

could enjoy a 2x1 menu at the restaurant, but he must return within 15 days to enjoy the menu. This action will be promoted in the months of August, November, January and April.

Action 13: Happy family

Objective to which it contributes:

- 1. Attract 15% of new customers
- 5. Increase sales
- 6. Rise benefits

Implementation period: 2 months

Description: Families with children under 10 can enjoy a free children's menu for the purchase of two adult menus at the restaurant. But this promotion it's only valid from Monday to Thursday because product demand is lower in these days and through this promotion we want to increase the demand for directing us to the segments of family and children. This sales promotion will begin on 07.09.2015 and will be valid until the day 30.10.2015. In this action the communication tools will be used outdoor advertising and billboards hired in areas close to schools because it is an area of great influx of parents. As we can see in Figure 30 this promotion advertising on billboards will be performed during the two months-long promotion. This action tries to get families to visit the establishment and get to know the TGB products. On the other hand, direct marketing to communicate with consumers through social networks and the web will be used.

Figure 30. Happy Family billboards



Source: own elaboration

Action 14: 30% online discount

Objective to which it contributes:

- 5. Increase sales
- 6. Rise benefits

Implementation period: 4 months

Description: In the previous No. 7 action online order is introduced and to promote the purchase of products through this distribution channel, a sales promotion discount for online orders only of 30% will be made. This discount will be applied in the autumn seasonal period from 21.09.15 till 21.01.16. It's been selected the sales promotion for short-term incentives and encourage consumers to use online orders.

The communication of this online discount will be made through direct marketing through social networks and the web.

8. TIMELINE

After analyzing the marketing mix of the company and proposals, we will show the schedule of activities to be performed.

ACTIONS	1	2	3	4	5	6	7	8	9	10	11	12
1. New product line: Spanish Regional Burger												
2. New product line: Designing of a menu												
3. New product line: Kids menu												
4. Registering a children's brand												
4. Printing Children menu restaurant												
5. New package design: Spanish Regional Burger												
5. New package design: Kids menu												
6. Modifying the size of the burger												
7. Establish system order online												
8. Merchandising establishment												
Website	Update and maintenance											
9. Implementation of online contest												
10. Pamphlets Spanish Regional Burger												
10. Billboards of the promotion Spanish Regional Burger												
10. Marquee of the promotion: Spanish Regional Burger												
11. Special edition Pink Burgers												
12. Promotion Record 100 likes												
Network social	Update daily publications of promotions											
13. Promotion Happy Family												
13. Billboards of the promotion: Happy Family												
14. Discount 30% online												

9. BUDGET

This budget is done for TGB establishment that is located in the La Salera Shopping Centre in Castellón.

Actions	Description	Budget
ACTION 3 <i>New product line:</i> <i>Kids Menu</i>	Restaurant menu	30 Units: 55€
ACTION 4 Creating a children's brand	Registration child brand = Application + license	149€
	Logo design	Free (Own development)
ACTION 5 New packaging design	Regional product packaging	70.000 Units= 7.000 € yearly (It could change by product demand)
	Kids Menu Packaging	18.000 Units: 4500€ (It could change by product demand)
ACTION 7 Order online TGB	Establish system order online	Free
	TPV Virtual	0,80% Transaction fee
ACTION 8 Adaptation of merchandising establishment	Articles of decoration for restaurant (Spanish Regional burgers)	8.000 € yearly
ACTION 10 Promotion Spanish Regional Burgers	Pamphlets	745.000 Units= 34.500€ yearly
	Advertising on billboards	4.680€/year x 2 billboards= 9.360 yearly
	Advertising on shelters	130€/week x 28 weeks= 3.640€ 3.640€ x 10 shelters= 36.400
	Prize: Spain trip – 2 people	4.000€
ACTION 13 Happy Family	Advertising on billboards	780€ (2 billboards) x 2 months= 1.560€

TOTAL BUDGET

109.164 €

10. CONTROL

Objectives	Measuring frequency	Control Method
1. Attract 15% new customers in 12 months	Four-monthly	Numbers sold children's menus adults and Spanish regionals hamburgers. And finally, reviewing the result of sales.
2. Getting 90% of customers to be satisfied in a year	Biannual	Questionnaire to customers every six month to measure consumer satisfaction.
3. Increase the rate of repeat visits from customers in the restaurant in 12 months	Quarterly	Number of customers who have bought regional Spanish burgers. Number of online orders per customer in the web every three months.
4. Increase interactivity with the customer in 12 months	Quarterly	Number of consumers who participate in the online competition and number of product "Pink Burgers" that were sold.
5. Increase sales by 10% over the previous year	Four-monthly	Review the annual income and compare the result of sales from the previous year
6. Achieving increase profit by 10% over the next year	Biannual	Review the annual results compared to the previous year.

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