

COMM 468 101
Nikkei Ramen-Ya
September 28th, 2024
18391, 49811, 52077, 43466, 96545

a. Marketing Plan Project Scope

For Nikkei Ramen-Ya, our primary objective is to increase brand awareness and drive sales growth by conducting a comprehensive consumer analysis. This analysis will allow us to gain insights into the preferences, behaviors, and purchasing decisions of the target market in order to position its products more effectively. Additionally, we will focus on building more robust and collaborative relationships with existing distribution channels, including grocery stores and other retail partners. This will strengthen these relationships, enhancing product visibility and in-store presence, which is critical for long-term success as the company expands beyond its current market stronghold on Vancouver Island.

b. Marketing Plan Goals and Key Deliverables

When starting our secondary research, we will aim to gain a better understanding of the packaged ramen industry, including characteristics such as market, company, competitor, and customer analysis. Some of this research will include understanding competitor strategies and differentiations that have aided in setting them apart. We could then consider these strategies as possible implementation ideas for Nikkei Ramen.

Once completed, we will move into primary research, with the objective of defining key consumer segments to target with select brand positioning. These consumer segments will be divided using behavioral characteristics as the key metric.

Using this research/segmentation, we will create strategies to increase direct sales and brand awareness in already established stores using our marketing solutions.

c. Deliverables Out of Scope

When discussing deliverables that are out of scope, Nikkei Ramen-Ya is not looking to extend its product, which is why it would not require a product line extension. Product packaging would not be necessary, as the company's CEO is insistent on keeping it as it is. At the same time, the company's website is very well designed, including the necessary information, and the content on their social media platforms looks very pleasing and engaging to the audience. The main focus for geographic expansion would be outside the Comox Valley, particularly on the BC Mainland.

As Of Date: Sept 23, 2024			WEEK OF												Est. Task Start Date	Task Deadline	Status	Others Involved		
TASK LIST			WHO (LEAD + OTHERS)	16-Sep	23-Sep	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec			
MARKETING PLAN REPORT - KEY CONTENT																				
Situation Analysis (SA) - 1st Section of the Report																				
Category / Industry Definition																				
	Research	MF																30th Sept	Oct 6th	0%
	Team discussion	MF																30th Sept	Oct 6th	0%
	Write up & visuals	MF																30th Sept	Oct 6th	0%
Category / Industry / Market Analysis																				
	Research	AMG																30th Sept	Oct 6th	0%
	Team discussion	AMG																30th Sept	Oct 6th	0%
	Write up	AMG																30th Sept	Oct 6th	0%
Company Analysis																				
	Research	FL																30th Sept	Oct 6th	0%
	Team discussion	FL																30th Sept	Oct 6th	0%
	Write up	FL																30th Sept	Oct 6th	0%
Competitor Analysis																				
	Research	SK																30th Sept	Oct 6th	0%
	Team discussion	SK																30th Sept	Oct 6th	0%
	Write up & visuals	SK																30th Sept	Oct 6th	0%
Customer Analysis																				
	Secondary Research	SS, DO																30th Sept	Oct 6th	0%
	Team discussion	SS, DO																30th Sept	Oct 6th	0%
	Write up secondary research, add any visuals	SS, DO																30th Sept	Oct 6th	0%
Primary Market Research																				
	All students to complete TCPS2 research ethics tutorial	ALL																16th Sept	20th Sept	100%
	Determine what info already exists from other sources + research options	MF, FL, SK																30th Sept	Nov 6th	0%
	Determine participant recruitment plan	ALL																23rd Sept	25th Sept	100%
	Write Research Plan & get approval from instructor	ALL																23rd Sept	26th Sept	100%
	Share Research Plan with client; propose any incentives and get approval for any help with recruitment	FL																23rd Sept	26th Sept	100%
	Draft messages, survey (or other methodology) questions & scales; incorporate segmentation tips	AMG, SS, FL, MF																1st Oct	3rd Oct	0%
	Edit survey questions, scales, consent messages etc.	ALL																4th Oct	10th Oct	0%
	Finalize messages / survey & receive instructor approval (plan for two separate meetings / office hours sessions)	ALL																14th Oct	Oct 21st	0%
	Get approval for survey questions, scales & messages from client (after instructor approval)	FL																14th Oct		0%
	Distribute survey & collect survey data	ALL																19th Oct	25th Oct	0%
	Analyze data; determine if any outstanding questions	SK, DO, SS																19th Oct	25th Oct	0%
	Draw conclusions and hold group discussion	SK, DO, SS																19th Oct	25th Oct	0%
	Write up & visuals	MF																19th Oct	25th Oct	0%
Segmentation (partially completed during the data analysis phase)																				
	Identify variables to base segments on; segment the research sample using the segmentation approach taught in class; quantify the segments; ensure no overlap	FL, MF, DO																25th Oct	1st Nov	0%
	Clearly describe the segments; further analyze if needed	FL, MF, DO																25th Oct	1st Nov	0%
	Write up & visuals	FL, MF, DO																25th Oct	1st Nov	0%

As Of Date: Sept 23, 2024		WEEK OF	16-Sep	23-Sep	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	Est. Task Start Date	Task Deadline	Status	Others Involved
	Brainstorm strategic & creative ideas to address strategies	FL, DO															18th Nov	25th Nov	0%	
	Refinement of tactics to make actionable & creative	FL, DO															18th Nov	25th Nov	0%	
	Team discussion	FL, DO															18th Nov	28th Nov	0%	
	Further brainstorming; add in detail (5Ws)	FL, DO															18th Nov	28th Nov	0%	
	Evaluate strength of tactics against criteria; prioritize	FL, DO															18th Nov	28th Nov	0%	
Review , Write-up & Mock-ups																				
	Review strategies & tactics with instructor	SS, SK															18th Nov	28th Nov	0%	INSTRUCTOR
	Refinement of strategies and tactics	SS, SK															18th Nov	28th Nov	0%	
	Develop mock-ups of tactics to bring your ideas to life	SS, SK															18th Nov	28th Nov	0%	
Timeline																				
	Determine timeline , including the frequency of each idea	SS, SK															18th Nov	28th Nov	0%	
	Write up	SS, SK															18th Nov	28th Nov	0%	
Budgets																				
	Cost out each tactic , including detailed assumptions	FL, DO															18th Nov	25th Nov	0%	
	Calculate an overall annual budget	FL, DO															18th Nov	25th Nov	0%	
	Team discussion	FL, DO															18th Nov	28th Nov	0%	
	Write up	FL, DO															18th Nov	28th Nov	0%	
Monitors & Controls																				
	Determine existing metrics for evaluation	MF															18th Nov	28th Nov	0%	
	Determine new metrics needed	MF															18th Nov	28th Nov	0%	
	Write up	MF															18th Nov	2nd Dec	0%	

Executive Summary & Appendices																				
	Plan content for each of these sections	AMG															25th Nov	2nd Dec	0%	
	Write up appendice content	AMG															26th Nov	2nd Dec	0%	
	Write the Executive Summary	AMG															26th Nov	5th Dec	0%	

ASSIGNMENTS																				
Project Action Plan																				
	Meet with client	ALL															24th Sept	24th Sept	100%	CLIENT
	Re-confirm project scope , goal and deliverables	ALL															23rd Sept	26th Sept	100%	
	Group discussion to determine detailed tasks and work allocation	ALL															23rd Sept	24rd Sept	100%	
	GANTT chart creation and calibration amongst team	ALL															23rd Sept	28th Sept	100%	
	Write up	ALL															23rd Sept	28th Sept	100%	
	Editing & proofing	ALL															26th Sept	28th Sept	100%	
	Submission	AMG															23rd Sept	28th Sept	0%	
	Modifications if needed; submission to client (after incorporating instructor feedback)	FL															29th Sept	4th Oct	0%	CLIENT , INSTRUCTOR
Midterm Report																				
	Allocate sections	ALL															14th Oct	15th Oct	0%	
	Update Project Action Plan; explain all variances	ALL															14th Oct	18th Oct	0%	
	Tailor Marketing Plan Outline template	SS															14th Oct	20th Oct	0%	
	Compile Secondary Research Sources to date	ALL															14th Oct	21st Oct	0%	
	Individually write about most valuable source	ALL															21st Oct	23rd Oct	0%	

As Of Date: Sept 23, 2024		WEEK OF	16-Sep	23-Sep	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	Est. Task Start Date	Task Deadline	Status	Others Involved
	Write up , including compiling the individual sections	ALL															21st Oct	23rd Oct	0%	
	Editing & proofing	ALL															21st Oct	24th Oct	0%	
	Submission	SK															21st Oct	25th Oct	0%	
Class Presentation																				
	Allocate tasks	ALL															18th Nov	21st Nov	0%	
	Create slides & visuals	ALL															18th Nov	18th Nov	0%	
	Practice presentation	ALL															18th Nov	24th Nov	0%	
	Refine and edit slides	AMG															23rd Nov	25th Nov	0%	
	Present	ALL															26th Nov	28th Nov	0%	INSTRUCTOR
	Receive feedback and determine next steps	ALL															26th Nov	28th Nov	0%	INSTRUCTOR
Marketing Plan Report Submission																				
	Compile content and citations	ALL															1st Nov	20th Nov	0%	
	Ensure all required sections are complete	ALL															1st Nov	3rd Dec	0%	
	Edit & proof; adjust writing for flow; proof again!	ALL															1st Dec	4th Dec	0%	
	Add visuals and mock-ups throughout the body of the rep	ALL															1st Dec	3rd Dec	0%	
	Add hyperlinks to appendices	ALL															3rd Dec	3rd Dec	0%	
	Continue editing & proofing	ALL															3rd Dec	5th Dec	0%	
	Format; double-check citations	DO															4th Dec	4th Dec	0%	
	Prepare file for submission to dropbox and for client	MF															5th Dec	5th Dec	0%	
	Submission	MF															5th Dec	5th Dec	0%	
Client Presentation																				
	Book meeting date & location	FL															5th Dec	8th Dec	0%	CLIENT
	Add additional details (longer than class presentation)	ALL															5th Dec	8th Dec	0%	
	Refine and edit slides	ALL															8th Dec	12th Dec	0%	
	Practice presentation	ALL															8th Dec	12th Dec	0%	
	Present	ALL															13th Dec	13th Dec	0%	CLIENT
	Provide copies of presentation & marketing plan report	MF															13th Dec	13th Dec	0%	