



UNIVERSITAT
JAUME I

FINAL MARKETING PLAN ON MIMAR



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1.1 Executive summary

In this section we are going to outline the general purpose of this marketing plan. In addition to summarising the marketing characteristics of the company, Mimar, we are also going to discuss how it is going to apply specifically to 2018.

In brief, Mimar is a company that bases its business on sport fishing, which is a mature market at European level but with great growth potential in Spain.

Now, after a detailed analysis of its internal and external environment, the diagnosis we have made has helped us to set coherent objectives, measurable in both quantity and time, and establishing two clear and compatible strategies to address the objectives.

There are 3 set objectives, each one has a purpose; there are 2 aimed at improving the turnover share, and one aimed at improving the image/brand of Mimar.

The strategies that Mimar will set for 2018, with the objective of reaching its new goals, are the following: one based on increasing its turnover per year, expanding its portfolio of customers abroad through the creation of its own website, i.e. market development, and another that will be chosen to improve the image/brand of Mimar in the Spanish market, i.e. improving/intensifying the promotion of Mimar's products.

For all this we establish 3 action plans

- Increase sales by 10 % in the physical store in Castellón
- Implement the sale of your products on the Internet by 5%.
- Increase investment in the promotion of your products by 5%.

which will contain a personalised budget and adequate control measured in time for each one. With this, our aim is to achieve the highest probability that the objectives will be met and Mimar will continue its growth trend from the last few years. All of this will take place within the viability provided by the resources and capabilities of Mimar.

2. External analysis

2.1. Micro

2.1.1 Market-demand analysis

In recent decades there has been a boom in demand for all types of leisure activities which fishing plays a significant role.

The Valencian Community has a great wealth and variety of ecosystems. These characteristics have a direct impact on the sport of fishing as it takes place in natural settings. The Valencian Community is in a privileged position with respect to the rest of the Spanish and European geography due to their location.

Currently, 76.60% of the land in Spain is enclosed, which places us in the first position in terms of land used for fishing.

According to data from the Ministry of the Environment, there are 51 fishing preserves and 38,154 fishing licences of different types in the Valencian Community in 2017.

As a result of what was previously mentioned, we are faced with an ever-increasing demand for products that are increasingly specialised and of better quality. It is in this target group that we want to focus on and satisfy their needs, since we are currently the leading company in Castellón in terms of specialisation in fishing products.

2.1.2 Analysis of competitors

For the analysis of competition, it is necessary to distinguish the types of competitors:

1. Other fishing shops. (Artículos de pesca Maricarmen, La dorada, Prades..) These businesses will be in direct competition with the business. Therefore, we will have to study your chosen area, your products, your offers.... because it is essential to know what the competition is offering in order to be different.
2. Sports and adventure shops offering fishing gear.(Marino) These stores can satisfy the same need, but perhaps not the same type of customers.
3. Other establishments that incorporate some of these items to their commercial offer: mainly supermarkets and department stores (Decathlon) which are a great threat because in recent years they have created their own

brand imitating Mimar but with lower quality products which offer a lower price to the public.

2.1.3 Supplier analysis

In the analysis of the suppliers we are going to distinguish two groups

1 Great brands: These are the best known and valued brands in the world of fishing, which are, Shimano and Daiwa, two brands with little profit but a lot of sales volume which allows you to attract customers.

2 Small brands: these are brands that are less known or valued by fishermen, among which we find, zun-zun, yuki, vercelli..., these brands usually have a high profit margin but demand than those mentioned in the previous section.

Once differentiated, Mimar will try to advise the customer as best as possible by offering them rods and reels of the best brands, the difference between them and the others is remarkable, but at the same time, in the small shops (threads, weights, etc.) it will try to offer them the second brands, since the difference in quality is minimal.

2.1.4 Segmentation

As a result of the shuffle we will see below we have realized:

More and more people are realizing that with conventional products their catches are reduced and they are more harmful to the environment. In the same way, there are also people who have met big companies that play with fraudulent advertising.

The segment to which Mimar's fishing products are directed is towards groups who are becoming more familiar with fishing and more aware of the benefits of quality products. That is to say, as people of all types who like to fish are becoming more aware of the better fishing products provided. The consumers that are increasingly aware of environmental problems and the fishing product industry are more likely to purchase certified fishing products rather than the off-brand.

Most of the companies created in this niche market present:

- A philosophy that transmits the capture and release, respect for people and the environment.
- They usually donate part of their annual profits to local projects related to sustainable development, of a social or environmental nature, as well as to some of their suppliers,

- Optimize the use of natural resources and increase supplier confidence through transparency.

According to its official product portfolio, Mimar sells fishing and live bait products, i.e., Mimar is positioned in the fishing market in the niche of spinning, surfcasting and boat products, in the medium-high price segment of high quality within the category of these products... We firmly believe that we are faced with a question, with high percentage growth year after year but a low market share, as it is a market that is growing every time. One of the strategies you should pursue is an investment to expand market share and try to bring the company into the starsector.

2.2 Macro

2.2.1 Politicians

When we talk about the political framework in which Mimar develops, we are referring to the set of laws that govern this sector, for this, we must look at the national level since Spain regulates this sector.

First, on a more global level, the laws governing the fisheries sector are:

- Law 7/1996, of 15 January, on the Regulation of Retail Trade.
- Law 2/1996, of 15 January, complementary to the Law on the Organization of Retail Trade.
- Law 18/1992 of 1 July 1992 laying down certain rules on investment in Spain.

2.2.2 Economic

Spain is the 14th economy by volume of GDP in October 2017 (Table 1). Its public debt this year was 1,073,189 million euros, 99.80% of GDP and its per capita debt was 23,067 euros per inhabitant.

The GDP per capita is an indicator of the quality of life in Spain, in the last year, was 23,200 euros.

Spain ranks 32nd in the Doing Business ranking of the 190 countries in this field, which ranks countries according to the ease with which they can do business.

Table 1: World Economic Ranking By GDP

EL RANKING ECONÓMICO MUNDIAL			
PIB, en miles de millones de dólares corrientes			
	2015	2016	2017
1	EEUU 18.0367	EEUU 18.561.9	EEUU 19.377.2
2	China 11.181.6	China 11.391.6	China 12.361.7
3	Japón 4.124.2	Japón 4.730.3	Japón 5.106.3
4	Alemania 3.365.3	Alemania 3.494.9	Alemania 3.618.6
5	Reino Unido 2.858.5	Reino Unido 2.649.9	Reino Unido 2.609.9
6	Francia 2.420.2	Francia 2.488.3	Francia 2.570.0
7	India 2.073.0	India 2.251.0	India 2.457.7
8	Italia 1.815.8	Italia 1.852.5	Brasil 1.953.9
9	Brasil 1.772.6	Brasil 1.769.6	Italia 1.895.3
10	Canadá 1.550.5	Canadá 1.532.3	Canadá 1.627.3
11	Corea 1.377.9	Corea 1.404.4	Corea 1.521.0
12	Rusia 1.326.0	Rusia 1.267.8	Rusia 1.442.4
13	Australia 1.225.3	Australia 1.256.6	Australia 1.343.6
14	España 1.199.7	España 1.252.2	España 1.303.0
15	México 1.143.8	México 1.063.6	México 1.124.3
16	Indonesia 859.0	Indonesia 941.0	Indonesia 1.014.9
17	Holanda 750.7	Holanda 769.9	Holanda 799.8
18	Turquía 717.9	Turquía 735.7	Turquía 769.5

2.2.3 Social

Nowadays, there are new changes in lifestyle and education, which causes consumers to be more educated and aware of the environment because information is more easily accessible to all.

Fishing tackle companies are well regarded by the general public for the practices they promote and their carry catch and release with small fish policy.

These practices have been very well perceived by consumers for their moral and social values.

The company Mimar is based on social values that respects the environment and is one of the first in Spain to promote catch and release (CYS).

Therefore, it has become the reference for fishing articles company with products imported from all over the world, guaranteeing high quality at the best price and thus becoming a reference in the field of fishing.

2.2.4 Environmental

Our ability to assess and predict the effects of sport fishing on marine ecosystems is still very limited. The scenario becomes even more complex when the effects are difficult to separate from those produced by pollution, natural disasters, irresponsible tourism and other anthropogenic activities. We are not yet well aware of the disaggregated short-term impacts of fisheries on ecosystems and it is even more difficult to predict the long-term impact. However, we now know that sport fishing is sustainable because it cannot alter the characteristics of the species (e.g. age structure, sizes), the composition of the populations, nor can it have negative effects on both the target populations and those for which it is not intended. In general, it is assumed that most of the effects are the result of professional overfishing, which is caused when fishing effort exceeds the recovery capacity of a given species.

2.2.5 Technological

The processes that take place in the Mimar environment are the sale and distribution of fishing and bait boat articles for fishing in different formats. Different types of packaging and treatment of live bait will be carried out, for this purpose we currently have a cold room with 8 nurseries in which the bait is at the ideal temperature and in perfect conditions superior to those of the competition. Secondly we have a bait vending machine that offers our customers a 24h service.

Live bait is now packaged in a more environmentally friendly and recyclable PET plastic. Mimar also uses glass for its packaging, a recyclable, reusable, and low pollution product.

The company's activity will also include a series of software and technology systems for creation and design (distribution formats, labels, etc.), sales and distribution management, process control (packaging, labelling, etc.), information systems, advertising, and more.

On the other hand, part of Mimar's business is based on e-commerce, so it will be necessary to have the technology and knowledge for the development and maintenance of an Internet commerce network. Cybersecurity is very important. A large part of the total invoicing of fishing equipment companies is produced via e-commerce. Mimar does not currently have this e-commerce service but is working on it to make it available to its customers as soon as possible.

2.2.6 Legal

Our legal factors include anti-discrimination laws, consumer laws, antitrust laws, and health and safety laws. These factors affect the way in which the company operates, since these laws mentioned above lead to an increase in its costs, which directly affects the demand for its products and services.

3. Internal analysis

History:

Mimar was founded as a family business in 2010 by Marcelo Pozuelo and Mercedes Pardo. It was founded in Castellón and its activity is based on the distribution of specialized fishing products to end consumers.

The same company is defined as a company involved in meeting the demand that exists in Castellón and soon in Spain offering leading fishing products, advising the customer with our years of experience and trying to be always up to date in all types of fishing.... Thus, it is an alternative to the traditional fishing shop that is limited to offering the most basic.

The expansion process is marked from 2015 onwards, when its main competitors at the provincial level close their doors and the number of their customers begins to increase...

Currently, in 2018, Mimar presents itself with a plan to expand its products through a website, thus trying to reach a large audience.

Mimar offers cutting-edge products at an affordable price, as today's cutting-edge fishing is known as a more expensive and exclusive product.

After several years in the market, Mimar is the driving force behind sport fishing in Castellón, but with plans to have a presence throughout Spain

Mimar was founded as a family business in 2010 by Marcelo Pozuelo and Mercedes Pardo. It was founded in Castellón and its activity is based on the distribution of specialized fishing products to final consumers.

This company meets the demands that exist in Castellon and soon will become prominent in the rest of Spain with its dominant fishing products. Knowledgeable staff with experience also advise customers and are up to date with all types of fishing. Therefore, it is becoming an alternative to the traditional fishing store with basic gear. The expansion process is marked from 2015 onwards when its main competitors at the provincial level closed their doors and the number of their customers begins to increase...

Currently, in 2018, Mimar presents itself with a plan to expand its products through a website trying to reach a larger audience.

Mission:

Mimar's mission is to have a positive impact on the fisherman, marketing cutting-edge and current fishing products, in order to make them both beneficial and satisfactory for the fishermen. Making use of the qualities of the best brands on the market as an alternative to the low qualities generally offered by department stores.

Vision:

To create a feasible alternative to department stores that provides greater quality and satisfaction for the use to fishermen.

3.2 Resources and capacities

Resources

- Physical: The main physical point of sale is in Castellón de la Plana. Facilities (store, warehouse and administration centre) that allows it to exceed the sale of 100,000 product units, and provides a turnover of around half a million euros in recent years, ranging between 400,000 and 600,000 euros.

- Technological: Mimar has a high level of technological integration within its field of competence. It has a number of nurseries which keep the bait alive and has a higher quality than its competitors. The technological resources would be all the machines that are part of the nursery, such as oxygenators, refrigerating chambers, desalination plants, etc.
In addition, Mimar has a live bait vending machine on its façade which offers a 24-hour bait sales service.

- Financial: The financial data is confidential by the company which makes it very complicated to retrieve this particular data. But we have analysed different companies very similar in terms of size and type of activity and reports published on the Internet; we have estimated that the total financial resources available to our company are around 60,000 and 50,000 euros, that is to say, own financing resources plus external financing resources. In these types of companies, long-term liabilities (approximately 60% of total financial resources) are usually greater than equity capital (approximately 40% of total financial resources). The external financing is higher than their own financing.

- Human: The number of workers that form the staff of Mimar has fluctuated between approximately 3 and 5 workers in recent years.

- Marketing: Mimar has a notable presence in social networks such as Facebook, Instagram, Youtube etc.. In addition to this, we have two Prostaff teams (this year champions of Spain) sponsored by us which are responsible for attracting customers and attending the most recognized championships and show the qualities of our products on the beach. Thanks to all this, Mimar has great recognition at the provincial level and is beginning to be known little by little by the rest of the country.

- Legal: Mimar's legal remedies are trademark rights, permits, exclusive rights, etc.

Exclusives and brand rights play a very important role in the company since they allow us to have products that our customers cannot find in competition stores, giving us the possibility to differentiate ourselves from the smaller department stores and shops.

- Competitive: Mimar's intangible and competitive resources are the knowledge accumulated by the company, that is to say, the training of its employees, HR policies, experience in the sector, and relations with the environment. As an intangible resource, it is worth mentioning that Mimar has a team of people among whom we can find two Spanish champions and a world champion in fishing, which gives it a strong experience in the sector.

The characteristics of these resources are that they are very difficult to estimate monetarily, and they are usually indivisible, that is, they act together. Nor can they be acquired in the market, although they are a clear indicator of the efficiency and effectiveness of Mimar's organisation. In conclusion, we cannot estimate the amount of these resources, but we can say that Mimar has these types of resources.

In general terms, Mimar's competitive capabilities are the result of the integration of all its resources (previously defined); that is, its processes and operational and administrative routines used to compete in the market.

3.3 CSR

For Mimar, its ethics are based on environmental principles and respect for the sea, that is why these aspects are very important when carrying out corporate actions.

Mimar's ecology is not only focused on the product itself. Mimar also tries to encourage the catch and release, encouraging customers to practice this, especially with fish that do not have the minimum size requirement and thus requires us to take care of our seas. On the other hand, many of Mimar's products are increasingly characterised by their respect for the environment, such as rubber weights or very small diameter yarns, which if the fisherman was to break down and remain in the sea, they would degrade in just two years.

At the same time, and thanks to this ethical value so deeply rooted in the company, Mimar renounces to sell asticot (meat worms), since it is understood by the company as harmful to the sea; the stomach of the fish does not end with this worm which lives inside the fish feeding on it.

Mimar is a company committed to society meaning it carries out corporate social responsibility actions every year. For this reason, Mimar holds a charity fishing competition every year to allocate the profits and the fish caught in it to an NGO in Castellon.

Mimar is closely related to society, as it holds a competition every year in which the profits go towards improving it.

Mimar gives these benefits to the Action Against Hunger Foundation, an international, neutral and independent humanitarian organisation that fights malnutrition while guaranteeing water and secure livelihoods for the most vulnerable populations.

The Action Against Hunger Foundation's mission is to save lives by eliminating hunger through the prevention, detection and treatment of malnutrition. From crisis to sustainability, we address the different causes of malnutrition and its effects using their knowledge and expertise in nutrition, food security, water and sanitation, health and advocacy.

On the other hand, Mimar also collaborates in solidarity and altruistic actions that take place in the community in which it is registered, such as donations to old people's homes and education programs in nature.

3.4 Marketing Mix

Product:

The main characteristics of Mimar's products are: top quality products at reasonable prices, very technical and specific products that cannot be found within the competition, as well as exclusivity in brands throughout the province of Castellón.

Mimar's product approach focuses on the product, because it ensures that its products meet the needs of the fisherman; but it also ensures that its products are innovative and meet the future needs of consumers, so its products are also focused on the needs of the consumer.

Mimar products are a type of speciality product because they meet unique characteristics within the fishing market.

Mimar's product portfolio is made up of different lines. For example, how the surfcasting product line, the spinning product line, the boat product line and the children's product line work together.

Product Lines: Product lines are a group of products that meet the same need, are aimed at the same target market and are closely related. They are a subset of the portfolio or range.

Examples of the most successful product sheets of Mimar's product lines, we have taken the following images from the Mimar 2018 product catalogue:

SURFCASTING



SHIMANO SUPER AERO SPIN JOY SD 35

Modelo 12SHSASJSD35STDAS

Condición Nuevo

Espectacular y precioso carrete japonés de Surfcasting Shimano Super Aero Spin Joy SD 35, comparte cuerpo con el XSC pero mejorado, más rodamientos y mucho más fino; bobinas compatibles con los modelos superiores como: Bulls, Fliegen, Kisu, Surf Leader, Aero... Este es uno de los mejores carretes calidad/precio que ha fabricado Shimano para los pescadores de orilla a Surfcasting.

- 2 Bobinas muy ligeras de aluminio:
- Type3 - 0.20mm - 250m aprox.
- Type 5 - 0.37mm - 140m aprox.
- Freno excelente muy rápido.

SPINNING



Pez HART ABSOLUT TORO XH

Modelo IHAT45CH

Condición Nuevo

Voluminoso y fornido pencil hundido, pensado para dar caza a los potentes Cimarrones. Forma ahusada y elevado peso que facilitan lanzarlo muy lejos incluso en condiciones adversas. Cuerpo reforzado y poderosos triples que ayudarán a los mayores tñidos. Para trabajarlo en condiciones debemos animarlo a tirones cortos alternando de vez en cuando con pequeñas pausas. Pesos: 45 y 70grs.

Entrega en 5 - 8 días aprox.

[Tweet](#) [Compartir](#) [Google+](#)

[Pinterest](#)

BOAT



SHIMANO SOCORRO SW

Modelo 12SHSOC5000SW

Condición Nuevo

Impresionante y ligeros carretes Shimano Socorro SW ideal para pescas desde embarcación y kayak. Como sus siglas SW (Saltwater) nos indican está diseñado y fabricado para resistir la pesca en agua salada. Equipado con fuerte bobina de aluminio con potente freno de carbono y engranajes HAGANE especiales para la pesca en mar. Elige el tamaño que más te guste y tendrás al mejor aliado de los pescadores marinos!

Entrega en 5 - 8 días aprox.



Price:

Mimar's products range from 3 euros for the cheapest product to 1400 euros for the most expensive product. The cheapest products are hooks and threads, while reels and rods are the most expensive.

The prices fixed by Mimar are low to medium prices, affordable for all consumers. These prices allow Mimar to compete efficiently in the market; to fix them, it has taken into account the different elements of the environment such as: competition, demand, consumers' disposable income, etc. But we affirm that competition is the element that most influences Mimar when it comes to setting the price.

This price range is sufficient to compete aggressively with the competition with cover costs, respect margins, guarantee a level of profitability, and capture as much demand as possible. We can say that the objective of Mimar's pricing strategy is to maximize market share.

Mimar does not apply any price adaptation strategy, as it only sells mainly on Spanish territory. The price to the distributors will vary according to the level of competition and negotiation within the area. This allows for sample items to be available as a way to promote the brand.

Finally, we decided to state that the price changes in this sector have a great impact on the demand for the product, since it is very elastic due to the large number of substitute products and products offered and also due to the large number of competitors.

Distribution:

Mimar acts as a retailer selling directly to the final consumer.

It does not have a distribution channel, which gives it a non-existent or less efficient and effective distribution process, since the competition usually has websites and sells throughout the Spanish territory.

This year, Mimar wants to get up to speed and put its first website into action. It will allow Mimar to contain the prices of its products with respect to other companies because the more orders it places with wholesalers, the lower the cost and the more importantly it can compete in the market.

Mimar mainly distributes in its only physical point of sale which is in Castellon.

Communication:

Mimar is described as a dynamic company in a constant state of progress and evolution. It provides information on fishing news and news regarding products, promotions, events and corporate social responsibility actions.

Mimar bases its promotion strategy by attending fishing events and competitions and having a constant presence in the media, all with the aim of promoting its products.

Mimar is an active company, which is present in promotional events throughout the Valencian community as provincial championships. The last event the company attended was "first contest of the year of the fishermen's club of the cultural sport of Castellón", this past February, where the promotion of the new line of products took place.

Mimar also wants to promote its products through its next website, but since they are very specific products their promotion can become a complex task due to a high number of suppliers and a continuously growing market. The aim is to make Mimar's products stand out from the competition.

Direct marketing is also a primary method of promotion for Mimar, since employees must adequately inform and convince customers why they should buy these

products: why to buy products in our establishment, how we must inform and convince the end consumer, etc.. This requires good communication within the Mimar company and outside (suitable interactive mk system), i.e. with end consumers, because if the product is not sold properly it may not be successful.

In conclusion, Mimar is based and wants to be based on these three methods of promotion: events, e-commerce/online and direct marketing.

We have analysed that Mimara also uses sales promotion, i.e. to implement strategies that allow a large amount of product to be sold in a short period of time. Especially in summer, promoting the use of their products with free samples.

4. SWOT analysis

Internal Analysis:

STRENGTHS

- The products are not available in department stores.
- Personalized advice for each client
- High quality products at affordable prices
- Company with great recognition at the provincial level.

WEAKNESSES

- High costs.
- Difficulty in finding certain products.
- Not to have brands that the competition has in exclusive.
- Mimar does not sell its products through a website.

External Analysis:

OPPORTUNITIES

- Spain is the 14th economy in terms of GDP volume.
- Consumers are becoming more and more familiar with the world of fishing.
- Evolution of the demand for fishing products.
- Healthy lifestyle installed in recent years in society.

THREATS

- Companies that offer the financing for their products.
- Consumers are more inclined to price than quality.
- Positioning of large companies with fishery products.
- Department stores that offer imitations of our products at lower prices.
- Communication power of large firms.

5. Marketing Objectives

As mentioned above about the desired positioning and our target audience we will set the following objectives:

Mimar not only focuses on the sale of a good quality, attractive product, based on its commitment to the sea and ecological principles, but also seeks, as an objective, to install a confidence in each customers. We want to achieve this by advising them with all our years of experience in the sector and get them to be loyal by always offering them the best bait for each of their fishing days.

It does this by communicating with potential stakeholders, to convey the quality of its products tested at sea and with more than proven results, developing a marketing plan where it can show the company values, such a marketing advice and through greater control of the quality of bait.

This is one of the ways in which it seeks to reach an increasingly aware and informed public and thus reach its target market.

Below we will find the objectives we have set for ourselves in order to improve the current situation of the company:

- Based on increasing Mimar's sales by 15% in 2018:
 - Increase sales by 10 % in the physical store in Castellón 2018.
 - Implement the sale of its products on the Internet in 5% of total sales on its website from 2018 onwards in Spain.
- Based on improving the image of the Mimar company/brand:
 - Increase investment in the promotion of its products by 5% in 2018 in the creation of its website and promote it on the most relevant social networks.

In conclusion, these are the objectives on which our strategies, action plans and ex-post control will be based.

6. Strategies

- To meet your goals to increase your sales in Spain:

The main strategy applied by Mimar to achieve its marketing objectives after having analysed its external and internal environment, is to expand the market through the website.

Mimar thinks that its products are sufficiently developed and meet good characteristics but to improve its turnover and market share, the main thing is to expand its demand by reaching potential markets, such as the entire Spanish territory through its website, keeping its main market in its physical point in Castellon. The market expansion strategy is achieved by finding new applications or uses for the product or service, i.e. creating the conditions necessary to place a product in a new market. This translates into a larger target audience and thus the growth of operations. The application of this strategy is limited by the company itself, by its resources and capabilities, resistance to change, by image, etc. Mimar would apply this strategy to satisfy its marketing objectives, trying to increase the number of sales in the Spanish market.

In order to implement this strategy it is very important to have the necessary resources, capacities and budget.

- To increase sales at Castellon:

Mimar is going to apply a strategy of market penetration in Castellon, thus hoping to increase the sale of existing products to existing market segments, without modifying the product. To this end, it will enable online sales via the Internet with free collection from the physical store to facilitate sales in Castellon.

Mimar will also implement this market penetration strategy by increasing and improving its marketing tools. From here on, Mimar will intensify its media promotion activity. This will translate into an increased impact of the Mimar image/brand on the demand for quality products.

The media chosen for advertising will be mainly specialized websites with a high level of visits per day. This increases the chances that our products will be seen by potential buyers.

In conclusion, it is very important to carry out an adequate promotion strategy to be able to penetrate more in the Castellon market and the market development strategy to be able to place our products in the new Spanish market. In conclusion, the two main strategies that Mimar will use to achieve its objectives are: the market development strategy which is the development of the website and the improvement of the promotion of its products.

7. Action Plans

Below, we will explain the tools that can be used to achieve the above-mentioned objectives.

- With the aim of increasing sales by 10% in Castellon in 2017, campaigns will be carried out to attract new customers by promoting them through stands in the collaborating fishing clubs (Gregal or Cultural Sport). In each of them, 1,000 € will be allocated to the production of commercial stands and payment to the promoters, and 3,000 € in kind, for the sponsorship of competitions.
- To increase investment in the promotion of its products, Mimar will analyse the possibility of increasing the advertising impact on its consumers. To do this, it will advertise on specialised websites, at an estimated cost of €1,000, such as <http://laeco.net/>, www.ecosectores.com and even Facebook.
- Mimar will create the e-commerce sales service through a specialized internal website. This is advantageous, but also a source of costs. Mimar will apply the possibility of buying its products on its own website, for this purpose will improve the design of the website, as it will be feasible to buy the products on the company's website. We have estimated costs of 1,000 € for the implementation of the online store within the company's website, on the other hand, we have estimated other costs of 150 € per month for the maintenance of this website.
- To increase sales by 5% in Spain in 2018, Mimar will improve/extend its relations with major influencers in the world of fishing, youtube channels such

as Lured Fishing to exploit more sales of its products through the website. It will also use social networks, where we will conduct monthly draws in exchange for users to follow our site and share it with their followers to find potential buyers throughout Spain.

8. Budget action plans

Below we will list the costs necessary to implement the action plans and the potential gains from these actions.

With regard to the action to increase sales by 10% in Castellon, we foresee an expenditure on promotion of Mimar's products of €9,000, broken down into €6,000 for personnel and stands for the promotion and €3,000 for samples for the promotion. Thanks to this we expect to increase sales in Spain by 10% compared to 2016, either by physical sales in our store or online. Therefore and based on data from previous years where the turnover is approximately 500,000 €. The expected profits from this promotion will be around 50,000 € increase in turnover.

In order to increase the promotion of Mimar's products by 5% online, €10,000 will be allocated to advertising these products on specialised websites. As a result, we foresee an increase in the recognition of the organization in society.

The planned expenditure for the implementation of the store will be 1,000 € for the start-up and 300 € per month for the maintenance of the online store, with annual costs of 3,600 €.

Finally, the total costs of implementing the action plans amounts to €24,600 and the expected income from the implementation of the action plans is at least €75,000, resulting in an expected benefit of €50,400.

9. Control of actions

Marketing control is the process by which Mimar evaluates the effect of its marketing activities and programs, and makes the necessary adjustments and changes. Mimar's marketing control requires 5 additional types of control; the annual plan control, the profitability control, the effectiveness control and the strategic control.

Mimar's annual plan control is responsible for setting goals, and making sure they are met. For this purpose, it analyses its sales for the year, its market share and its financial situation.

Mimar's strategic control is in charge of periodically evaluating its strategic approach to the market through regular, well-conducted audits. It also carries out its ethical and social responsibilities. The objective of Mimar's periodic audits is to periodically examine the company's objectives, marketing environment, strategies and activities in order to identify opportunities and problem areas. All this, to recommend an action plan to improve the organization's marketing.

Next we will show a sample table in blue, the months where the control studies will be carried out in order to know if the objectives are being met.

Table 3: Target Control Schedule

	Meses (enero a diciembre)											
Objetivos	1	2	3	4	5	6	7	8	9	10	11	12
Increase sales by 10% in Castellón.			2%			4%			6%			10 %
Increase investment in the promotion of its products by 5% in 2018.												5 %
Implement the sale of its products on the Internet on its website from 2018 onwards.												

Increase sales in Spain by 5% in 2018.			1%			2%			4%			5%
Increase sales of Mimar by 15% in 2018			3%			6%			11%			15%

Source: Own elaboration

Table 4: Representative table of objectives, strategies and control methods

Objectives	Strategies	Time measurement	Control methods
1. Increase sales by 10% in Spain 2018.	Market penetration strategy.	Quarterly	% change in sales in Spain= ((sales 2018-sales 2017)/sales 2017)*100
2º Increase investment in the promotion of its products by 5% in 2018.	Market penetration strategy	Annual	change in investment=((investment 2018-investment 2017)/investment 2017)*100
3º. Implement the sale of its products on the Internet on its website from 2018 onwards.	Market penetration strategy.	Monthly	Monitoring of the production status of the online shop

4°. Increase sales in Spain by 5% in 2018.	Market development strategy.	Quarterly	% change in sales in France= ((sales 2018-sales 2017)/sales 2017)*100
5°. Total sales increased by 15% in 2018.	Market penetration strategy	Quarterly	variation in total sales = ((sales 2018-sales 2017)/sales 2017)*100