

## Final Market Plan Project – due on or before the end of Week 7

You will create a 4-6 page marketing plan using the following case study as the basis of your plan. I'm interested in the completeness of your plan. Think how the nine components of the week 3 Business Model Canvas were all interconnected. Well, the same here. I suggest you review the following:

- Did you use very **specific marketing terminologies from the text** when preparing your plan?
- Did you consider the **external environmental forces** in your plan?
- Did you include a **competitive analysis** in your canvas? How do your competitors impact your strategies?
- **Cite numbers** (\$ or % increase; market share growth) and attach all pertinent documents to your report
- All your summaries, exhibits and spreadsheet reports should be double-spaced, with 1-inch margins on all sides of the paper, using 12pt. Times New Roman font

Here are a few tips and suggestions to keep in mind as you work on this project:

- Your plan should be framed as if you were presenting to a group of investors... **think Shark Tank!**
- These investors have to shift through a ton of competing presentations. All of which are looking for funding from the investors. So be creative!

Before submitting your plan, ask yourself the question, *"Does your marketing plan contain all of the information an investor needs to make a decision in my favor?" "Why would she invest in my proposal over all the others that he receives?"*

If you decide to include a slide presentation, the format should be clear and easy-to-understand. An investor would not be NOT INTERESTED in slides with boring bullet points... and neither am I. I hope this helps, and let me know if I can answer any questions.  
Professor M 203-651-9113

## Case Study for Final Marketing Plan: Washington Supply Company

### Scenario

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A local business in NW CT, Washington Supply Company (WSC), is looking for avenues to grow and developing/enhancing brand recognition. Washington Supply Company began in 1893 and has a long-standing presence in NW CT. Viewed as a great corporate citizen since its founding, Washington Supply has earned a terrific reputation with local governments, businesses, and the citizens in and around Washington Depot, CT. Considering WSC is a small business, and given (a) the remoteness of their location, (b) the increasing age of the population, and (c) the fact that younger generations are moving out of the area in search of more opportunity, WSC is facing declining sales at an alarming rate. In an effort to stave off declining sales and rejuvenate their brand and their business, senior management, in terms of marketing efforts, has, "tried it all...TV, radio, print, direct mail, constant contact, Facebook etc."

### Company Overview

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Washington Supply Company is a full service home center servicing contractors (60% of sales) as well as homeowners (40% of sales). The company is made up of 4 divisions or product categories, (1) The Lumber Yard, (2) Outdoor Living, (3) The Paint Store, and (4) The Hardware Store. WSC currently does approximately \$7M USD in annual sales revenue. WSC has 2 outside contractor sales reps and 6 inside sales support for those reps including a sales manager. WSC has 6 purchasing agents to manage all of the company's product lines. Each division/product category has a General Manager responsible for that division's P&L. WSC has approximately 40 employees from basic yard workers to senior management.

### Challenge faced by WSC

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The President and CEO Valarie Sedelnick indicated that, "We just don't always know how to communicate it in our marketing to the consumer." Valarie also stated that, "education on why everyone should support their local businesses is so important for a small business, and we are hoping that the Town will help us with that cause". Additionally, according to Valarie, "the same education we're giving the public is also needed for our contractors. One important point that needs to be emphasized to our contractors is that buying decisions are not always about price; service and quality are really important too!"

### Your job for this project

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According to Valarie, CEO of WSC, "I would love to focus on the contractor for this exercise". Therefore, your assignment is to develop a marketing plan that focuses on increasing contractor engagement with WSC with the goal of increasing sales through your developed engagement methods. This is a research latent exercise and it begins with getting to know Washington Supply (<http://www.washingtonsupply.com/home.html>), their products, their customer service, their delivery methods and then by researching their market, their competitors, and industry.

Consider Professor M. as the company's liaison with your marketing consulting firm. Any questions you would ask the client direct them to Professor M.