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	16-Sep	23-Sep	зо-Ѕер	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
TASK LIST	WHO (LEAD	+ OTH	ERS)																
MARKETING PLAN REPORT - KEY CONTENT																			
Situation Analysis (SA) - 1st Section of the Report																			
Category / Industry Definition																			
Research	MF															3oth Sept	Oct 6th	0%	
Team discussion	MF															3oth 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															3oth Sept	Oct 6th	0%	
Write up	FL															30th Sept	Oct 6th	0%	
Competitor Analysis																			
Research	SK															3oth Sept	Oct 6th	0%	
Team discussion	SK															3oth 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%	INSTRUCTOR
Share Research Plan with client; propose any incentives																			
and get approval for any help with recruitment	FL															23rd Sept	26th Sept	100%	CLIENT
Draft messages , survey (or other methodology) questions & scales; incorporate segmentation tips	AMG, SS, FL	ME														1st Oct	3rd Oct	0%	
Edit survey questions , scales , consent messages etc.	ALL	-, <u>wii</u>														4th Oct	10th Oct	0%	
																40000	10111011	070	
Finalize messages / survey & receive instructor approval																			
(plan for two separate meetings / office hours sessions)	ALL															14th Oct	Oct 21st	0%	INSTRUCTOR
Get approval for survey questions , scales & messages																a (th Oat		0%	CLIENT
from client (after instructor approval) Distribute survey & collect survey data	FL ALL															14th Oct	arth Oct	0%	CLIENT
Analyze data; determine if any outstanding questions	SK, DO, SS															19th Oct 19th Oct	25th Oct 25th Oct	0% 0%	+
Draw conclusions and hold group discussion	SK, DO, SS															19th Oct 19th Oct	25th Oct 25th Oct	0%	1
Write up & visuals	MF															19th Oct	25th Oct	0%	
Segmentation (partially completed during the data analysi																Ignioci	25010Cl	070	
Identify variables to base segments on; segment the																			
research sample using the segementation approach																			
taught in class; quantify the segments; ensure no overlap																25th Oct	1st Nov	0%	
Clearly describe the segments; further analyze if needed																25th Oct	1st Nov	0%	+
Write up & visuals	FL, MF, DO															25th Oct	1st Nov	0%	

s 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
Planning Assumptions																			
Calculate; determine assumptions	SS															28th Oct	3rd Nov	0%	
Write up	SS															28th Oct	3rd Nov	0%	
SWOT																2011000	Janov	0/0	
Analyze , discuss key factors from situation analysis (this																			
occurs AFTER the rest of the SA has been completed)	SK, AMG															28th Oct	3rd Nov	0%	
Write up	SK, AMG															28th Oct	3rd Nov	0%	
Editing & proofing																2011 000	<u> </u>		
Editing and proofing of situation analysis to date	ALL															4th Nov	10th Nov	0%	
																4000	10011100	070	
rget Segments and Brand Position - 2nd Section of the Report																			
Target Market																			
Analyze the previously identified segments based on the																			
method taught	FL, AMG															11th Nov	11th Nov	0%	
Choose the segments to target; rationalize choice; add																			
additional description	FL, AMG															11th Nov	11th Nov	0%	
Team discussion	ALL															11th Nov	11th Nov	0%	
Write up & visuals	FL, AMG															11th Nov	17th Nov	0%	
Positioning																			
Analyze the current positioning (if exists) as well as the																			
data related to your client's key brand strengths	SK, MF															11th Nov	12th Nov	0%	
Decide on recommended positioning / repositioning																11th Nov	12th Nov	0%	
Clearly identify the points of differentiation; ensure that																			
they are desired by the targets	SK , MF															11th Nov	17th Nov	0%	
Team discussion	ALL															11th Nov	11th Nov	0%	
Write positioning strategy statement and justification	MF															11th Nov	17th Nov	0%	
Write up	MF, SK															11th Nov	17th Nov	0%	
Review																			
Review segmentation approach , chosen target																			
segments , PODs & positioning statement with																			
instructor	ALL															16th Nov	17th Nov	0%	INSTRUCTOR
Review chosen target segments , PODs & positioning																			
statement with client (after instructor feedback)	ALL										L					16th Nov	17th Nov	0%	CLIENT
als & Objectives - 3rd Section of the Report																			
Recap overall goal for the marketing plan	ALL															18th Nov	25th Nov	0%	
Determine SMART objectives	DO															18th Nov	25th Nov	0%	
Refine objectives to ensure they are SMART	SK															18th Nov	25th Nov	0%	
Team discussion; input from instructor	ALL															18th Nov	28th Nov	0%	
	DO, SS															18th Nov	20th Nov 2nd Dec	0%	
Write up																TOTILINOA		0%0	
	<u> </u>																l	 	
rketing Strategies & Supporting Tactics , Budgets & Controls - A	th Section of	the Re	port																
Strategies																			
Determine strategies to best achieve SMART objectives	MF, AMG															18th Nov	25th Nov	0%	
Consider the 4Ps and key issues	MF, AMG															18th Nov	25th Nov	0%	
Team discussion	, MF, AMG															18th Nov	28th Nov	0%	
Refinement of strategies	MF, AMG															18th Nov	28th Nov	0%	
Determine who will work on tactics for each strategy	MF, AMG															18th Nov	28th Nov	0%	
Tactics																20001000			+

s Of Date: Sept 23 , 2024	WEEK OF	16-Sep :	23-Sep	30-Sep	7-Oct 14-0)ct 21-0	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															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	33,31														10011101	20011101	070	
Determine timeline , including the frequency of each idea	SS, SK	+ +													18th Nov	28th Nov	0%	
Write up	SS, SK					-									18th Nov	28th Nov	0%	
	35,55														10(11100	20111100	070	
dgets																		
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	1 1						1							18th Nov	28th Nov	0%	
Write up	FL,DO														18th Nov	28th Nov	0%	
															18th Nov			
onitors & Controls															10011101			
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%	
															200.000			
kecutive Summary & Appendices																1		
Plan content for each of these sections	AMG														arth Nov	2nd Dec	0%	
		+													25th Nov		0%	
Write up appendice content	AMG					_									26th Nov	2nd Dec		
Write the Executive Summary	AMG	+													26th Nov	5th Dec	0%	
SSIGNMENTS																ļ		
oject 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%	LIENT , INSTRUCT
dterm Report																		
	ALL														14th Oct	15th Oct	0%	
Allocate sections															14th Oct	18th Oct	0%	
Allocate sections	A1 I	1 1	I				1					1						
Update Project Action Plan; explain all variances	ALL	$\left \right $													·			
	ALL SS ALL														14th Oct 14th Oct	20th Oct 21st Oct	0% 0% 0%	

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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%	