

End of the year

Marketing Report

Vend-Inc

Need An Item, We Provide Them



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Assessments of the Environment

Market Overview

Vend-inc is a company that sells vending machines, vending machine supplies, and personal dispensers. We allow our customers to customize their machines or personal dispensers as they desire. Our company targets at public and private corporations with many employees. Especially if the employees are lacking productivity because they haven't ate that's when our products come in handy. Our company advertises on social media such as Facebook ,Instagram, Snpachat and twitter. We are also advertising our company by our banner.

Industry Analysis

Revenue from U.S vending consumable merchandise was about \$25 billion,with a growth rate of 5%, according to the Automatic Merchandiser magazine's state of the vending industry report in august 2000. Small companies, with sales of less than \$1 million, accounted for 5.8% of the market and had projected sales of \$1.35 billion.Three quarters of all vending operators areclassified in the small category.

Market Needs

Target Market

Vend-Inc Initially thought that the target market would be public and private corporations and organizations all over the nation. We were not focusing on a specific gender or ethnic group. We were looking for corporations that want to provide quality food and other items for their employees without requiring additional staff and who would additionally like to make a little extra profit from these machines. Vend-Inc provides a reliable food and item source for our client's needs. Our target market will consist of large corporations with many employees. Some problems we faced this year are that we didnt really make any sells to the public and private

corporation the ones we were mainly targeting at. It has become evident that our target market for the upcoming year should shift to the younger age group, due to a higher selling rate within that group.

Risks

Our company may run three different types of risks which are marketing risks, financial risks, and competitive risks.

- **Marketing Risks:** Our marketing risks involve not selling enough vending machines in order to pay off all of our debts. Also the business may not grow as much as we expected.
- **Financial Risks:** Our financial risks include our financial team mismanaging our money. Which may lead us to not having enough money to pay all of our employees. Another financial risk can include us being bankrupt
- **Competitive risks:** Other companies are a threat to our potential of costumers because they sell products very similar to ours. They have more advantages then us due to their economic prices.

This year vend-inc did really well. We made enough sells at the tradeshows. Our biggest risks were not making sells due to the prices of the machines. Companies really liked our products and we made plenty of sells. Although, we are working on on rearranging the prices and lower them so we can make evn more sells for next year.

Strength

- We allow customers to add special features and merchandise
- We sell the machines and allow you to retail profit
- Machines will be available 24/7
- Not only sell machines but lease them too

Vend-Inc believed that one of its strenghts were going to be leasing the machines but this year Vend-Inc only made a few sales on leasing. Companies were only buying the machines.

Weaknesses

- Target market
- Our location can be a problem to people who want to purchase outside the U.S.

This year Vend-inc didn't really face any problems with people trying to purchase from outside of the U.S. Either way we would still like to expand our company world wide.

Opportunities

- Expand our company
- Get associated with other companies

We didn't really get involve with other companies this year. We believed that we would've. As for next year we are looking foward on expanding our company and that would really benefit us.

Threats

- Prices will not be very affordable
- No access worldwide

Our Threats were people not purchasing from Vend-Inc due to the prices. This year we are really proud because we actually made enough sells.

Promotion

On our social media accounts; Facebook, Instagram, Twitter, and Snapchat, people can follow and add us to keep up with everything we're doing. We have online ads, meaning that our company's link will be displayed on a web page. Our website is another way we promote ourselves. We decided to focus on social media and online ads because currently more consumers are on technology. We promote the company in tradeshow by handing out flyers to customers and anybody who might seem interested in buying from us, on our banner, and through mailchimp. Further details about our promotions and discounts will be on our website. The company is going for more professional and adequate image. Our company is looking for an easy access and clear space to display. In the beginning of the year the company did a poor job at promoting itself. Next year we plan to hand out flyers prior to the trade show but also at the trade show. We will also post our ad on the VEI website. By the end of the trade shows we will have given our consumers a taste of what Vend Inc's snacks taste like, by providing them with store bought goodies and amazing customer service. Vend Inc will have all the same products and more. We are very excited to come out with new items and we hope you are too. One of our new products is the Let's Pizza Vending Machine. That is a vending machine all about pizza. A variety of different toppings to choose from and anything you may want. The Let's Pizza vending machine will cost \$2,000.

Distribution

Vend Inc distributes its products by selling them online through our website and at tradeshows. We get our merchandise through a variety of companies and we get our supplies from Costco. We then display the products in our catalog and website, where customers can order from. Our customers' orders will be sent directly to them through FedEx, an international shipping company. Our company does charge 10% for shipping and handling on any product that you buy from us. On the other hand, Vend Inc provides promotions. For example, when we are at a trade show, we will have special offers for if you buy a Mini Vending Machine which originally costs \$1,820, you can get it for \$1,500 with the product number TS003. You will be saving \$320 on your purchase.

Pricing Strategy

Our pricing strategy consists of product line pricing; determining the prices of a product based on their different features. For example, a small vending machine for snacks would cost less than a medium or large snack vending machine because of its capacity, weight, and variety of product supplies within the vending machine. Products with high quality branding are likely to be more expensive. We are going to be pricing our support products (snacks within the vending machines) at a price that are competitive with other branding stores. We will also include the pricing of shipping.

Positioning

When customers think of our company, our goal for our image and brand is to have them think reliable, high quality, and convenient. In marketing we want customers to know that our vending machines are fully customizable and can be owned or leased. We support customer base by providing the products that they need to maintain the vending machines at their site. We provide them with the most high quality product we can offer.

Products and Services

Vend-Inc sets itself apart from its competitors by offering different varieties of products and services. We provide our customers with small, medium, & large snack and beverage vending machines, personal dispensing like gum-ball, candy machines & coffee dispensers. However, vending machine supplies come separate, these come in snack packs like: chips, candies, protein bars, cookies etc.

Vend-inc also supplies customers with emergency products: beauty products, travel products. You can also bulk refill with gumballs, candies (skittles, M&M peanuts, M&M plain, trail mix, Mike and Ike). All of the above products are provided on a regular basis.

Our future products and services will include more personal dispensing vending machines. These products will include: Frozen Jelly Belly Dispenser, 14 column Snack Vending Machine, Vending Machine Security cages, vortex commercial cotton candy machine with cart, Insurance with snacks and cage, Lincoln antique popcorn machine, Burrito box, Let's Pizza Vending and two makeup vending machines.

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