

Year End Marketing Report

Empire

Promotions & Advertising



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Industry Analysis

Empires marketing sector is dynamic and constantly responding to changing consumers habits. As technology continues to become more sophisticated, companies are investing in new ways to better understand and communicate with their consumers. A response to changes in digital technology has created an increased number of channels, such as social media and mobile devices, to send brand and product messages to consumers directly. Employers expect recruits to have an understanding of new media, and they particularly value creative, innovative companies like Empire Promotions and Advertising.

Statistics have never been more important in this sector. An increase in social media use has created a huge dataset that marketers can utilize to improve analysis of consumer behavior. Databases are used to better understand segments of the market and move towards direct marketing, helping to build long-term customer relationships.

Empire is an online based company. We are essential to the variety of customers we contain and businesses globally. Due to the providence of exposure for our customers of advertising and promotions for their companies. We help expand our consumers businesses by putting their own logos on merchandise they purchased by us. Especially for our consumers with busy schedules we provide updates on their own websites and help upgrade their pages with our newest products.

Competitive Analysis

Traditionally, a branding promotion company will use a catalog to sell their products. If a company wants to advertise their services, they will contact a company like Empire Promotions and Advertising. Another resource advertisement companies utilize is social media. Our company, combines all three services into one, which makes us unique among our other competitors. We put time into advertising the consumers products and making sure that the product we consume is being marketed.

Market Needs

Target Market:

Empire Promotions and Advertising focuses on two main groups of customers. The

first, and primary, target includes 22 million small business which struggle to promote their businesses. These 22 million businesses make up 78.57% which roughly averages to about \$62 billion. With a dozen good prospects, that suggests a market opportunity of \$40,000 to \$70,000 annually. Our geographical area is unlimited; we ship all around the world. We didn't achieve our goal to help the small business that are struggling to promote their products.

Our second target is businesses that need advertisement. We plan to help the vast majority of the 22 million small businesses that need promotion and advertising. What we did to help these business out was we started to advertise their Business. And for that we did flyers and banners to promote them.

Risks:

In the beginning we were afraid that we weren't able to sell any of our products because we don't really market to individuals. Many people would check out our products but really wouldn't be interested because a lot of it had to do with buying a big amount until we explained that we do have some products that are for individuals but still help promote your company.

Strength:

The Strength of Empire Promotions and Advertising are the following. That we are a no gender specific company, and Geographical locations. We offer both products and services to our customers. An advantage we have as a company is that we don't have as many competitors and that's a strength because not many people do the same thing we do.

Weaknesses:

Some of our Weaknesses that we had going on where that not all businesses have budget for advertising their company the way they would like. We have no manufactured or promotional productions. Overall one of our main Weaknesses that we have is that we are a new Business and the same way we are trying to help others advertise their company we are doing the same for us.

Opportunities:

Some of the opportunities Empire Promotions and Advertising had were to expand into a company that uses recycling often. We gave the opportunity to upgrade and develop products. Another opportunity was the mobile advertising (drone technologies). Finally our undifferentiated products.

Threats:

Empire Promotions and Advertising's threats are that we are great competitors. The company is also seeking for outside investments. We are also new competitors in our market industry. Finally, Empire is moving into a new market segment, it will offer improved profits.

Pricing:

Empire Promotions and Advertising strategically selected the psychological pricing strategy. With this strategy, we base our product price upon a percentage. Empire Promotion and Advertising is using a 100% mark up on the cost of goods. If we purchase a shirt for \$10, we will be selling it for \$20 because of a whole sale mark up.

Empire gets a 20% trade show income. Our total income of the intake of the website is 5%. Non-virtual customers will constitute 75% of our profits.

Placement:

Our percentage of sales come from our company website, Trade Shows, and Social Sales. The majority of our sales come from business to business contract that we have with Walmart. The amount we receive with our direct sales monthly is \$162,140. Our business is 55% website, 10% business contract and 35% tradeshow.

Promotion:

Our promotions will relate in socializing with business owners. We will promote our company through career events and trade shows. Participating will allow exposure for new upcoming businesses at the trade shows. This would give us several opportunities to broadcast our name by helping them publish their image. We would use internet ads on VEI. Since most consumers are dependent on technology, providing internet ads will be the best way to associate with them.

Products & Services:

Advertising

Posted Ads	Product Numbers	COGS	Price
Flyers Quarter Page	PPEPA801	\$3.75	\$7.50
Flyers Half Page	PPEPA804	\$6.37	\$12.74
Flyers Full Page	PPEPA807	\$7.40	\$14.80
Flyers Tabloid	PPEPA810	\$11.20	\$22.40
Poster Medium	PSEPA801	\$14.00	\$28.00
Poster Large	PSEPA802	\$19.50	\$39.00

Social Media	Product Numbers	COGS	Price
Twitter	SMPEPA201	\$17.50	\$35
You Tube	SMPEPA202	\$17.50	\$35
Facebook	SMPEPA203	\$17.50	\$35
Instagram	SMPEPA204	\$17.50	\$35

Business Cards	Product Numbers	COGS	Price
250 Business cards	BCEPA902	\$4.25	\$8.50
500 Business cards	BCEPA903	\$6.60	\$13.20

Clothing Your Brand

Tee Shirts	Product Numbers	COGS	Price
T-shirt Mens	TSEAPA901	\$6.00	\$12.00
T-shirt Womens	TSEAPA902	\$6.00	\$12.00
Long Sleeve Mens	LSEAPA901	\$8.00	\$16.00
Long Sleeve Womens	LSEAPA902	\$8.00	\$16.00

Semi-Casual	Product Numbers	COGS	Price
Polo Mens	PSEPA901	\$12.50	\$25.00
Polo Womens	PSEPA904	\$12.50	\$25.00
Mens Dress Shirts	DSEPA903	\$19.25	\$38.50
Dress Shirts womens	DSEPA901	\$16.75	\$33.50

Sweats	Product Numbers	COGS	Price
Zip up hoodies Men	SMPEPA704	\$16.17	\$32.34
Zip up hoodies Female	SMPEPA701	\$16.17	\$32.34
Zip up hoodies Unisex	SMPEPA707	\$17.08	\$34.16

Hats	Product Numbers	COGS	Price
Hats Unisex	OPEPA901	\$9.00	\$18.00

Web Design

Static Web Design	Product Numbers	COGS	Price
Design	WBPEPA301	\$20.00	\$100.00
Design and Maintain	WBPEPA304	\$17.50	\$75.00
Maintain	WBPEPA303	\$12.50	\$25.00

e-Commerce	Product Numbers	COGS	Price
Design	WBPEPA305	\$18.00	\$180.00
Design and Maintain	WBPEPA307	\$75.00	\$150.00
Maintain	WBPEPA308	\$25.00	\$100.00

Promotional Items

Office Supplies	Product Numbers	COGS	Price
Pens Type 1	PWEAPA808	\$0.09	\$0.18
Pens Type 2	PWEAPA801	\$0.72	\$1.44
Pens Type 3	PWEAPA802	\$0.20	\$0.40
Pens Type 4	PWEAPA803	\$0.96	\$1.92
Pens Type 5	PWEAPA804	\$0.25	\$0.50
Pens Type 6	PWEAPA805	\$0.25	\$0.50
Binders Type 1	BWREPA801	\$2.50	\$5.00
Binders Type 2	BWREPA802	\$2.50	\$5.00
Binders Type 3	BWREPA803	\$3.50	\$7
Binders Type 4	BWREPA804	\$7.00	\$14.00
Binders Type 5	BWREPA805	\$8.50	\$17.00