

A marketing plan as a marketing management tool

Defined business document	Marketing plan
Brand	Hamleys – hamleys.com
Market	Toys, retail
Marketing challenge	Launching a new product category: kidswear
Geographical focus	London, UK
Authors © 2019 All rights reserved	Amrita Kaur, India Lito Paschali-Ritsou, Greece Miaofan Zhang, China
Meeting point of the authors with Danny Abramovich	Polimoda Fashion School, Florence, Italy Master in Fashion Brand Management
Content covered	Chapter 1, Marketing analysis ✓ Chapter 2, Strategy & objectives ✓ Chapter 3, Budgeted action plan ✓ Chapter 4, Control procedures ✗
Methodology used	The MODE - doing your marketing more effectively
Number of slides	34
Presentation format	Pdf

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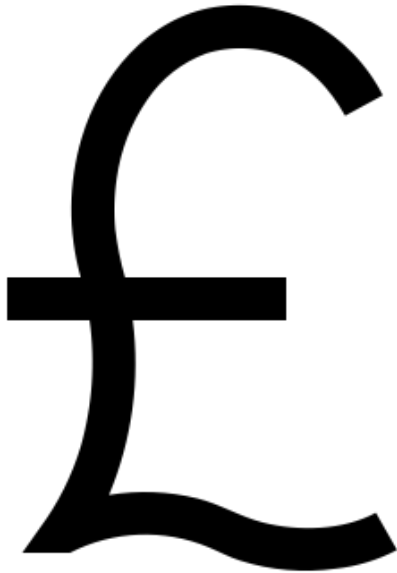
A MINI MARKETING
STRATEGY FOR A CAPSULE
KIDSWEAR OUTERWEAR
COLLECTION FOR Autumn/
Winter 2020 IN LONDON



GROUP MEMBERS: AMRITA KAUR

LITO PASCHALI- RITSOU

MIAOFAN ZHANG



COMPANY PROFILE

- VISION: To bring happiness and delight on every child's face
- Established in 1760, 260 years ago
- Founded by William Hamley
- Stores Worldwide: 167 in 18 countries
- Recently bought by Indian billionaire Mukesh Ambani for £68 million
- Business model: B2C

SOURCE:

- [Financial Times](#)
- [Hamleys Website](#)



GEOGRAPHICAL FACT SHEET

Location → Regent Street, London

Why?

- Most **ICONIC** store.
- London is one of the most popular destinations in the world, attracting around **30 million visitors per year**.
- In addition, **26 million overnight visits** are made to London by people living in other parts of the United Kingdom.
- Revenues generated by tourism in London comprise approximately **10%** of the city's gross value added income.

[Source](#)





The Harry Potter Shop
at Platform 9 3/4

The Regent's
Park

Madame
Tussauds London

Disney Store
Oxford Street
Resource for official...

Hamleys
35000 toys &
games on 7 floors

Marble Arch

MAYFAIR

COVENT GARDEN

London

Winter Wonderland

Hyde Park

Hard Rock Cafe

River Thames

Tate Modern

The Shard

Southwark

Big Ben

The Old Vic

Imperial War Museum

BELGRAVIA

WESTMINSTER

Google

1.1 INFLUENTIAL BUSINESS TREND TO-DATE


- Our brand is mostly influenced by **social trends** such as gifting and shopping during festive season (Christmas)
- The average shopping budget per person is **£425.10** and this is what we target

1.2 MARKET ANALYSIS TO-DATE

The **main markets** which we are part of:

- Interactive games (Average retail price: £25)
- Dolls (Average retail price: £30)
- Super-hero toys (Average retail price: £40)

1.3 COMPETITIVE ANALYSIS TO-DATE

Keeping in mind our vision and the emotional needs of our consumers along with the social trends during the winter season, we feel **Winter Wonderland** is our strongest competitor  (Annex 1)



1.4 CURRENT MARKET SEGMENTATION TO-DATE

- Our current market segmentation is based on understanding our consumers' leisure time and their need to make their loved ones happy.
- We are aware that the current loyalty program is **limited to one level**.

1.5 MARKETING OFFER MIX

Our brand gives maximum weightage to **quality of service** ▶ (Annex 2)

1.6 PROMOTION OFFER MIX

Experimental marketing is the main source of promoting our brand amongst our consumers ▶ (Annex 3)

1.7 ACTUAL STRENGTHS & WEAKNESSES

As per our clients, **variety offered** and our **brand heritage** are the key competitive advantages whereas the **lack of a defined loyalty program** is our weakness ▶ (Annex 4)

1.8 ACTUAL PERCEPTIONS: POSITIONING

Our **brand heritage** along with **variety** of products are the **strongest assets** compared to our two main competitors ▶ (Annex 5)

2.1 MARKETING STRATEGY – NEXT YEAR

- Our preferred strategy is **product development strategy** which means we will launch a kidswear capsule collection (outerwear) for **Autumn/Winter 2020 in London**  (Annex 6)
- To launch a structured loyalty program

2.2 VALUE PROPOSITION TO BACK UP THE STRATEGY

- As of October 2020, we will launch a new product category (Kidswear collection: Outerwear) in London, Regent street store.

2.3 TARGETING NEXT YEAR

As of October 2020, we are going to focus on people who have a sense of loyalty towards our brand in terms of **revenue earned** by each consumer ▶ (Annex 7)

2.4 REVISING MARKETING OFFER NEXT YEAR

As of October 2020, we will continue to give **maximum** importance to **quality of service** ▶ (Annex 8)

2.5 REVISING MARKETING PROMOTION NEXT YEAR

In tune with the selected strategy, as of October 2020, most marketing resources will be allocated to 'Experimental Marketing' ▶ (Annex 9)

2.6 TRANSFORMING STRENGTHS & WEAKNESSES INTO OBJECTIVES

- Our main weakness perceived by the consumers is the lack of a defined loyalty program, which will be turned into an **objective** by starting a **3 tier membership program**
- Our biggest strength is our variety and we will reinforce this aspect by **adding new suppliers** ▶ (Annex 10)

2.7 IMPROVING PERCEPTIONS NEXT YEAR POSITION

- The **perceptual gap** that we will be working towards is to **increase interaction** ▶ (Annex 11)
- How? ▶ (Annex 12)

2.8 CONDUCTING YEARLY SALES FORECAST

2.8.1 SALES FORECAST: £420k/year (as of October 2020)

- The collection will be displayed from October 2020 to February 2021
- Avg month: October ▶ (Annex 13.1)
- End to end client journey: 30 minutes

2.8.2 FACTS & ASSUMPTIONS

- Operational days: 7 days
- Avg day: Wednesday ▶ (Annex 13.2)
- Operating hours: 10:00-21:00 (9 hours)
- Avg transaction: £50
- VAT: 20%


2.8.3 CALCULATION

- Avg transactions/day: 72 ▶ (Annex 13.3)
- Avg transaction: £50
- Operational days: ALL 7 days
- Weeks in 5 months: 22 weeks
- Estimated Sales = $72 \times 50 \times 7 \times 22 =$ £554.400
- Sales after without VAT = $1.310.400 / 1.2 =$ £462.000
- Taking 10% away (optimistic ration): $1.092.000 / 1.1 =$ £420.000
- Sales Forecast for capsule collection A/W 2020 = £420.000



3.1 TO PURSUE PARTNERSHIPS 1+1>2

HAMLEYS x CADBURY

- Partnership between Hamley's and the chocolate brand Cadbury's
- New product: **Red velvet chocolate powder**
- Why?  (Annex 14)


3.2 TO MAINTAIN SUCCESSFUL MARKETING ACTIVITIES

- In order to fill the perceptual gap we will continue the already existing experimental marketing activities along with creating an integrated loyalty program



3.3 TO ADJUST THE OFFER MIX

- Maintain our quality of service high:
 1. Weekly training class for our entire staff
 2. Keeping our customers updated
 3. Excellent instore and after sales service
- We will also improve our pricing by focusing on cost effective production

3.4 TO PROMOTE MARKETING ACTIVITIES

- Launch Event: Kids fashion show
- Ice Skating Event
- Storytelling Event  (Annex 15)

3.6 TO SET A PERIODICAL MARKETING BUDGET

- Resources and expenses taken into consideration are:  (Annex 16)
- Based on our sales forecast, **10%** was allocated as our marketing budget  (Annex 17)
- Our marketing budget for the capsule kidswear collection is **£42.000**

Annex No. 1

🧊🏠 Hyde Park Winter Wonderland (2kms away)

🎬📺 Warner Bros Studio Tour – especially Harry Potter (35kms away)

🚚📦 Le Toy Van (32kms away)

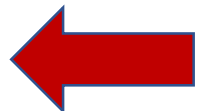
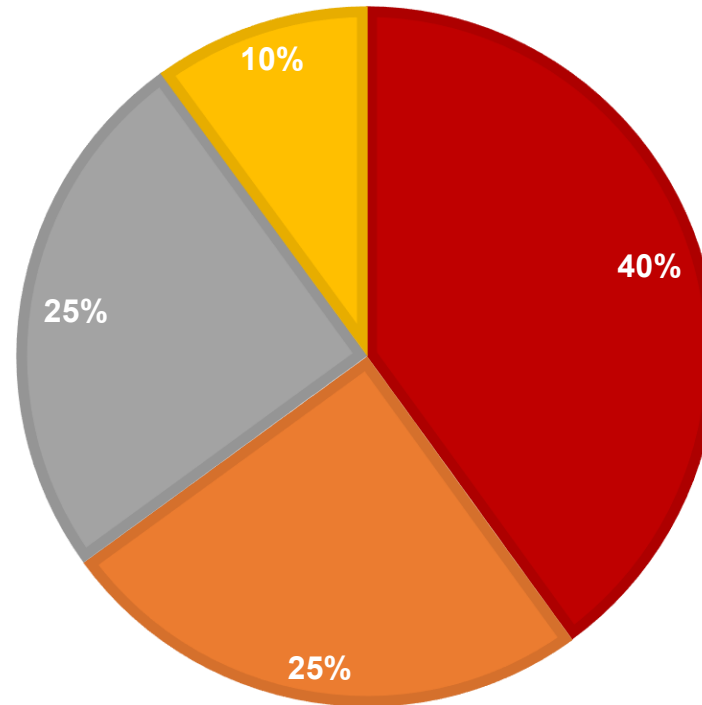
🚂🏠 Rob Roy Toy Makers (200kms away, based in Nottingham)



Annex no. 2

OFFER MIX

■ Quality Of Service ■ Brand ■ Product ■ Price



Annex No. 3

1. Experimental Marketing

- Instore interaction
- Events

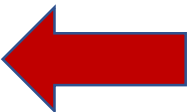
2. Word of Mouth

- Through already existing consumers

3. Database Marketing

- Email updates

4. Advertising

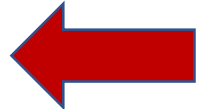
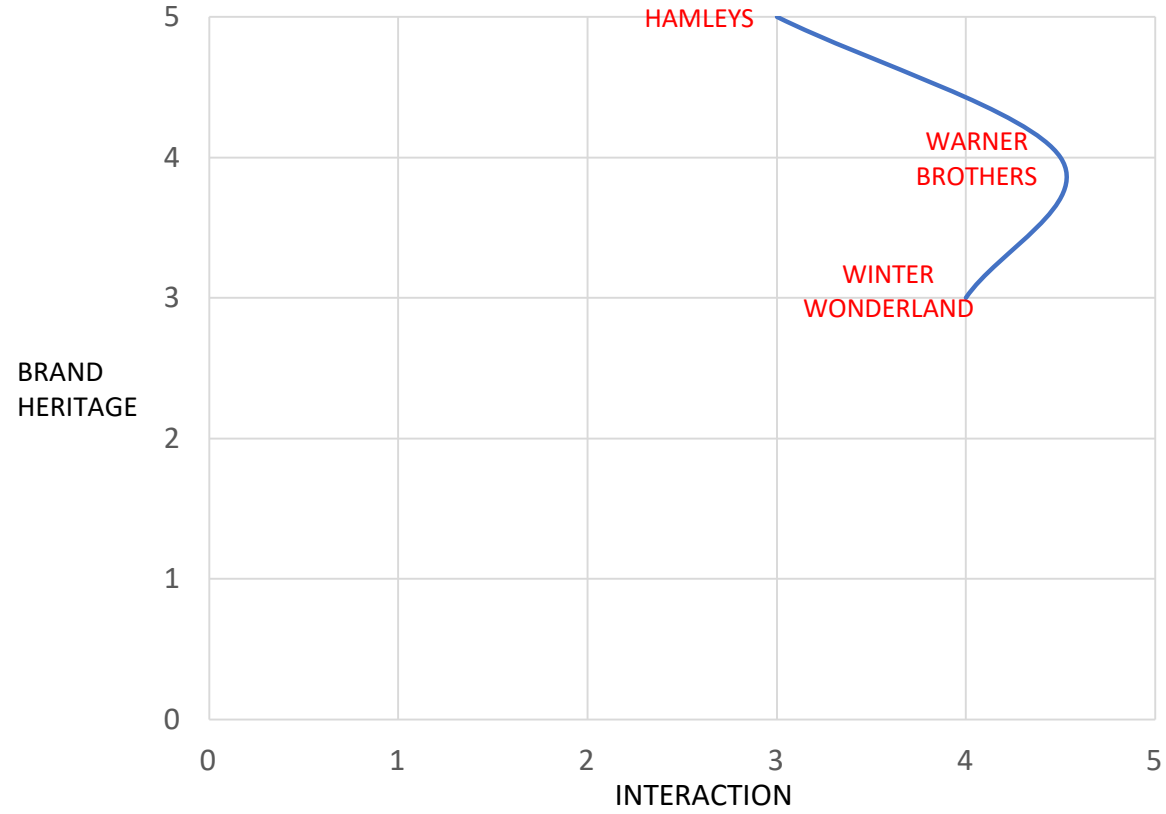
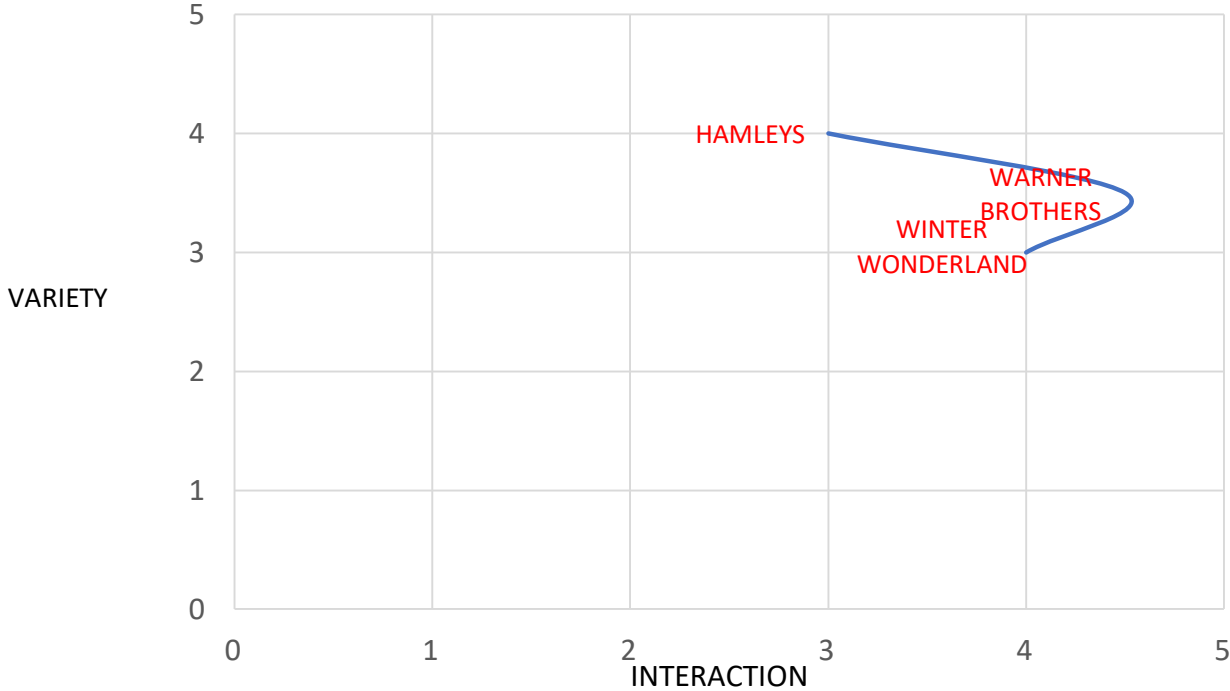
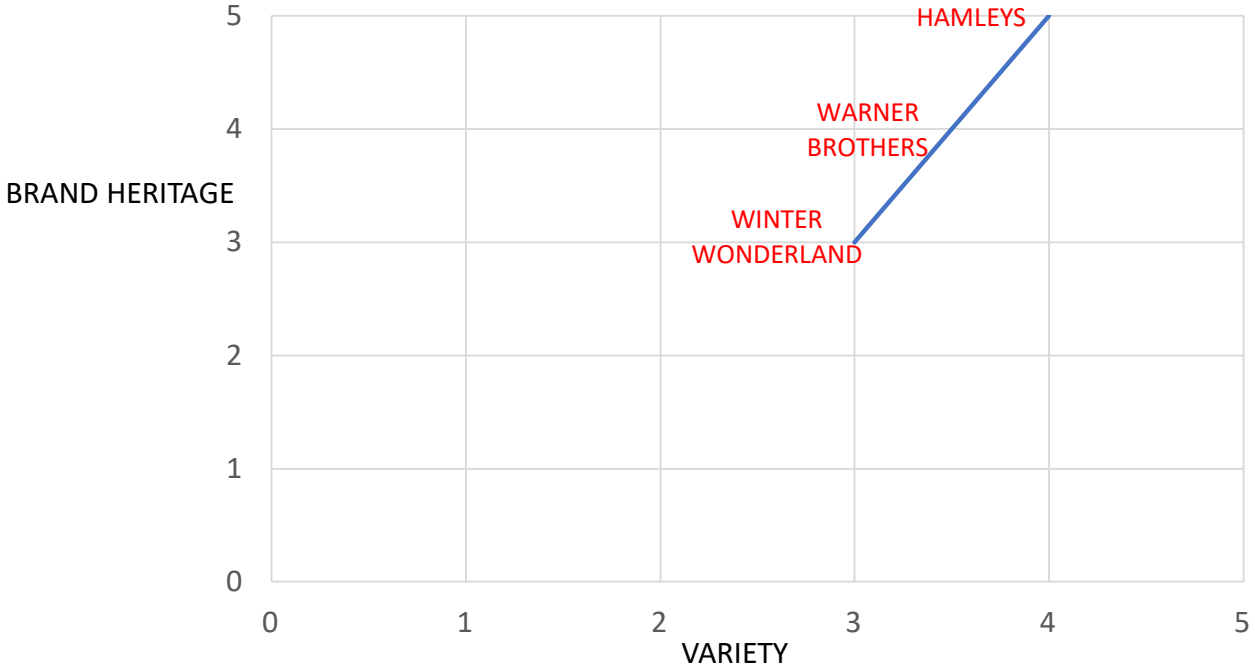


Annex No. 4

STRENGTHS	WEAKNESSES
1. Variety	1. Brand lacks a defined loyalty program
2. Brand heritage	2. Expensive
3. Interactive stores	3. Often associated with kids only
4. Collaborations	

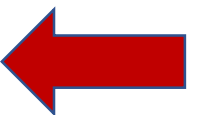


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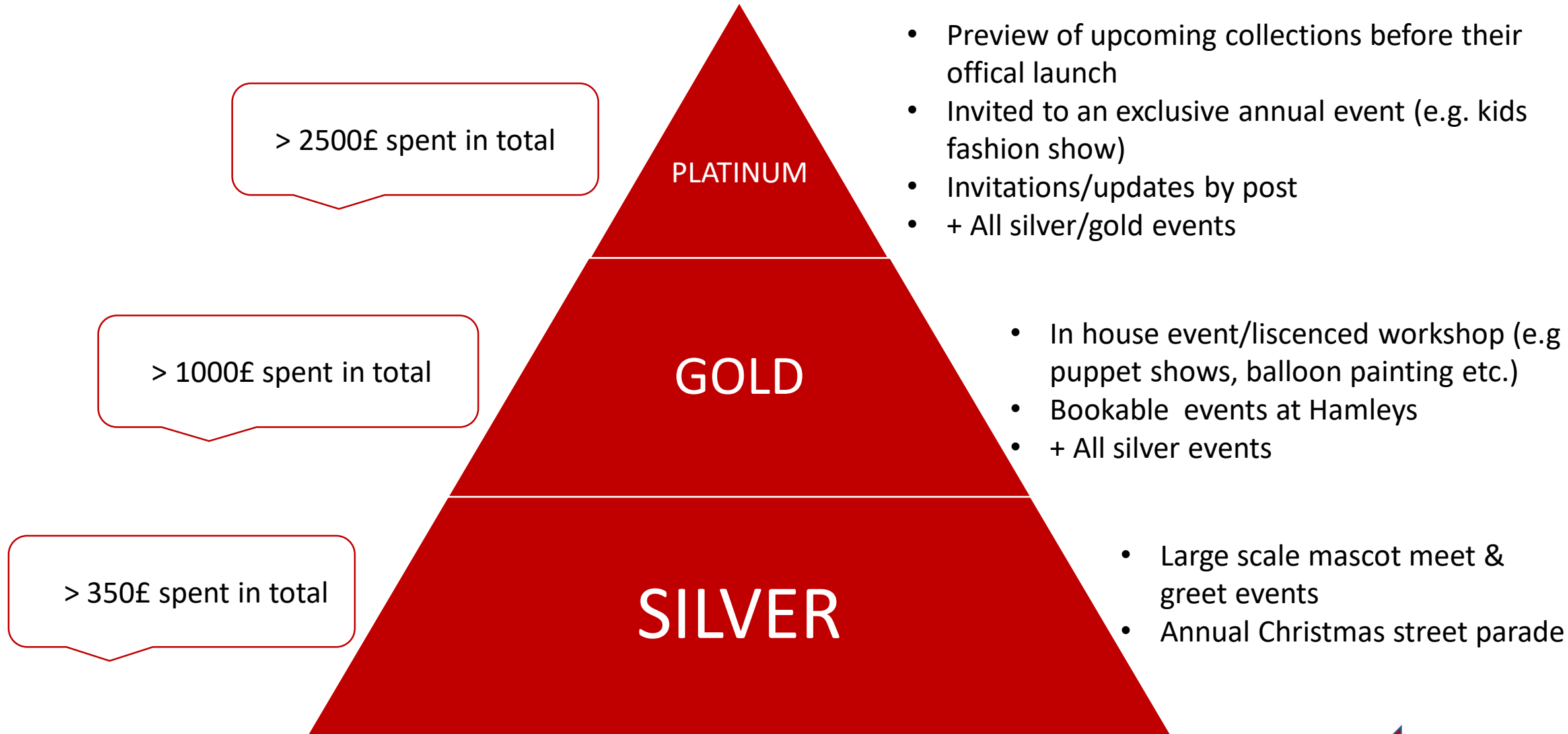


(BACK TO 1.8)

Annex no. 6



Annex No. 7



3-tier membership program

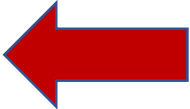
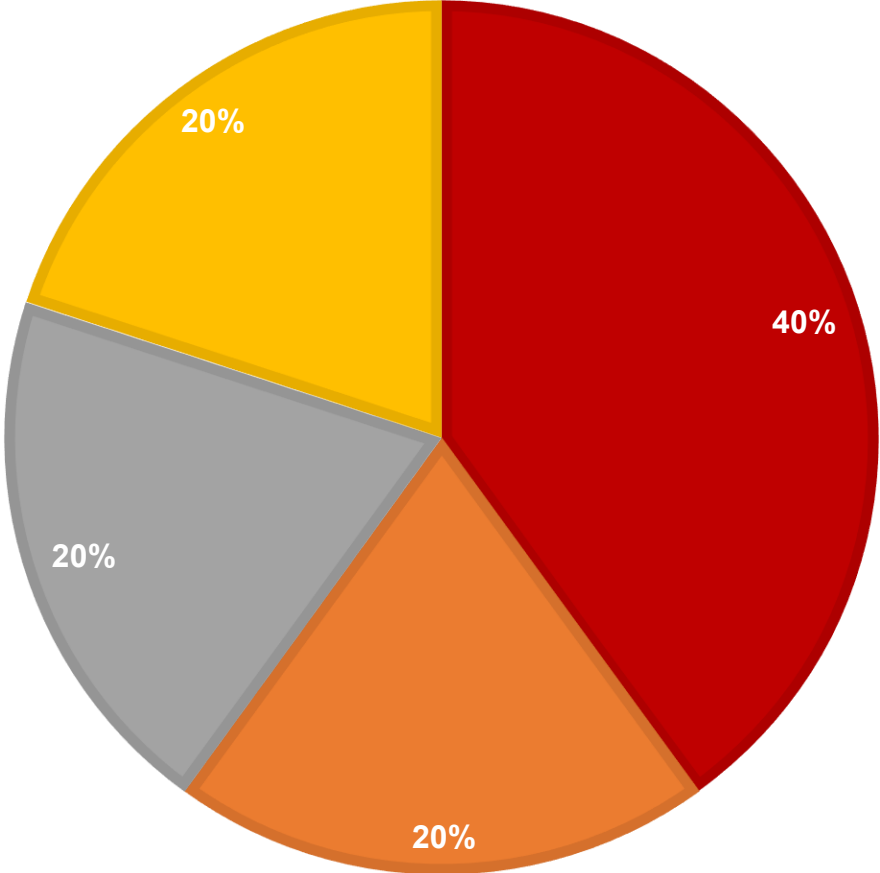


(BACK TO 2.3)

Annex No. 8

OFFER MIX

■ Quality Of Service ■ Brand ■ Product ■ Price



(BACK TO 2.4)

Annex No. 9

1. Experimental Marketing

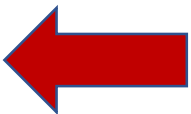
- Multiple interactive activities in stores
- Different events depending on our loyalty program

2. Collaborations

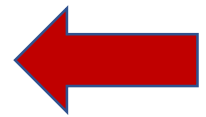
- Expanding client base through collaborating with other brands.

3. Data Base Marketing

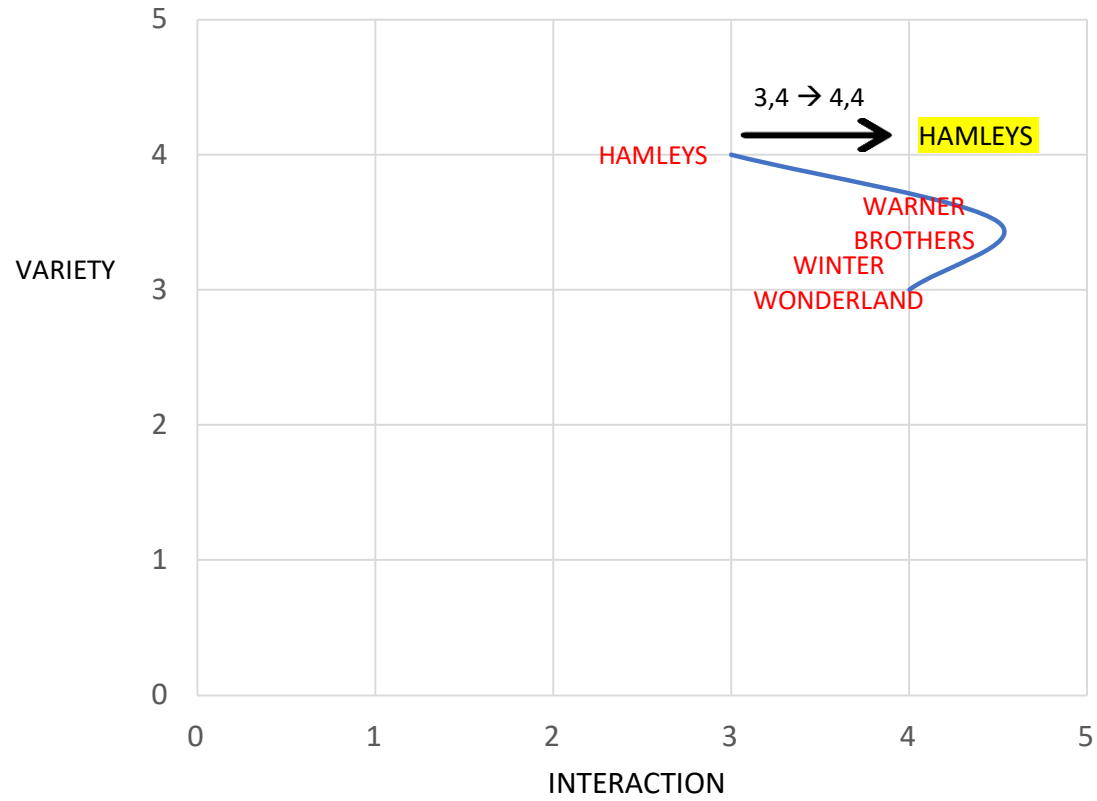
- Regular email updates to all our “members”
- Personalized invites to our **Platinum members** through post



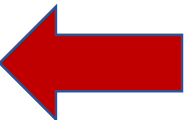
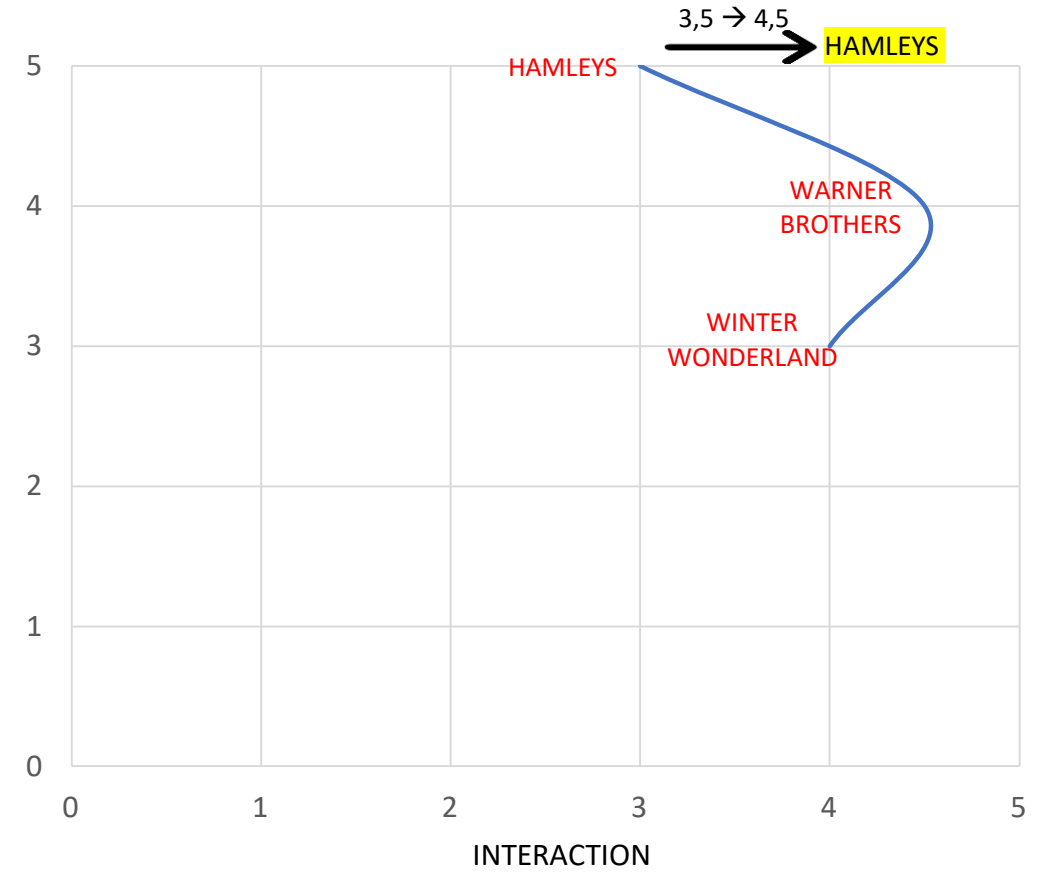
Annex No. 10



Annex No. 11



BRAND
HERITAGE



Annex No. 12



MULTIPLE IN-STORE INTERACTIVE
DAILY/WEEKLY ACTIVITIES
(E.G. MASCOT MEET & GREET,
BOARD GAMES WEEKENDS,
BALLOON PAINTING CLASSES, ETC.)



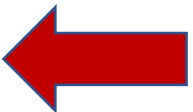
EXCLUSIVE EVENTS FOR OUR
GOLD/ PLATINUM MEMBERS



INTERGRATED DATABASE
MARKETING

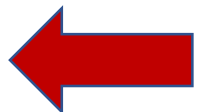
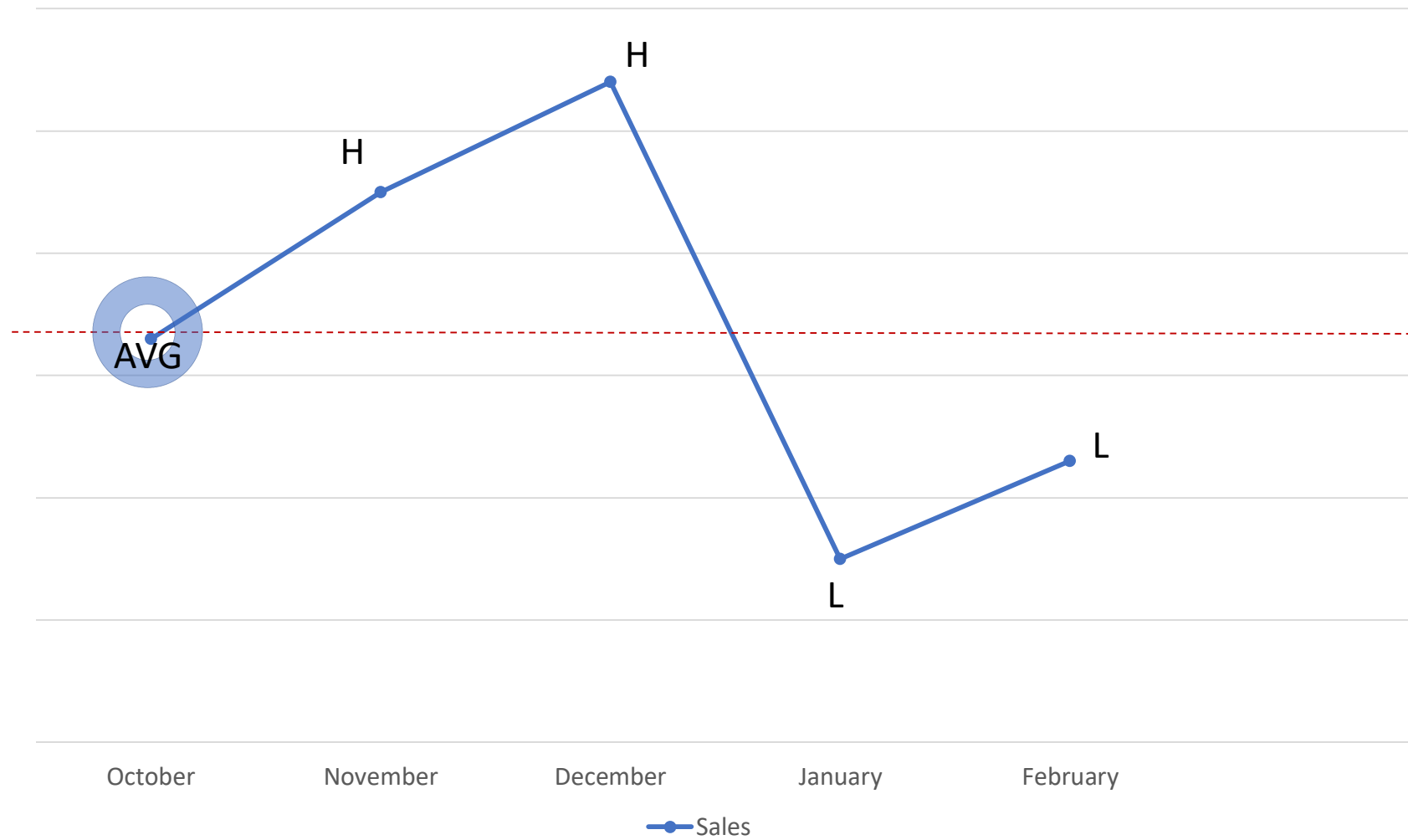


NEWLY LAUNCHED LOYALTY
PROGRAM WILL ALSO
ENHANCE OUR
COMMUNICATION



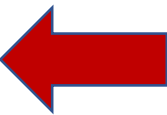
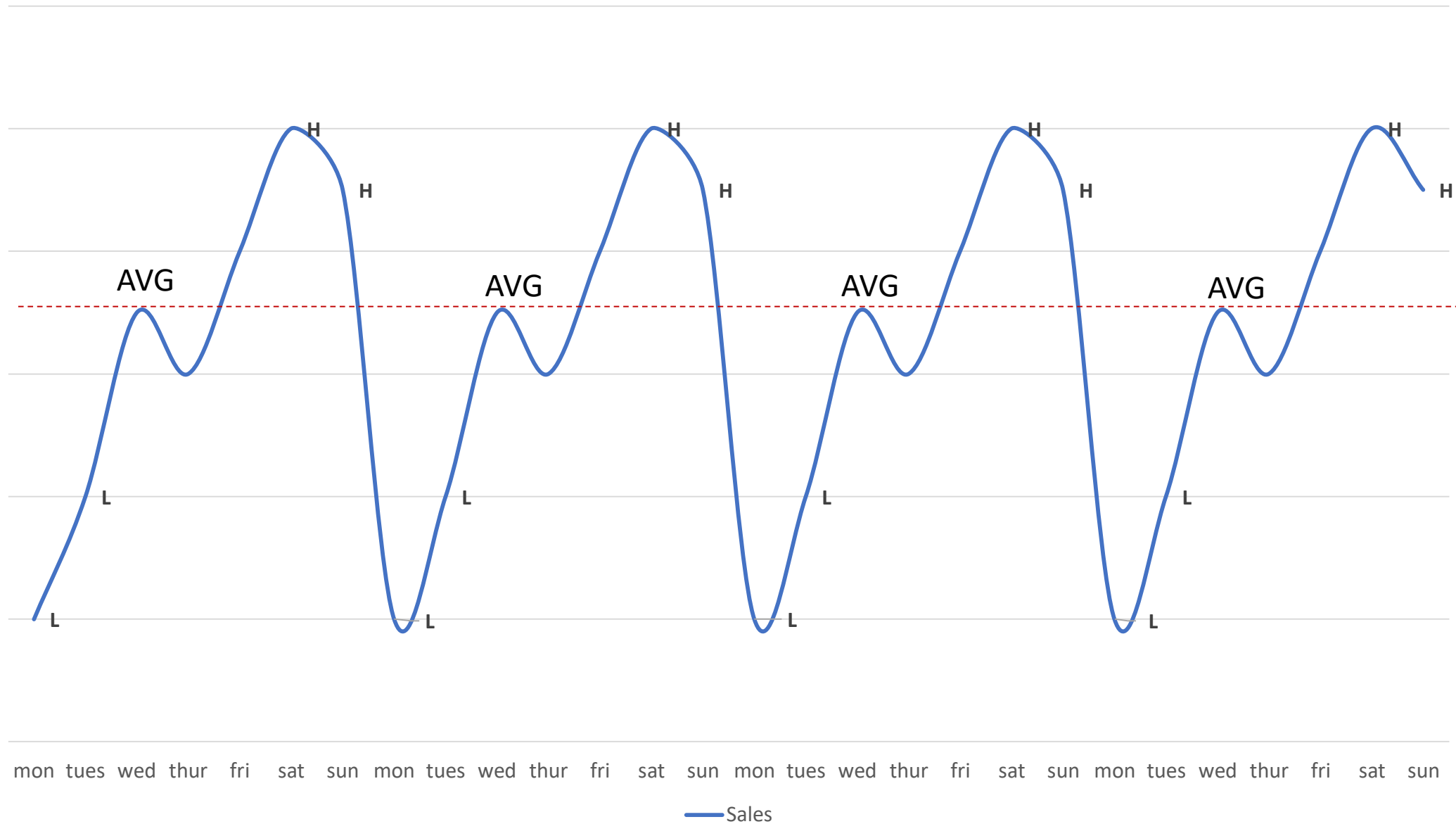
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Seasonality Map



(BACK TO 2.8.1)

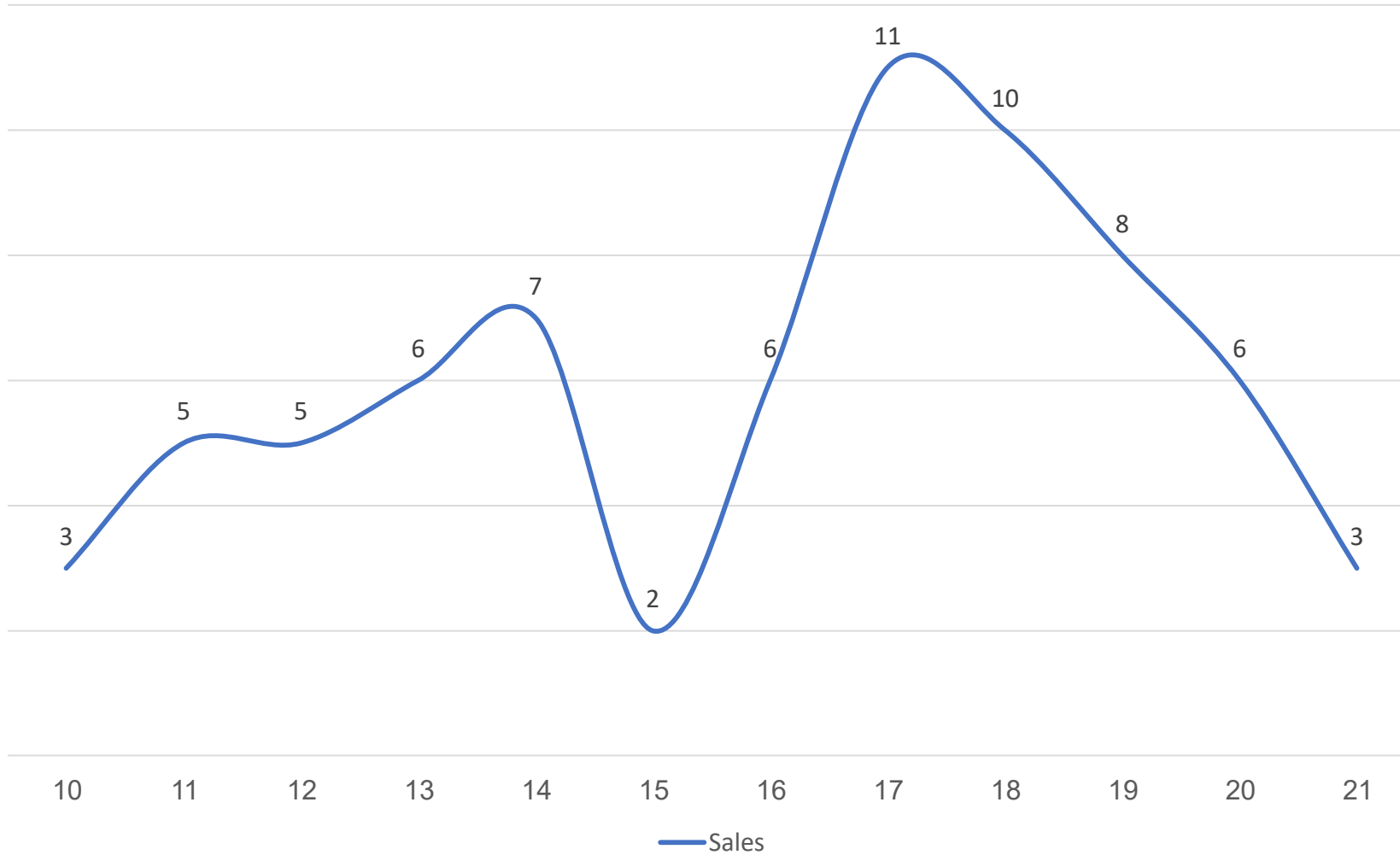
Annex No. 13.2



Annex No. 13.3

Transactions/hour

TRANSACTIONS



(BACK TO 2.8.3)

Annex No. 14

HAMLEYS	
Strength	Weakness
Extensive Variety – product ranges across more than 10 categories	Sometimes associated to kids

CADBURYS	
Strength	Weakness
Enjoyed by all age groups	Limited product portfolio compared to major competition e.g. Nestle

- Both brands are product based but a common characteristic of them is that they are both designed to bring joy and happiness
- The strengths & weaknesses of both the brands complement each other very well



Annex No. 15



Storytelling event with a famous children book writer (up to 150 people invited)

Interactive activities such as painting images from the book, book signing, etc.



First 100 families to enroll in our website are invited to an ice skating event

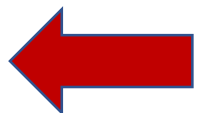
Families who win in all interactive activities get a gift card £50 (upto 10 families)



Launch event for the new capsule collection → fashion show/presentation of the collection

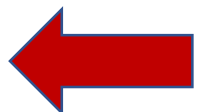
After party for the guests and their children (two different parties)

Initially guest list (celebrities/companies etc.), moving on the event is only for our exclusive members



Annex No. 16

INFLOW			OUTFLOW		
CAPITAL	25,200	60%	EVENTS	16,800	40%
SHORT TERM LOAN	10,500	25%	NON-ALLOCATED FUNDS	8,400	20%
PARTNERSHIPS	6,300	15%	PR	6,300	15%
			TRAINING	4,200	10%
			MARKET RESEARCH	4,200	10%
			SALES & PROMOTIONS	2,100	5%
TOTAL	42,000	100%	TOTAL	42,000	100%



Annex no. 17

- Sales Forecast: £420.000
- We take 10% of our forecasted sales as our marketing budget
- Estimated Marketing Budget = £42.000

