

MARKETING PLAN FOR AUSIÀS BOOKSHOP

GRADUATION PROJECT

DEGREE IN BUSINESS
ADMINISTRATION

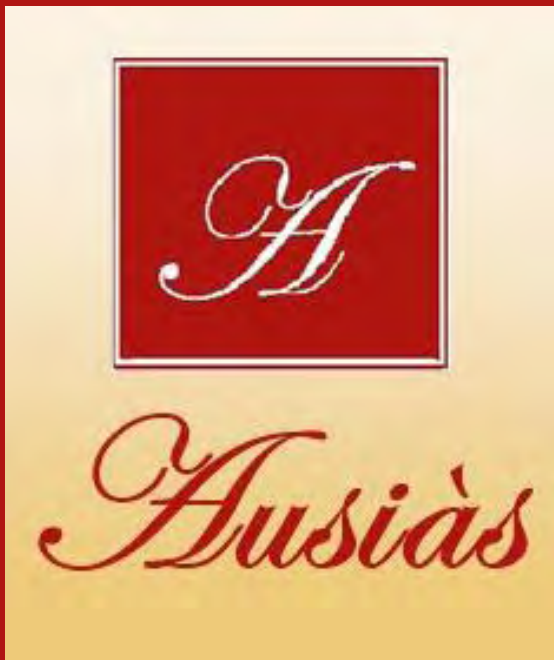
(2014/2015)

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1. EXECUTIVE SUMMARY

This document contains a Marketing Plan proposal for Ausiàs Bookshop to be implemented in 2016. It includes an internal and external analysis have been made and also a market research which has served to find interesting information to the enterprise.

Ausiàs is a little bookstore and stationery shop located in a town called Vila-real, which is near the province of Castellón, Spain. The company sells a great variety of products like textbooks, books for entertainment, school supplies and many accessories like rucksacks, bags, file cabinets, bracelets, etc. Its strengths are the wide variety of products, aesthetic and attractive placement of its products in the store, quality, trust and the presence of renown brands among the products offered. A competitive attribute is Ausiàs' location in front of Francesc Tàrraga High School and near the Cervantes School, so many students know the bookstore and use to buy everything they need there.

It was identified that Ausiàs' target are citizens from Vila-real with medium or even high purchasing power, of which there are the students themselves who buy their textbooks and school supplies and their parents who sometimes make the purchase. On the other hand, Ausiàs also attracts book lovers or people who are looking for different types of accessories that are offered in the settlement, which tend to be branded products.

On the other hand, a market research has been done through 30 surveys by citizens from Vila-real. It has been discovered that the inhabitants from Vila-real value the company positively, and it has a good reputation in the town (50% of the respondents think of Ausiàs as their first option of bookstore). Also, Ausiàs' weakness has been identified, which was the high price of its products that the respondents valued the least.

Turning to the external analysis, the most important threats are the following: on the one hand, the crisis of 2008 has significantly diminished the purchasing power of the inhabitants from Vila-real, which directly impacted the business. On the other hand, the advancements in technologies have enabled more students to use laptops and tablets in their studies. This is something that completely replaces the books, paper and pens.



For 2016, a Marketing Plan is developed with different objectives which will try to increase Ausiàs visibility, to grow sales and market share, and also to communicate the excellent quality of Ausiàs' products, in order to reduce customers' high price perception.

To achieve these objectives, a marketing mix has been developed for action points:

PRODUCT:

Product decisions for 2016 will not change. The same range of products characterized by their variety will be offered.

PRICE:

Ausiàs' price is medium. It is slightly higher than some competitors who compete at low cost, but the price is not high. However, some branded products have a high price, but this is due to the fact that they are branded products, and not because of where they are sold.

For 2016 it is proposed:

- Promotions in special dates on Father's Day, Mother's Day and *Sant Jordi*
- Ausiàs' Student Card with special offers

PLACE:

Some specific changes in the placement of the products have to be realized in order to complement the rest of the marketing action points.

PROMOTION:

It is proposed:

- Develop a new website with a catalogue to consult all the available books in Ausiàs
- Giveaway products using Facebook
- Invitation campaign: "Story Week"
- Participation in the Vila-real book fair



2. INTRODUCTION

This report includes a Marketing Plan for Ausiàs Bookshop, a small company in Vila-real that has been in operation for more than ten years. I took the decision to choose this company as my study case because of various reasons.

First, this company is in my city and near my house, and as a loyal customer I know about the company and what kind of products it offers. Second, the owner agreed to help me with the project and to provide me all the information I would need, which is something necessary for a good internal analysis of the bookstore.

Third, Ausiàs is a small company that doesn't perform much marketing activities so it is in need of much improvements. Finally, I had some personal ideas for the shop before starting to work in this project.



3. SITUATION ANALYSIS

3.1. INTERNAL ANALYSIS

3.1.1. PRESENTATION OF AUSIÀS BOOKSHOP

Ausiàs Bookshop/Stationery is a small family business located on Calle Ausiàs March, 32 in Vila-real (Castellón). It sells products such as textbooks, books for entertainment, school supplies and a lot of accessories such as cases, backpacks and bags.

The company was acquired in 2002 by the current owner through a transfer from a different place from where it is located at the moment. The business prospered and the number of customers increased so she decided to expand the product offerings and move to a more spacious establishment. The new location was in the same street, and is where the bookstore is currently situated. The name "Ausiàs" comes from the name of the street where the store, and it is also the name of a famous poet from the 15th Century. As is to be expected, the company works on a local level, catering to the citizens of Vila-real.

What most characterizes Ausiàs is the wide variety of products that customers can find in the establishment. Almost all of them have the name of prestigious and traditional brands, and they are distributed around the establishment in an attractive way.

The local has also showcases in which it is possible to show to the public some of the products which can be found in the shop. Kindness, confidence, and good customer service are others Ausiàs features.

Important to note is that the bookstore is right in front of the Francesc Tàrrrega High School and near the Cervantes School. This is great advantage for the business, since many students buy their books and school supplies in the store when needed. For Ausiàs it is important to get information from the high school about what books and material students will need during the next school year. In this way Ausiàs can make a forecast of the future demands. The store is also near another school where younger children study (between 4 and 12 years old) which is also an advantage. Finally, Ausiàs' prestige in Vila-real must be



emphasized, since many of the neighbours know the business and associate it with positive attributes. In the market research described in section 4 this is best shown.

3.1.2. RESOURCES OF AUSIÀS

3.1.2.1. Human Resources

As mentioned before, Ausiàs is a family business, and the mother of the family is the owner and entrepreneur of the business. She takes the important decisions and manages orders and agreements with suppliers. In addition, two employees work in the store for 20 and 27 hours a week, respectively.

During the high seasons when product demands increase, the other members of the family help with the work too. The period in which the company has most demand are the weeks before the start of the new school year, when many students come to the store in order to buy new textbooks and school supplies for the next courses.

People who work in the shop must have the capacity of service customer. Furthermore, they should speak Valencian, because a lot of customers start the conversation in that language and may prefer to be attended in the same way, something which, in a small town like Vila-real, must be taken into account.

Finally, the work environment in Ausiàs strives for wellness among all members. It is an informal atmosphere in which there aren't strong hierarchical levels or strict performance standards.

3.1.2.2. Physical Resources

The major physical resources of Ausiàs are the spacious establishment which is located in a privileged place: in front of Francesc Tàrraga High School and close to the Cervantes School. It is 330 square meters, including both the public space, showcases and the warehouse. It has also several shelves around the store and warehouse. In addition, it has computers, software, a cash register and an air conditioning.



3.1.2.3. Marketing Resources

3.1.2.3.1. Product

The company offers to its customers a wide product range, which can be classified into the following categories (Table 1):

Table 1. Ausiàs product range

BOOKS	STATIONERY	OTHER ACCESORIES
<ul style="list-style-type: none"> • Schoolbooks or textbooks • University books • Dictionaries • Language books • Reading and entertainment • About specific topics: cook, travel and trips, health etc. • Comics • Others 	<ul style="list-style-type: none"> • Pens • Pencils • Rulers • Coloured pencils • Típlex • Paper sheets • Notebooks • Compass • Squares • Triangle • Calculators • Others 	<ul style="list-style-type: none"> • Rucksacks • Bags • Pencil case • File cabinets • Folders • Cups • Wallets • Turnkeys • Toys • Bracelets • Greeting cards • Bins • Others

In addition, Ausiàs purchases mainly branded products. Virtually, all the products belong to traditional and prestigious brands which inspire confidence. Some examples are the following: Jordi Labanda, Pepe Jeans, Eastpak, Tutto, Mr Wonderful, Mafalda, Disney, Casio, Pilot, Bic, Milan, Staedtler, etc.



3.1.2.3.2. Price

Ausiàs' product price is average. It is not higher than that of competitors but it is not lower than in supermarkets such as Carrefour or other shops that offer low cost products.

Some products in Ausiàs have a higher price because they are branded products which entails having a higher price. However, this difference in price is not due to the place where products are bought. An example could be Eastpak backpacks, which are priced around €50 in the majority of locations that they are sold at.

3.1.2.3.3. Place

Ausiàs is a buying-selling business so placement is the essential activity. As stated above, the establishment has a 330 square meter area including both public space, shop windows and the warehouse. It is located in Calle Ausiàs March, 32 in Vila-real (Castellón). Image 1 shows a picture taken from outside of the shop, showing its front side and windows.

Image 1. Ausiàs outside door



It is important to note that the location of the shop and the strategic placement of the wide variety of products are a distinctive capacity of the company. In this sense, it can be said that merchandising is very important in Ausiàs. Henrik Salén (1987) defines the merchandising concept with the following points:



- It is a real projection of marketing into the point of sale.
- It is the replace of a passive presentation of the product by an active presentation at the point of sale.
- It's a new way of selling techniques in which the major axes are: presentation, turnover and profit.
- It is a set of actions which should allow a better assessment of the product to the distributor and customer.
- It is the support provided to a product sold in self-service where it must be defended itself.

The following image (Image 2) shows Ausiàs' inside and how products are placed in order to be attractive to the customer:

Image 2: Ausiàs inside



The store can be divided into three parts; the first area which customers see when they enter into the shop, the second is the area which is next to the counter and where customers are attended and, the third is the backside of the shop. In all three zones, products are placed on shelves and racks. The owners used to change the decoration and product placement depending on the time of the year but at the same time they try to follow an order to make it easier and comfortable to the customer. On the one hand, books are classified according to reader age: children, youth and adults. Moreover, accessories and other products are grouped by genre and brand. Thus, there are various shelves with different types of products, such as backpacks, notebooks, diaries, pens, boxes and cups of one specific brand, and complete brand product collections. Stationery material tends to be located around the counter, grouped by products or brands. On the other hand, shop windows are designed to



attract customers' attention. There is a shop window on each side of the principal door and a third largest surrounding the establishment. The owners frequently change the products place in shop windows in order to keep customer attention. Occasionally, the windows showcase a specific topic according to the seasons or special dates such as Father's Day, Mother's Day, Valentine's Day, Sant Jordi or Christmas. Furthermore, there are also promoted books or brands placing the entire product collection in the shop window. An example is the following: whenever "The Hunger Games" release a new book, the owners place the entire collection in the showcase next to other merchandise of the movie.

3.1.2.3.4. Promotion

Ausiàs is a small business which works locally, so it can't invest large budgets in communication like that of major retailers (e.g. Carrefour) that spend thousands of euros on advertising and other actions. Ausiàs' previous communication activities are as following:

- **Logo:** business logo is represented in Image 3

Image 3. Ausiàs Bookshop logo:



- **Merchandising:**
 - Ausiàs bags with the logo
 - Strategic product placement and presentation at sale point
 - Frequent change in store window design
- **Phone/Fax contact:** 964 53 36 73



- **E-mail** contact: info@ausiasllibres.com

- **Social Networks:**

Ausiàs has a Facebook called “Ausiàs Llibres”:
<https://www.facebook.com/ausiasllibres>

On this page they engage in the following activities such as:

- Sharing posts, pictures and videos related to reading and other topics
- Authors publish in Ausiàs’ wall to inform about their new books
- Communicate promotions, events and other past or future activities
- Special posts on special dates such as father’s Day, Mother’s Day, Sant Jordi, Valentine’s Day, Christmas, etc. Often pictures to post pictures related to theme of the date, videos or promotions are shared
- Promoting future releases of books with presentations and author signatures events

Some posts Ausiàs has shared on its Facebook Wall are in Appendix 1. It is usually written in Valenciano in order to seem closer to the local customers from Vila-real, who will know and identify themselves with that language.

- **Events:**

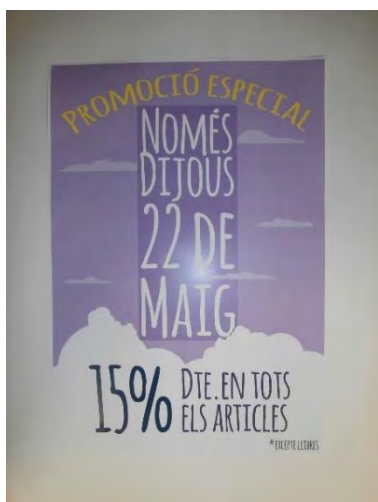
- Ausiàs has attended the Vila-real Book Fair several times
- Book presentations and author signature events are frequently organized in the store
- Local Awards Ceremonies have been support by, for example, posting pictures of the winners of Driving Contests on Facebook

- **Promotion:**

Occasionally, Ausias has offers and promotions to increase customer loyalty or promote a type of product. An example was a recent raffle in which a ticket was handed upon sale to the customer so he or she can participate in winning products of *The Beatles*, including backpacks, purses, notebooks, purses or cases of the same brand. Another example could be the promotion that appears in Image 4, obtained from a Facebook post.



Image 4. Ausiàs previous promotion



3.1.2.4. Financial resources

In terms of available financial resources, it can be said that they are moderate, since it is a small family business located in the municipality of Vila-real. More information is unfortunately not obtained.

3.1.2.5. Corporate Social Responsibility (CSR)

Ausiàs carries out Green Commerce. Energy-saving light bulbs are consumed in the company and all the cardboards used are recycled. Furthermore, all the bags given to customers with a purchase are made of decomposable material. This is written on the bags in order to inform customers that the company cares about the environment.



3.1.3. AUSIÀS CAPABILITIES

3.1.3.1. Organizational Capabilities

Ausiàs Organizational structure is virtually flat. There are no hierarchical levels and there are not strict rules imposed to employees. Daily it prevails a well-being atmosphere with confidence and respect between all members. The most important decisions usually are taken by the entrepreneur, who has the support of the other members of Ausiàs.

3.1.3.2. Distinctive Capabilities

Ausiàs's major distinctive capabilities are twofold. One of them is the privileged place where the establishment is located. The store is in front of Francesc Tàrrrega High School and close to Cervantes School. This is a competitive advantage for Ausiàs over other competitors since it is close to the young students who are part of Ausiàs' target group. In this way, many students know the Bookshop because it is in a place where they use to stay. In addition, it is very comfortable for students to buy textbooks, school supplies and other accessories they need during the school year there. In addition, Ausiàs cares to find out what books and materials students from Francesc Tàrrrega High School will use for the next school year in order to anticipate that demand. It informs itself by going to the high school and requesting this information.

The second most important distinctive capacity of Ausiàs is aesthetics and the attractive products placement at the sale point. The store is very spacious and it is divided into different sections: bookshelves, the part of school supplies and, finally, the part in which accessories are exposed. In addition, as mentioned above, there are several shop windows in the store. The owners decorate them and constantly change products in order to surprise customers. In this way, people who are walking on the street can see some of the products before entering to the store and have a look inside if they like what they see. On special dates such as Valentine's Day, Mother's Day, Father's Day, Sant Jordi and Christmas, the showcase is usually decorate according to the occasion.



To these two main distinctive capabilities other qualities should be added that characterize Ausiàs, such as the wide variety of products, the quality of them, all the traditional and prestigious brands, the customer service by workers and the notoriety and prestige of Ausiàs in Vila-real. Section 4 will give insight in how citizens from Vila-real value Ausias as prestigious bookstore.

3.2 EXTERNAL ANALYSIS

3.2.1. GENERAL ENVIRONMENT ANALYSIS (PESTEL ANALYSIS)

3.2.1.1. Political-legal factors

Ausiàs has to take into account some political factors in order to analyse its environment, which include the following:

Increase of VAT to 21% in Spain. After the 2008 crisis, the government has taken various measures in order to improve the bad economic situation. One of them has been the increase in VAT from 16% to 21%, which has increased Ausiàs' product price.

Copyright laws. These laws protect original books which are sold in the establishment, so people can't photocopy books in reprographic companies.

3.2.1.2. Economic factors

Among economic factors which affect Ausiàs, notably is the 2008 economic crisis. This recession has decreased Spanish customers' purchasing power, including people from Vila-real. If families' purchasing power have decreased, they are forced to reduce costs. This could push them to look for second-hand books for students, to reuse school supplies, take borrowed books from the bookstore, buy less books for entertainment or other accessories, etc.



3.2.1.3. Socio-cultural factors

Socio-cultural factors that may affect Ausiàs include changes in culture, use of new technologies in education and in the daily life of people.

On the one hand, use of tablets and laptops to study, to work in academic projects, and even to read novels and books is becoming more common. This proposes a great threat to Ausiàs, since the use of these replaces many of the traditional products offered by the company.

On the other hand, in Vila-real city there are often activities carried out and cultural events in which Ausiàs could participate, such as the Vila-real Fair Book, which takes place every year to promote reading among inhabitants.

3.2.1.4. Technological factors

The progress made in technology during recent years has had a major impact on all industries and companies, changing the ways of work, ways of organizing and increasing productivity. However, in the case of Ausiàs this represents a strong threat to the future. As stated above, more and more people use laptops and tablets to download virtual books for study and entertainment. This means that these people will buy less physical books and school supplies to write and perform their tasks, which is a big threat to Ausiàs.

3.2.1.5. Ecological factors

Increasingly, society is more concerned about the protection of the ecological environment. These concerns include paper saving, which aims to protect forest. This aspect should be taken into account in the case of the stationery that offers books, sheets of paper, and other materials which contain paper.

This could affect Ausiàs in different ways:

- People might use recycled paper rather than buying it new
- People might use second hand books or borrow them instead of buying them new



3.2.2. COMPETITIVE ENVIRONMENT ANALYSIS

(PORTER'S FIVE COMPETITIVE FORCES MODEL)

In this section, Ausiàs' competitive environment is analysed according to Porter's five forces model (1982). This model declares that the degree of attractiveness of an industry is determined by the action of five basic competitive forces which define the possibility of obtaining higher incomes. These five forces are examined below.

3.2.2.1. Bargaining power of customers (buyers)

Ausiàs product prices are already established and, therefore, the bargaining power of customers in terms of the price is low. In addition, a single client represents a low sales percentage because the business has many more customers. However, customers can request:

- Claims
- Product returns until certain limited days

Customers' bargaining power is increased because they can change to other competitors without any cost. Therefore, Ausiàs should seek customer to make customers happy and satisfied in order to retain them and to avoid them leaving to competitors.

To achieve this, Ausiàs offers a higher value to customers with the wide product range, the offer of quality brands, the confidence of being more than ten years in the business and the attractive placement of the products throughout the store. Thus, the benefit that the customer perceives is better.

3.2.2.2 Bargaining power of suppliers

As stated previously, Ausiàs offers a wide variety of products from different brands, so the number of suppliers is large. The bargaining power of Ausiàs suppliers is average, because they have many more customers than Ausiàs and the income percentage of each supplier is small. However, Ausiàs has an extensive list of potential suppliers to contract, which reduces supplier bargaining power.



3.2.2.3. Threat of new entrants

Potential competitors are new companies that want enter an industry. Threat of new competitors or potential competitors is linked to the attractiveness of the industry, so if the industry is attractive the number of potential competitors will be greater. To analyse the threat of potential competitors we are going to take into account two factors: the barriers to entry and the reaction of competitors which are already in the industry.

BARRIERS TO ENTRY

- Capital needs: establishment rental, stocks, etc.
- Low exchange costs: a client can change from a bookstore/stationery shop to another and it does not imply any kind of economic cost. However, some non-economic costs could be the following: uncertainty about quality, variety, placement or price of products of the new company, not knowing the placement of products, etc.

Overall barriers of entry are not high, and it makes entrance to the industry easier for future competitors.

COMPETITORS REACTION

Before a new competitor enters the market, competitors who are already in the industry can develop some type of action which can make it more difficult for the new entrant. An example could be price wars, campaigns of mass advertising or special offers for customers. In Ausiàs' industry, common reactions would be putting up special offers in order to attract customers and avoid they can go to the competition.

3.2.2.4. Threat of substitute products or services

Ausiàs substitute products are:

- Library where people can borrow books instead of buying them.
- Purchase or download of virtual books to read them in the tablet or laptop
- Laptops and tablets increasingly replacing traditional methods of study (paper and pen).



3.2.2.5. Intensity of competitors' rivalry

Ausias' most direct competitors are the different stationeries/bookstores which are in Vila-real, which include follows:

- Belles Arts
- Inma
- Naisy
- Carmen
- Rubert
- Clausell
- Llig

On the other hand, we should also take into account other competitors which are not stationery stores or bookstores, such as reprographies, which sometimes offers school supplies too. In Vila-real there are some of them. In addition, there are reprographies in all the faculties of Jaume I University and there is a bookstore and stationery store on the campus. Although they are not direct competitors of Ausiàs, some people of Vila-real studying here could buy all they need in this places because it's close to them.

In addition, large stores also offer books and school supplies so they are also Ausiàs' competitors. The strengths of these competitors are low price (because of discounts obtained for purchasing in large quantities) and sometimes the recognized brand of the establishment. Moreover, these large companies which have considerable capital can advertise itself in the media and therefore be known around all the country or even internationally, something which is very difficult for a small company such as Ausiàs. The major campaigns which carry out these superstores include the commonly known "Back to school", which represents a big threat to small stationeries. Just outside of Vila-real there is a Carrefour establishment, which is the most direct large store which affects to Ausiàs.

Finally, Hundred Stores is another type of establishment which competes with Ausiàs. These establishments usually compete with a lower price than Ausiàs and other competitors, but product quality is usually not as good.

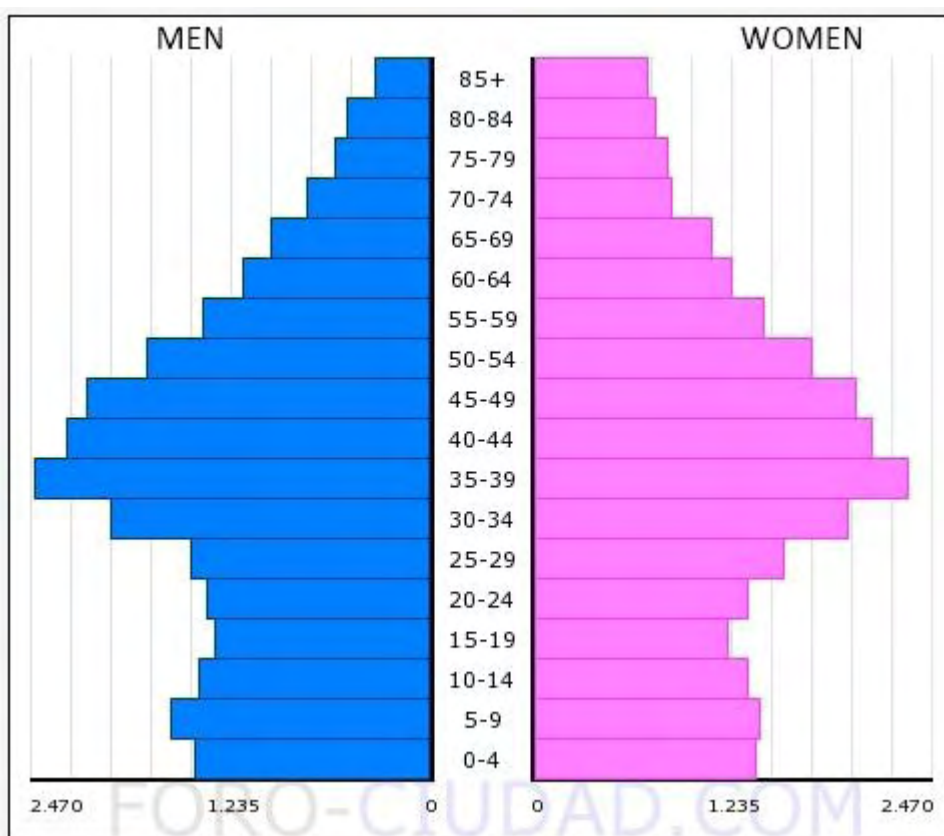


3.3. MARKET AND DEMAND ANALYSIS

3.3.1. MARKET ANALYSIS

There are some definitions of “market” depending on the point of view from which it is look at. We will analyse Ausiàs’ buyers’ market. The bookstore, as stated above is located in Vila-real, so the market will encompass potential buyers from the city. In Graphic 1 we see the following:

Graph 1: Vila-real population pyramid in 2014



Total Urban population: 50.755

Male population: 25.263

Female population: 25.492

Source: National Statistics Institute (NSI) Graph elaborated by *foro-ciudad.com*



The total population of Vila-real exceeded 50,000 inhabitants in 2014. Firstly, we will see younger population, students, who are mainly the ones who will use most of Ausiàs' products, such as textbooks and school materials. At a glance it can be seen that the number of children and young people is lower than adults, which is not a positive factor for the company. In Vila-real there are 5.840 children and teenagers between 5 and 14 years old and 5.308 youths who are between 15 and 24 years. Many of these children and young people will be customers of products such as school supplies, textbooks, novels, accessories, etc. However, Ausiàs also needs to take into account the adult population. Sometimes fathers and mothers of children are the ones who make the purchase in the shop for their children or take the purchasing decision. The adult Vila-real population (men and women from 30 to 54 years old) amounts to 20.769 people, a number which far surpasses the younger population.

Nevertheless, Ausiàs does not only offer school supplies and textbooks for students, it also offers many leisure products which are consumed by the youth or adults, such as entertainment books and other accessories like mugs, wallets, bags, etc.

As a final thought, the company has to face an ageing population pyramid, since the number of adults is much greater than children and young people. This represents a threat in Ausiàs' future, since a large percentage of customers of its products are students. The company will have to try to increase its market share to offset this decline in the future population as a result of the ageing population pyramid.

The following graphic (Graphic 2) shows the evolution of unemployment in Vila-Real from March 2006 until April 2015:



Graphic 2. Unemployment evolution in Vila-Real from March 2006 until April 2015



Developed by Argos (Information Portal), SERVEF (registered according to SISPE system) and NIE (Municipal registers)

As a result of the 2008 crisis, Vila-real's unemployment rate, as well as in the majority cities in Spain, increased quickly and strongly, peaking at 18.77% in March 2013. However, it seems that unemployment has been reduced gradually to 15.81% in April 2015. All this will directly influence Ausiàs, because if citizens have less purchasing power they will spend less money on textbooks, school supplies for children, entertainment books etc. Furthermore, they could think in other alternatives, like buying cheaper second-hand textbooks or reusing school supplies from previous years. The following table (Table 2) illustrates the unemployment over the years:



Table 2. Unemployment rate data (%) in Vila-real from 2006 to 2015

Date	Value (%)
30/04/15	15,81
31/03/15	15,93
31/03/14	17,65
31/03/13	18,77
31/03/12	18,02
31/03/11	17,52
31/03/10	17,73
31/03/09	14,24
31/03/08	5,71
31/03/07	4,05
31/03/06	4,30

Source: Own elaboration from Argos (Information Portal), SERVEF (arrest registered according to system SISPE) and NIE (Municipal registers)

3.3.2. AUSIÀS TARGET

As mentioned before, Ausiàs is located in Vila-real. Therefore, the company will mainly have the inhabitants of the municipality as the final customers, since the company is not directed at other companies or public administrations. On the other hand, Ausiàs' product price is medium, so it will go to citizens of middle purchasing power. However, Ausiàs also offers many brand products which have high prices (like Eastpak backpacks) so it will attract medium/high purchasing power citizens. In addition, it has been already mentioned the privileged place in which the store is located, in front of Francesc Tàrraga High School and



near Cervantes School, which will also affect the selection of the target. In this way, Ausiàs's target can be defined as: people from Vila-real with medium or high purchasing power who can have the following characteristics:

- Students from Francesc Tàrrrega High School (between 12 and 20 years old approximately) who buy their textbooks, school supplies in Ausiàs due to the proximity and convenience of the establishment.
- Parents aged between about 30 to 55 years who buy textbooks and school supplies for their children.
- Adults who buy leisure products as books for entertainment, wallets, key chains, etc. These people, in general, will be interested in reading, they will have a basic education and an average purchasing power.
- Young people or teenagers who buy leisure items themselves, backpacks, bags, mugs, keychains or entertainment books. This group does not have to study at IES Francesc Tàrrrega School, but may be customers who come to the store because of its other virtues, such as the wide variety of products and brands.
- People who want to buy a present and for example look for quality or the variety of products and brands of Ausiàs.

3.3.3. DEMAND ANALYSIS

3.3.3.1. Buying decision process

Customers realise a purchase decision process before acquiring a product or service. However, this process can be long and complex or short and simple, depending on the type of product which is going to be bought and depending on the degree of involvement of it. In Figure 1 the different phases of the buying decision process can be observed.