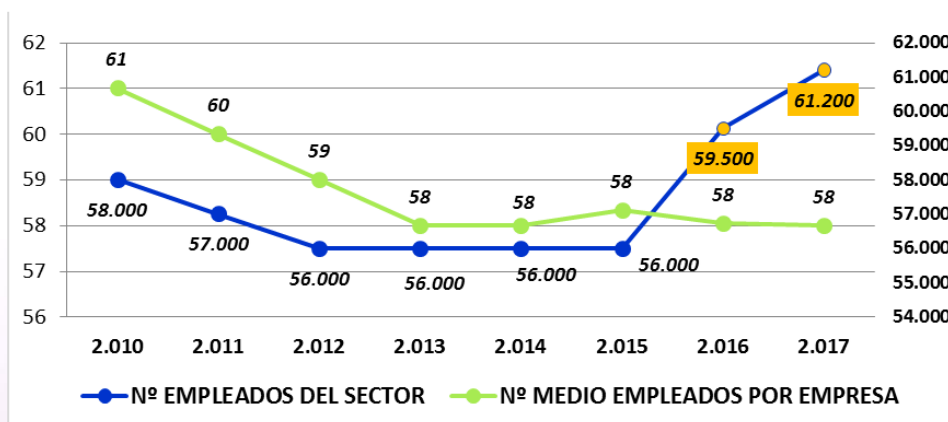
Graph 12: Turnover in million euros and number of companies catering industry –

Source: IFMA

Starting in 2015, there is an increase in the number of customers accompanied by disposable income and the allocation of employment in the sector, which leads to an upward trend in turnover, from 3160 million euros in the year 2014 and 2015 to a predicted amount of about 3475 million euros in 2017 driven mainly by a constant

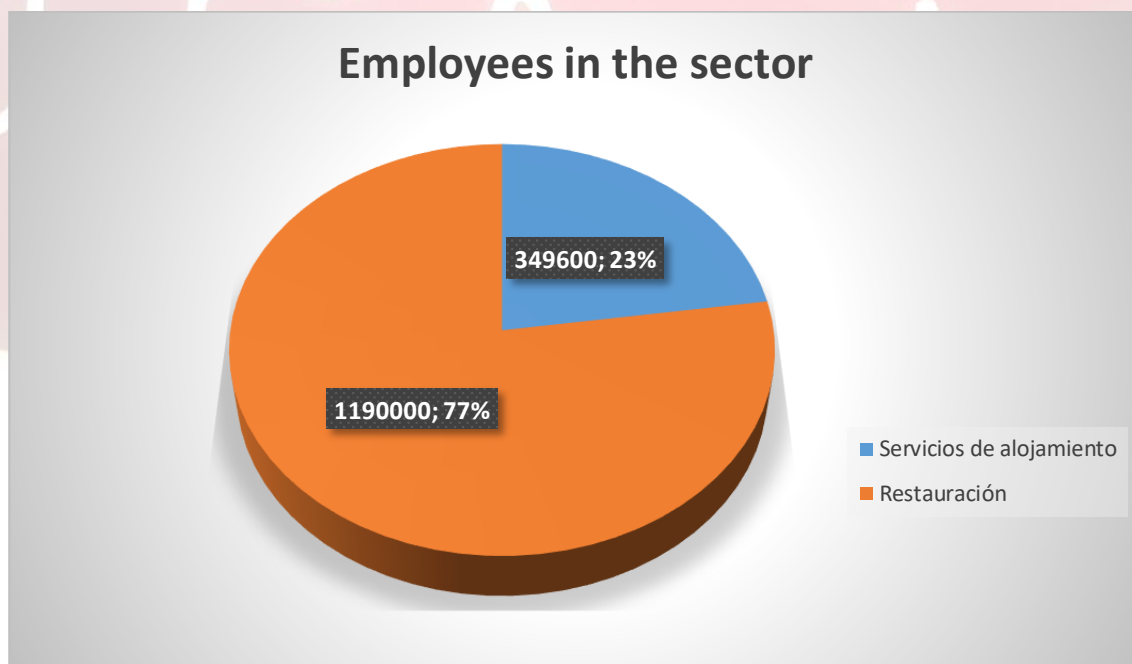
## *MARKETING PLAN OF “EL CAFENET”*

recovery in consumption, where we can also observe a small increase in the number of companies as the years go by.



Graph 13: Total number and average number of employees per company in the catering industry – Source: IFMA

Starting in 2015, there is an increase in the number of customers accompanied by disposable income and the allocation of employment in the sector, which leads to an upward trend in turnover, from 3160 million euros in the year 2014 and 2015 to a predicted amount of about 3475 million euros in 2017 driven mainly by a constant recovery in consumption, where we can also observe a small increase in the number of companies as the years go by.



Graph 14: Employees in the sector – Source: Own elaboration with NIE data.

## ***MARKETING PLAN OF "EL CAFENET"***

No less than 1.54 million workers are employed in the hotel industry in any of its two branches: 349,600 do so in what the National Institute of Statistics (INE) calls accommodation services and 1.19 million in food and beverage services. With regard to restoration.

Finally, we will comment on the forecasts for 2017 according to experts in the sector, which predict that spending on restoration in Spain will grow by more than 2% per year until 2018, within four years will reach the 42.902 million euros, which would be 12% more than the current figure, in 2014 the cost of restoration in the Spanish country was about 38.3 billion euros, which is the first growth after a few years of constant falls, according to the Restoration Sector study, prepared by "The Ostelea Business School & Hospitality".

### **2.3.3.2. Consumer Analysis**

The main characteristics of the clients that go to this type of establishments are:

- Families with children, since they usually attend these establishments on a constant basis at snack times, once they have finished school.
- People who daily spend several hours working and can afford to go to this type of service, given their speed.
- Students or teenagers who are attracted to the price of the service, the image of the company or simply to spend some time relaxing talking with friends.
- People who occasionally prefer not to prepare food and go to these types of establishments.

According to data from the Organization of Consumers and Users (OCU), the average expenditure of Spanish in bars and restaurants has increased by 82% in the first three months of 2016, compared to 2015.

Average expenditure in the year 2015 was about 81 euros, in the first quarter was approximately 92 euros, although in the year to May 2016, we have seen that number increased to 168 euros.

The growth itself of the restoration in the country is constant and diversifies and adopts new ways to satisfy a changing market and a society, as in the subject of sex and age of the consumers, because normally the man spends more money than the woman, with an approximate average in men of 78 euros compared to 62 euros by

## **MARKETING PLAN OF “EL CAFENET”**

women, regarding the issue of ages we find that those under 20 years are the least spend and those who spend the most are those who We are between the ages of 35 and 45 years.

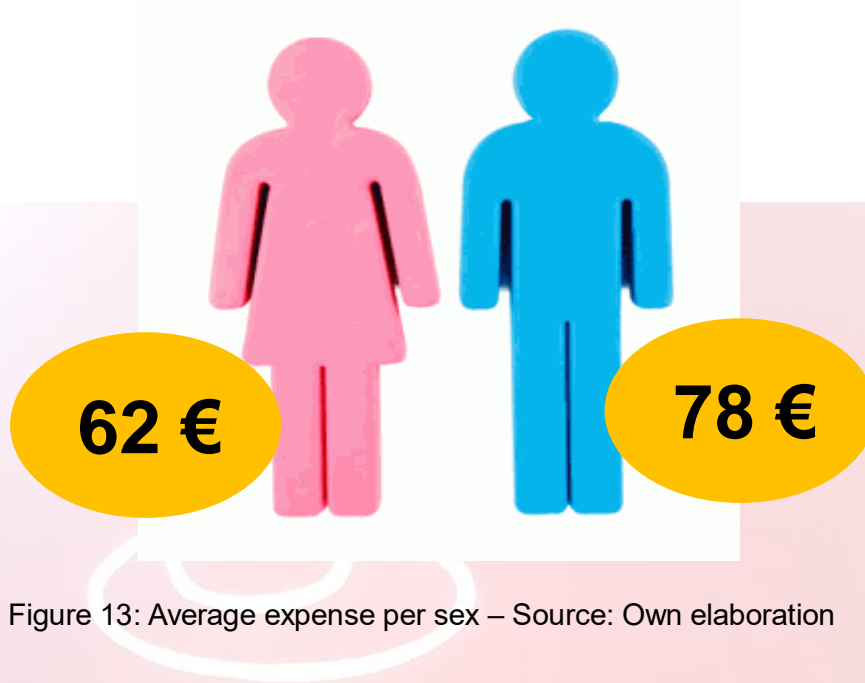


Figure 13: Average expense per sex – Source: Own elaboration

El Cafenet  
Cafetería

## **MARKETING PLAN OF “EL CAFENET”**

Below we will show the expenditure of bars-restaurants in Spain in different autonomous communities for the years 2014, 2015, 2016 and the forecasts of these expenses for 2017 and 2018, we observe the data in a clearer way:

	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
<b>Andalucía</b>	6.741	6.693	7.250	7.424	7.560
<b>Asturias</b>	972	1.030	1.040	1.029	1.097
<b>Castilla y León</b>	2.368	2.456	2.515	2.548	2.662
<b>Comunidad Valenciana</b>	3.978	4.017	4.191	4.358	4.447
<b>Extremadura</b>	1.080	1.127	1.161	1.154	1.219
<b>Galicia</b>	2.575	2.652	2.716	2.756	2.876
<b>Madrid</b>	4.471	4.562	4.691	4.872	4.999
<b>Murcia</b>	922	1.000	975	963	1.041
<b>País Vasco</b>	1.675	1.829	1.741	1.751	1.885

Table 6: Catering annual expenses in Spain by autonomous communities – Source: Own elaboration and data of Data monitor and Yellow Pages.

As we can see, in all the autonomous communities we see an increase in spending as the years pass, an aspect to generate confidence for consumers and entrepreneurs for the future.

As for the time zone in which customers consume the most in their stay away from home according to the data of the Ministry of Agriculture, Food and Environment:

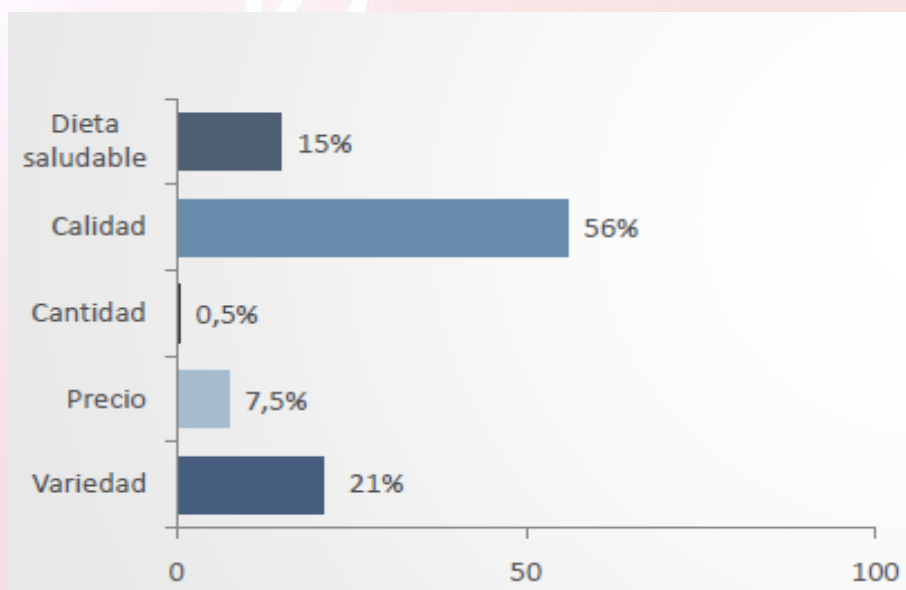
<b>Moment</b>	<b>Breakfast</b>	<b>Morning Snack</b>	<b>Aperitive</b>	<b>Lunch</b>	<b>Afternoon Snack</b>	<b>Dinner</b>	<b>Night Snack</b>
<b>Weekday</b>	78,30%	80%	59,60%	63,70%	66,50%	42,50%	49,50%
<b>Weekend</b>	21,70%	20%	40,40%	36,30%	33,50%	57,50%	50,50%
<b>Week</b>	100%	100%	100%	100%	100%	100%	100%

Table 7: Time slot of consumption customers – Source: Own elaboration with Ministry of Agriculture, Food and Environment.

## **MARKETING PLAN OF “EL CAFENET”**

According to the table, we can highlight that lunch is the time when there is greater consumption in the sector, specifically we are talking about a participation of 80%, this is because that percentage of consumers prefer to leave at that time since considered as a break at work and without a high cost, so they prefer this option compared to taking the snack or even eat, which is a higher economic cost.

Finally we will observe in the following graph what the customers most value in the sector of the restoration:



Graph 15: What are customer values in the catering industry? – Source: IFMA

The conclusion we draw from this graph is that consumers nowadays give a greater added value to those establishments that present a good quality of the products a variety of them and that present / display healthy alimentary options, against the little importance that give the price or the amount.

The growth itself of the restoration in the country is constant and diversifies and adopts new ways to satisfy a changing market and a society, as in the subject of sex and age of the consumers, because normal the man spends more money than the woman , With an approximate average in men of 78 euros compared to 62 euros by women, regarding the issue of ages we find that those under 20 years are the least spend and those who spend the most are those who We are between the ages of 35 and 45 years.



# MARKETING PLAN OF “EL CAFENET”

## 3. SWOT ANALYSIS

### STRENGTH

- High quality products
- Trained and experienced staff
- Fast and personalized service
- Good relations and loyalty with customers and suppliers
- Excellent relations among the cafeteria workers

### WEAKNESS

- Low investment capacity
- Little publicity
- High maintenance costs
- Low technology
- Overload of work
- Small place

### SWOT

### OPPORTUNITIES

- Growth in the number of clients of all ages
- Economic and accessible prices for all citizens
- Local well equipped and located
- The terrace can favor the walk of the pets.
- Possibility for the consumer to take a rest
- Decrease in the anual unemployment rate
- Cafeteria well known by the members of the area

### THREATS

- Constant and predictable changes in consumers tastes
- Possible price increase of the raw materials and final products with which we work
- Entry of more competitors in the area where the cafeteria is located
- Competitive prices

Figure 14: SWOT analysis – Source: Own elaboration

## ***MARKETING PLAN OF “EL CAFENET”***

### **STRENGTHS:**

- Good quality of our products, where we find quality suppliers, both for food and drink.
- Trained and experienced staff, where they have been working in the catering sector for the rest of their lives
- Fast and personalized service, since they are fast and individual attention at the time of delivery of the product and you personalize it if you want in any case.
- Good relationships and loyalty with customers and suppliers, since the company is in operation practically the clients of the whole life and suppliers are maintained, establishing a very good relation between them.
- Excellent relations among the cafeteria workers, since they are the four members of the family except for the cook and the extra waitress.

### **WEAKNESS:**

- Low investment capacity, since no major disbursement can be made.
- Little publicity, since it does not have any type of social network, nor with any type of web page
- High maintenance costs, since supplies are expensive, and more for a cafeteria where they are very necessary.
- Low technology
- Overload of work, being a cafeteria with a lot of movement and a lot of customer turnover due to the continuous traffic of people in the area.
- Small place, causing the fact of not being able to attend to more people.

### **OPPORTUNITIES:**

- Growth in the number of clients of all ages, for example, due to the change of students in the school next to the cafeteria, or new Excel courses that are implemented, which will cause new people to attend Cafeteria.
- Economic and accessible prices for all citizens.

## ***MARKETING PLAN OF “EL CAFENET”***

- The terrace can favor the walk of the pets, since it is a busy zone and ideal for the walk of them.
- Well equipped and located, located in a corner of the street where you can see and see from different perspectives and is in a place where attention, located in front of a school.
- Possibility for the consumer to take a rest outside the house at breakfast, lunch, lunch and snacks, which makes us ensure customers for life, thus increasing the annual expenditure of families away from home.
- Decrease in the annual unemployment rate
- Cafeteria well known by the members of the area, since there is always a lot of citizen's activity in this neighborhood.

### **THREATS:**

- Constant and predictable changes in consumer tastes, because consumers are accustomed to innovate from time to time and to change tastes and preferences continuously.
- Possible price increase of the raw materials and final products with which we work.
- Entry of more competitors in the area where the cafeteria is located, apart from those that currently exist, the appearance of more, with attractive aspects that can reduce the clientele.
- Price competition that competitors can perform, taking out different offers or reducing the price of most of their products.

## ***MARKETING PLAN OF "EL CAFENET"***

### **4. SEGMENTATION**

“ The Cafenet” offers good products and fast service, so we have to address more specifically to diverse groups of people, then we will describe these groups:

**Families and children:** Due to the implementation of the children's menu, causing attendance at the cafeteria of families with their children.

**Football fans People:** The implementation of pack football in the cafeteria and a menu is valid for anyone, but mainly directed to the person who will watch football.

**People who are customers of the gym + Fit:** The offer dedicated customers Gym, where this has the tenth free breakfast every ten card showing breakfast offer gym provided by the cafeteria.

### **5. OBJECTIVES**

#### **General objective**

Increase the number of potential customers and keep current by satisfying these by improving the service offered.

#### **Specific objectives of commercial relations:**

- 1. Attracting 15% more new customers in 1 year**, due to the creation of a football and children's menu, and because of the Gym-Fit bonus, having the tenth free breakfast every 10 consumed, and thanks to a Special promotion that we will do both in breakfasts and lunches, that for every 5 consumed, there will be a gift of one, thus seeking the attraction of new customers.
- 2. Monthly increase the percentage of repeated visits of the clients during 1 year**, so that the clients are faithful to us, to obtain visits and to make that they come every week to the cafeteria.
- 3. Get 85% satisfied customers in a year**, by conducting online surveys and possibility to write comments on our website.

# **MARKETING PLAN OF “EL CAFENET”**

## **Specific objectives of marketing activities:**

**4. Increased sales by 15% over last year**, seeking to move from the amount of 12,800 euros to an amount close to 14,720 euros.

Specific financial objectives

**5. Achieve a profit increase of approximately 15% over the next year**, going from the amount of 9,983 euros to an amount close to 11,480 euros

## **6. STRATEGIES**

In this section we will analyze the measures and strategies that are appropriate for the achievement of the objectives identified above.

### **6.1 Growth and diversification strategy**

Like any company, it must guide the direction in which it must grow to be able to maintain the current profits and thus be able to increase them, for all this we must make an analysis to the growth matrix of Ansoff:



	Existing Products	New Products
Existing Markets	Market Penetration	Product Development
New Markets	Market Development	Diversification

Figure 15: Ansoff's matrix – Source: Google Images

## ***MARKETING PLAN OF "EL CAFENET"***

Looking at the multiple options of the Ansoff matrix represented above, the cafeteria would have and should adopt a good strategy to penetrate the market, because to improve the company's products to be able to market in a better way needs good growth and Gain presence in the market today. To do this, the cafeteria must carry out various activities in order to increase its market share by differentiating the various products it has, attracting and expanding the number of customers to our cafeteria.

### **6.2. Competitive strategies**

On the other hand, the competitive strategy that we adopt in our case would be one challenger strategy, since in the field of the cafeterias we find 365 like leader, because of its diverse establishments distributed by the city, offering very low prices and counting on Very good facilities of a considerable size.

In the case of "El Cafenet" is a little known company in Castellon, so our main objective is to look at the leaders to take advantage of part of the market share, as competitors have covered the main segments. So our company has to weaken the industry leader, and prevent its expansion, and for this we will carry out various promotions and creation of new menus.

### **6.3. Segmentation strategy**

For the selection of the target market, the differentiation strategy should be applied, since the cafeteria has different products to meet the current needs of each and every one of the groups of segments and market segments discussed above, attracting both children, Adolescents, adults and the elderly. For example, note that the cafeteria will have, in one of the future actions, a new line of products that will be directed only to the segment of children, with the realization of a menu exclusive to them, another action that we will be directed to For people who like football and also lastly highlight the segment of the + Fit gym customers.

# MARKETING PLAN OF "EL CAFENET"

## 6.4. Positioning strategy

According to the previous study of the main competitors, we will place the nine companies analyzed above and "The Cafenet" in a map of positioning to know the position in which our company is compared to that of the competitors, dividing it into two criteria as Are the quality-price and the speed in the service.

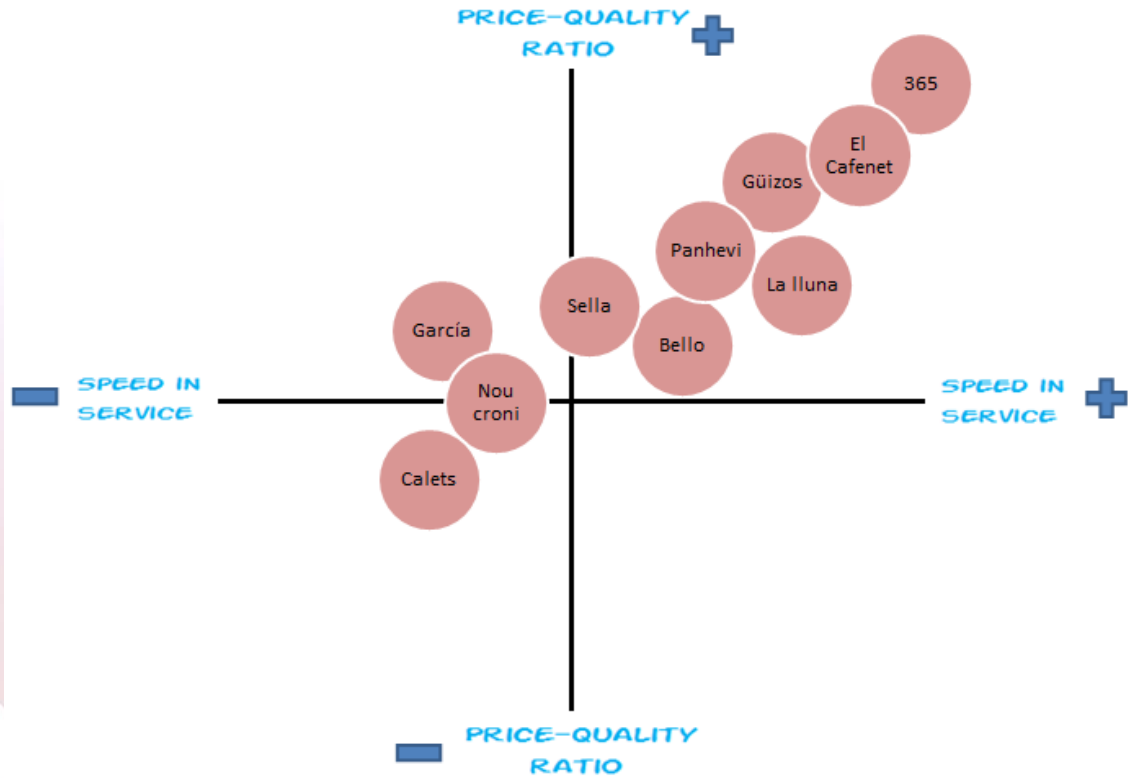


Figure 16: Positioning strategy – Source: Own elaboration

## ***MARKETING PLAN OF “EL CAFENET”***

### **7. ACTION PROGRAMMS**

#### **7.1 Summary action plans**

<b><u>ACTIONS</u></b>	<b><u>OBJECTIVES</u></b>
<b><u>Action 1: New product line: Design a breakfast “Break”</u></b>	<ol style="list-style-type: none"><li>1. Attracting 15% more new customers in 1 year.</li><li>4. Increase of sales by 15% more than last year.</li><li>5. Achieve a profit increase of about 15% over the next year.</li></ol>
<b><u>Action 2: New product line: Children's menu</u></b>	<ol style="list-style-type: none"><li>1. Attracting 15% more new customers in 1 year.</li><li>4. Increase of sales by 15% more than last year.</li><li>5. Achieve a profit increase of about 15% over the next year.</li></ol>
<b><u>Action 3: New product line: Night menu</u></b>	<ol style="list-style-type: none"><li>1. Attracting 15% more new customers in 1 year.</li><li>4. Increase of sales by 15% more than last year.</li><li>5. Achieve a profit increase of about 15% over the next year.</li></ol>
<b><u>Action 4: Creating the social network: Facebook</u></b>	<ol style="list-style-type: none"><li>1. Attracting 15% more new customers in 1 year.</li><li>2. Monthly increase the percentage of repeated visits of the clients during 1 year.</li><li>4. Increase of sales by 15% more than last year.</li><li>5. Achieve a profit increase of about 15% over the next year.</li></ol>



## ***MARKETING PLAN OF “EL CAFENET”***

<p><b><u>Action 6: Promotion of cafeteria menus</u></b></p>	<p>2. Monthly increase the percentage of repeated visits of the clients during 1 year.</p> <p>4. Increase of sales by 15% more than last year.</p> <p>5. Achieve a profit increase of about 15% over the next year.</p>
<p><b><u>Action 7: Installing a new television</u></b></p>	<p>1. Attracting 15% more new customers in 1 year.</p> <p>3. Get more than 85% satisfied customers in a year.</p> <p>4. Increase of sales by 15% more than last year.</p> <p>5. Achieve a profit increase of about 15% over the next year.</p>
<p><b><u>Action 8: Objective 50</u></b></p>	<p>1. Attracting 15% more new customers in 1 year.</p> <p>4. Increase of sales by 15% more than last year.</p> <p>5. Achieve a profit increase of about 15% over the next year.</p>
<p><b><u>Action 9: Creating a web page</u></b></p>	<p>1. Attracting 15% more new customers in 1 year.</p> <p>4. Increase of sales by 15% more than last year.</p>
<p><b><u>Action 10: Changing the cafe logo</u></b></p>	<p>1. Attracting 15% more new customers in 1 year.</p> <p>2. Monthly increase the percentage of repeated visits of the clients during 1 year.</p>

## MARKETING PLAN OF "EL CAFENET"

<b><u>Action 11: Creating Product Charts</u></b>	<ol style="list-style-type: none"><li>1. Attracting 15% more new customers in 1 year.</li><li>3. Get more than 85% satisfied customers in a year.</li></ol>
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Table 8: Action plans – Source: Own elaboration

### **7.2 Product decisions**

#### **Action 1: New product line: Design a "Break" Breakfast**

Objective to which it contributes:

1. Attracting 15% more new customers in 1 year.
4. Increase of sales by 15% more than last year.
5. Achieve a profit increase of about 15% over the next year.

Implementation period: 6 months

***Description:***

In a maximum period of 6 months, "El Cafenet" will offer a healthier breakfast line for those customers who want a healthier diet with organic food of great protein and vitamin intake and who wish to avoid products such as industrial bakery and processed products. It will be called "Break Breakfast". In addition, in this way, the cafeteria will expand the type of client to which it is directed.



Figure 17: "Break" – Source: Google Image

## MARKETING PLAN OF “EL CAFENET”

### Action 2: New product line: Children's menu

#### Objective to which it contributes:

1. Attracting 15% more new customers in 1 year.
4. Increase of sales by 15% more than last year.
5. Achieve a profit increase of about 15% over the next year.

Implementation period: 3 months

#### **Description:**

With this new line of products we will attract the interest of those customers and new clients who have children, for this we will adapt the letter to all types of public and offer menus for children's birthday, creating a new opportunity to attract a segment of the population very important. Next, we will see the design of the letter that we will offer and that will be also available in the tables for the children's menu. We must emphasize that the letter will be vertical size sheet, and the front side will appear the first image and behind it will already be the menu itself, which corresponds to the second image.



Figure 18: Children's menu – Source: Google Image

## MARKETING PLAN OF “EL CAFENET”

### **Action 3: New product line: Football menu**

#### Objective to which it contributes:

1. Attracting 15% more new customers in 1 year.
4. Increase of sales by 15% more than last year.
5. Achieve a profit increase of about 15% over the next year.

Implementation period: 1 year

#### **Description:**

"El Cafenet" will expand its business offering the possibility of a dinner menu for its customers. That will result in generating a greater direct benefit and will give the opportunity to attract a greater number of customers who prefer to enjoy dinner in cafe-bars as an alternative to dine at home. So, next we see the design that will present the menu of the football menu, in this case will be A4 size horizontal and will be folded in the middle, leaving on the outside of the letter the first image, let's say they are the cover And back cover of this menu, and inside you will see the second image, which is already the menu offer itself.



Figure 19: Evening menu – Source: Google Image and own elaboration

## MARKETING PLAN OF "EL CAFENET"

### Action 7: Installing a new television

#### Objective to which it contributes:

1. Attracting 15% more new customers in 1 year.
3. Get more than 85% satisfied customers in a year.
4. Increase of sales by 15% more than last year.
5. Achieve a profit increase of about 15% over the next year.

Implementation period: 3 months

#### **Description:**

Since "El Cafenet" has a terrace, and in order to maximize its use, it has been proposed to buy and install a new television that would be facing the terrace and in this way the clients who prefer to be away from the premises could see The TV without problems. This decision would attract more customers, especially when public or sports content is broadcast.

#### TV LED 40" - Samsung UE40J5200, Full HD, Smart TV, WiFi



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Figure 20: New television – Source: Google Image

### 7.3 Price decisions

We have not taken any action on price

## ***MARKETING PLAN OF “EL CAFENET”***

### **7.4 Distribution decisions**

#### **Action 6: Promotion of cafeteria menus**

##### **Objective to which it contributes:**

2. Monthly increase the percentage of repeated visits of the clients during 1 year.
4. Increase of sales by 15% more than last year.
5. Achieve a profit increase of about 15% over the next year.

**Implementation period:** 6 months

##### ***Description:***

With the aim of giving greater visibility to the cafeteria and attracting new customers and always strengthening the current ones, "El Cafenet" has created a series of advertising posters, which will be pasted around the neighborhood where it is located, and in which it presents The local, in addition, in the establishments of the same location will provide some tickets with discounts to encourage consumption in the cafeteria.

Then we can see the poster design that will have an A3 size in vertical, in it you can see the three promotional menus that are offered, and they are: The football menu, the food menu and the children's menu.

## MARKETING PLAN OF "EL CAFENET"

**El Cafenet**

**VEN Y CONOCE NUESTRAS PROMOCIONES!!!**

**5€**

**6€**

**5€**

Dirigirse: Muzanos Street, número 10, Caserón de la Plaza

The poster is framed by a thick border of coffee beans. At the top, a coffee cup is shown with beans spilling out. The central text is in blue. Three promotional cards are displayed, each with a price tag and icons representing the items included in the offer. The bottom card provides the address.

Figure 21: Advertising poster – Source: Google Image and own elaboration

## **MARKETING PLAN OF “EL CAFENET”**

### **7.5 Communication decisions**

#### **Action 4: Creating the social network: Facebook**

##### Objective to which it contributes:

1. Attracting 15% more new customers in 1 year.
2. Monthly increase the percentage of repeated visits of the clients during 1 year.
4. Increase of sales by 15% more than last year.
5. Achieve a profit increase of about 15% over the next year.

Implementation period: 6 months

##### **Description:**

Since "El Cafenet" wants to stay up to date and be up to date with society, the option has been made to a familiar computer scientist to make the cafeteria known through the social network: Facebook. With this, we will be generating a completely free publicity of the premises that will reach a greater number of future clients. Said action should be implemented within a maximum period of 6 months. In addition, once created this profile, we will have to update it quite often so as not to have obsolete information and to generate the expectation of the consumers, publishing the offers, etc.

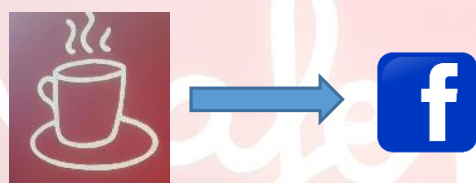


Figure 22: Social network – Source: Google Image and own elaboration



## MARKETING PLAN OF “EL CAFENET”

### Action 5: Installing the Vodafone Soccer Paying Channel on TV

#### Objective to which it contributes:

1. Attracting 15% more new customers in 1 year.
2. Monthly increase the percentage of repeated visits of the clients during 1 year.
3. Get more than 85% satisfied customers in a year.

Implementation period: 3 months

#### **Description:**

At the moment, on the television inside the cafeteria, they have only contracted the services of Vodafone / Ono, so we have decided to implement payment channels in which football matches can be enjoyed at first (having more options Such as tennis, formula 1, etc.). This decision, will attract more customers to the local and this in turn, will result in higher income in the family business. The following channels have been shuffled: Bein Sports, Move Partidazo and La Liga 1-2-3.



**Options:**



Figure 23: Sport channel options – Source: Google Image and own elaboration

## **MARKETING PLAN OF “EL CAFENET”**

### **Action 8: “Objective 50”**

#### Objective to which it contributes:

1. Attracting 15% more new customers in 1 year.
4. Increase of sales by 15% more than last year.
5. Achieve a profit increase of about 15% over the next year.

Implementation period: 1 year

#### **Description:**

This action will be implemented once the profiles of the cafeteria have been created in social networks and will consist of offering the customer the possibility to enjoy completely free of charge one of the five new lines of products that we have commented in the previous point: Breakfast Break, menu for companies, children's menus or football. The customer can enjoy this service free of charge as long as you upload a photo of the cafeteria to social networks and get in less than three days, 50 likes or more.

This action will encourage and reward people who help to advertise the cafeteria.



El Cafenet  
Cafetería

## MARKETING PLAN OF “EL CAFENET”

### Action 9: Creating a web page

#### Objective to which it contributes:

1. Attracting 15% more new customers in 1 year.
4. Increase of sales by 15% more than last year.

Implementation period: 1 year

#### **Description:**

On the other hand, just as we want the cafeteria to have a presence on social networks, we also consider it as very important that we have a web page where we can take a guided tour of the cafeteria, we can see the menus, know the prices, opinions of customers, of gastronomic journalists, promotions, location of the premises, etc. By creating the website we will be generating a free publicity with which we will attract new clients that come from this medium. In addition, we must also follow a weekly or monthly update of the page to ensure that we always have reliable and up-to-date information.



Figure 24: Web page – Source: Google Image and own elaboration

## MARKETING PLAN OF “EL CAFENET”

### Action 10: Changing the cafe logo

#### Objective to which it contributes:

1. Attracting 15% more new customers in 1 year.
2. Monthly increase the percentage of repeated visits of the clients during 1 year.

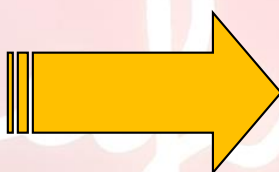
Implementation period: 9 months

#### **Description:**

And as the last action that we should carry out, is the creation of a new logo for the company, this along with the other changes will allow us to bring a fresh and innovative character to the company, and generate a new image, New customers and maintain existing ones, renewing their appearance and maintaining an air of today and inspire future customers to enter the premises to finish being impressed by the treatment, the service provided and the products offered.



Current logo



New logo

Figure 25: Change of logo – Source: Google Image and own elaboration

## MARKETING PLAN OF "EL CAFENET"

### Action 11: Creating Product Charts

#### Objective to which it contributes:

1. Attracting 15% more new customers in 1 year.
3. Get more than 85% satisfied customers in a year.

Implementation period: 12 months

#### **Description:**

In order to attract new customers and improve their presence vis-à-vis existing customers, and as we want to achieve a new, modern and sophisticated image, we must create and design the cards in which all the products offered by the cafeteria appear. To do this, we will hire this service to a reprography where we will design the letter, make the prints and the plastifications to be able to dispose of them.

In this case, the design has a horizontal A4 size, which will be folded in half, and whose cover and back cover is the first image that we can see below, and inside the other two images, where all The variety of products available "El Cafenet".



## MARKETING PLAN OF “EL CAFENET”



BEBIDAS			
Agua		Cerveza	
33 cl.	1,00 €	tercio	1,30 €
1 l.	1,30 €	Amstel oro	1,50 €
Fanta naranja/limón	1,30 €	Heineken / Alhambra	2,00 €
Aquarius naranja/limón	1,30 €	Quinto	1,00 €
Zumo de frutas	1,30 €	Cafés	
Zumo de naranja	1,50 €	Café con leche	1,30 €
Cholecks	1,30 €	Café tocado	1,10 €
Tónica	1,30 €	Café irlandés	3,00 €
Bebidas energéticas		Cappuccino	2,00 €
pequeña	2,00 €	Cortado	1,00 €
grande	2,30 €	Bombón	1,30 €
Granizados café/horchata		Carajillos	1,80 €
pequeño	1,60 €	Infusiones	1,00 €
grande	2,20 €		

Figure 26: Restaurant’s menu with front and back covers – Source: Google Image and own elaboration

El Cafenet  
Cafetería

## **MARKETING PLAN OF “EL CAFENET”**

### **8. TIMELINE**

After analyses of action plans, we will make the schedule of several activities offered:

ACTIONS:	January	February	March	April	May	June	July	August	September	November	December
1. New product line: Design a `` Break" Breakfast											
2. New product line: Children's menu											
3. New product line: Football menu											
4. Creating the social network: Facebook											
5. Installing the Vodafone Soccer Paying Channel on TV											
6. Promotion of cafeteria menus											
7. Installing a new television											
8. ``Objective 50``											
9. Creating a web page											
10. Changing the cafe logo											
111. Creating Product Charts											

Table 8: Action plan – Source: Own elaboration

## **MARKETING PLAN OF "EL CAFENET"**

### **9. BUDGET**

This annual budget is made for the local " El Cafenet " that is located in Calle Museros, 10 in Castellon de la Plana.

ACTIONS	DESCRIPTION	BUDGET
<b>ACTION 2: New product line: Children's menu</b>	New offer a children's menu	100 units: 200 €/month 200€/month x 12 months = <b>2.400€</b>
<b>ACTION 3: New product line: Football menu</b>	New offer a football menu	100 units: 200 €/month 200€/month x 12 months = <b>2.400€</b>
<b>ACTION 5: Installing the Vodafone Soccer Paying Channel on TV</b>	- Vodafone Soccer Pack	1 unit: 160 €/month 160 €/month x 12 months = <b>1920 €</b>
<b>ACTION 6: Promotion of cafeteria menus</b>	Placement of advertising posters by the zone	30 units: 60 €/month 60 €/month x 12 months = <b>720 €</b>
<b>ACTION 7: Installing a new television</b>	- Buy TV. - Support, installation and set-up of tv	- TV price : 369 € - Installation : 35 € <b>Total = 304 €</b>
<b>ACTION 10: Changing the cafe logo</b>	The design of the new logo has no cost. The expense is in requesting a new poster of the cafeteria.	- Billboard : 260 € - Poster installation: 55 € <b>Total = 315 €</b>
<b>ACTION 11: Creating Product Charts</b>	- Creation of 20 cards for the local - Design of the letters - Printing of these	- Letters design = 20 € - Print: 20 cartas x 2 €/letter = 40 € - Plastified: 1,50 € x 20



## **MARKETING PLAN OF “EL CAFENET”**

	- Plasticizing them	= 30 €
		Total = 90 €
<b>TOTAL BUDGET</b>		<b>8.149 €</b>

Table 9: Budget – Source: Own elaboration



## ***MARKETING PLAN OF “EL CAFENET”***

### **10. CONTROL**

<b>OBJECTIVES</b>	<b>MEASURING FREQUENCY</b>	<b>CONTROL METHOD</b>
<b>1. Attracting 15% more new customers in 1 year</b>	Quarterly	Track and control the number of menus sold for each customer and take advantage of gym promotions and 5-for-1 offer, thus reviewing the sales result
<b>2. Monthly increase the percentage of repeated visits of the clients during 1 year</b>	Quarterly	Number of customers who have consumed any type of product in the cafeteria. Control the progress of visits made both on the website and in the profiles of social networks.
<b>3. Get more than 85% satisfied customers in a year</b>	Biannual	Response of questionnaires via online through our web page created, to the clients each semester in order to be able to measure the satisfaction of the consumer
<b>4. Increase of sales by 15% more than last year</b>	Quarterly	Review the annual income and make the comparison with the result of the previous year's sales
<b>5. Achieve a profit increase of approximately 15% over the next year</b>	Biannual	Review the annual results and make a comparison with the previous year.

Table 10: Control – Source: Own elaboration

# ***MARKETING PLAN OF “EL CAFENET”***

## **11. INDEX OF FIGURES, TABLES AND GRAPHS**

Below, we present the index of all the figures, tables and graphs used to carry out the said Marketing project.

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