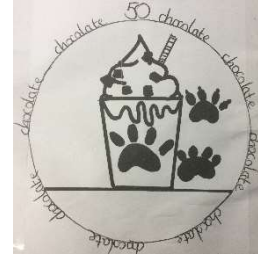


# Marketing Plan for 50 Chocolatè



## Our Mission Statement:

We want to spread joy and happiness one cup of hot chocolate at a time.

## Who Are Our Customers?

We think this product is for everyone. We think that lots of people will want to buy this as everybody likes hot chocolate. Our cones are an ideal gift for anyone and are affordable for everyone.

## What Is Special About Our Product?

Our product is based on a drink that everyone loves. Chocolate is drunk and eaten all over the world. Our product is unique because we have created a reindeer design and customised it with different googly eyes.

We think our product will help these UN Global Sustainability Goals:



## What Will the Price Be?

We will sell our cones for between £1 and £2. We think we will make different size cones so people have more choice.

## How Are We Going to Get the Word Out About Our Amazing Enterprise?

We are going to make posters and stick them around our school and our community. We are going to print extra copies for everyone to take to their out of school clubs. We are going to post on the school Facebook and Class Dojo pages. We are going to write an announcement for the school newsletter. We are going to tell everyone and persuade them to buy. We are going to make it really clear that we are donating our money to an amazing animal charity.

## Where Will We Place Our Campaign?

We are going to run two campaigns. We are going to have an ordering service and a stall outside Asda. We are going to send order forms home with every person in school and collect their orders. They will have a price of £1.50. We are going to sell some at a Saturday market and sell them for £2 and we are going to make more cones to sell outside Asda.