

Name

Professor's Name

Course

Date



# MONTVALE PLAZA MARKETING PLAN

## Situation Analysis

Montvale Plaza is a legal entity with its own separate property recorded on a separate balance sheet. It may acquire and exercise property and personal non-property rights, incur obligations, sue and be sued. The hotel is a medium-sized company, but still has a little difficulty, as its management involves a number of sub-systems.

## Present Marketing Plans

The hotel defines 4 major points of its marketing strategy (Magaš, 2010):

1. Penetration of new market services and products;
2. Market development of services and products manufactured by the enterprise;
3. Market segmentation of services and production (that is, the allocation of the total mass of buyers for their individual groups with different requirements to those of products and sensitivity to the level of its price);
4. Development of new services and products or modifying existing ones for the conquest of new markets (for example, to meet the special requirements of customers, including foreign ones).

# Customer Analysis

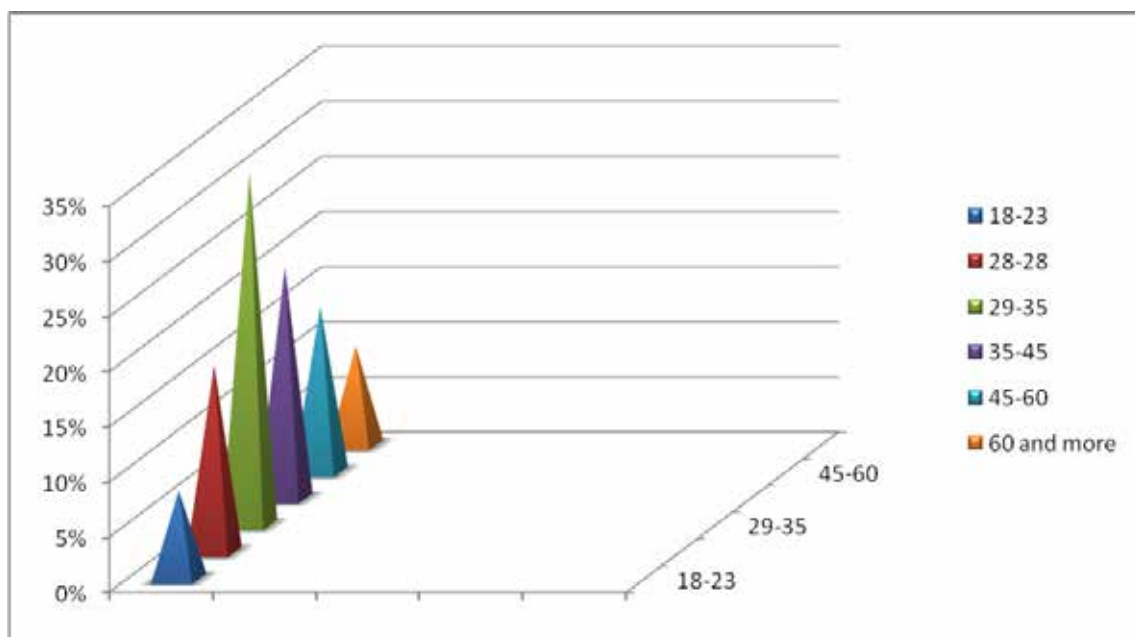
## Current Customer

Services offered by Montvale Plaza hotel and restaurant are designed for diverse audiences thanks to the affordable prices, combined with quality services and products.

## Demographic Data on Target Market

A study was conducted on the basis of the structure of consumers' demographic factors, which revealed the following picture: the data on the gender and age structure show that most of the hotels patrons are men (71%), in the age group of 29 to 35 years. On average, the total number of respondents is 65% and higher than the number of women by 54%. This is due to the fact that people of this age are usually already businessmen, people with good wages (Atorough & Martin, 2012).

## The Age Structure of the Consumers



Thus, the potential customer of the hotel is a male between the ages of 29 and 45. The study showed that most visitors use the services of the hotel because it is convenient (27%). In addition, many (25%) like the quality of services provided. Moreover, 54% of visitors are absolutely satisfied with the quality of services, and 35% are more satisfied than not. This is a very important factor by which Montvale Plaza is gaining loyal customers. In addition, 45% of the total number of respondents thinks that the price of food in Montvale Plaza restaurant is quite normal. The respondents who found the prices high and slightly too high were 9.5% and 24%, respectively, but for 21.5% the prices in the hotel were low (Atorough & Martin, 2012).

## Micro Environmental Analysis

Microenvironment is determined by the forces of direct relevance to the firm and its ability to service customers, suppliers, marketing intermediaries, customers, competitors and contact audiences (Dhir, 2014). Macromedia is a broader social force of the plan that affects the microenvironment factors such as demographic, economic, natural, technical and cultural nature.

## Marco Environment Analysis

### PETS Analysis

*Political Factors: Evaluation of Possibilities and Threats*

#### FACTORS

Changes in legislation;  
Changes in laws and regulations,  
requirements for premises, etc.

Changes associated with the

#### THREATS AND POSSIBILITIES

Threat

Possibility

transformations in the development of small and medium businesses.

The threat from the regulatory authorities and administrations.

Threat

### *Political Factors: Evaluation of Possibilities and Threats*

#### **FACTORS**

#### **THREATS AND OPPORTUNITIES**

Inflation rate:

Threat

There has been a rise in inflation, which has a very unfavorable effect on the enterprise

Rising prices:

Threat

The higher prices for raw materials increase the cost of ready-made dishes, which significantly reduces the profit.

The standard of living of the population

Possibility

The situation with a payment in the region reflects the national trends - the price of labor in Boston is growing (Atorough & Martin, 2012). This can be seen in the changes in wages on standard items.

## *Technological Factors: Evaluation of Possibilities and Threats*

### **FACTORS**

### **THREATS AND OPPORTUNITIES**

The development of technological innovations greatly simplifies the activities of the company (Atorough & Martin, 2012).

Opportunity

## *Social Factors: Evaluation of Possibilities and Threats*

### **FACTORS**

### **THREATS AND OPPORTUNITIES**

**Migration:**  
According to statistics, the number of people immigrating to Boston was 32.9 million people in 2007, which positively affected the restaurant business in the region

Opportunity

The increase in the pace of life (Olia, 2015)

Opportunity

The presence of the working population (potential customers)  
Working-age population is 64.8% of the total, under working is 15.6%, and older than the working age is 19.6% (Olia, 2015).

Opportunity

# Marketing Strategy

## Price

The following key points in determining the price policy in Montvale Plaza may be noted (Montvale Plaza. 2015):

- The price policy is based on the estimated cost of the minimum possible price of the service and product, which corresponds to the lowest cost of production.
- The price policy is based on the analysis of competitors' prices determined by the average level of prices on food and drinks in the restaurant and rooms in the hotel.
- The maximum possible price is set for the high quality and unique advantages.
- The prices are determined by demand and market conditions of the product and service may fluctuate throughout the range from minimum to maximum prices. These prices change in different periods of the life cycle of the product. The price for rooms is not changed during the year.

The following scheme shows Montvale Plaza expenses.

### COST OF SALES

<b>Food</b>	\$16 767 188	35,00%	35,00%
<b>Beverage</b>	\$2 229 365	27,70%	27,70%
<b>Total Cost of Sales</b>	\$18 996 553	33,95%	
<b>Gross Profit</b>	\$36 957 947	66,05%	66,05%
<b>Controllable Expenses</b>			
<b>Payroll</b>	\$17 233 986	30,80%	30,80%

<b>Employee Benefits</b>	\$2 685 816	4,80%	4,80%
<b>Direct Operating Expenses</b>	\$2 909 634	5,20%	5,20%
<b>Music and Entertainment</b>	\$55 955	0,10%	0,10%
<b>Advertising and Promotion</b>	\$1 063 136	1,90%	1,90%
<b>Utilities</b>	\$1 902 453	3,40%	3,40%
<b>Administrative &amp; General</b>	\$1 175 045	2,10%	2,10%
<b>Repair &amp; Maintenance</b>	\$951 227	1,70%	1,70%
<b>Total Controllable Expenses</b>	\$27 977 250	50,00%	50,00%
<b>Income Before Occupation Costs</b>	\$8 980 697	16,05%	16,05%
<b>Repair &amp; Maintenance</b>			
<b>Rent</b>	\$2 797 725	5,00%	5,00%
<b>Other Taxes</b>	\$111 909	0,20%	0,20%
<b>Property Insurance</b>	\$391 682	0,70%	0,70%
<b>Interest</b>	\$223 818	0,40%	0,40%
<b>Depreciation</b>	\$839 318	1,50%	1,50%
<b>Total Occupancy Costs</b>	\$4 644 224	8,30%	8,30%
<b>Restaurant Profit</b>	\$4 336	7,75%	7,75%
<b>Before Taxes</b>	474		
<b>Desired Profit Before Taxes</b>			

## Place

Montvale Plaza is situated in Boston. There are seven huge hotels in Boston. Boston is a very convenient place for sustainable development of the particular chain of hotels.

## Product

Analysis of the Montvale Plaza restaurant formation range of dishes is carried out by determining its properties (width, depth, and richness, stability) to plan menus and parameters (coefficients). Analysis of the latitude range in Montvale Plaza can be divided into the following groups (Montvale Plaza, 2015):

- Wedding menu
- Social Menu
- Corporate Menu
- Quinseatera Menus



## Montvale Plaza Marketing Recommendations

1.	Implement a modern automation system restaurants, which will accelerate not only the processes of care, but also simplify the work with checks
2.	Regularly conduct market research, including a study of the status and capabilities of its own enterprise
3.	Create a new and improved products based on the results of market research, product range optimization according to customers' requests restaurant complex (even adhering to traditional dishes, in connection with the worn kitchen equipment,



	you can update the menu, modernize the ingredients)
4.	Allocate resources to continuously improve the educational level of the subordinates
5.	Work out a common strategic vision of the company
6.	Improve the company's corporate identity
7.	Organize work in advertising and sales promotion

# Appendix 1

## Customer`s Survey at Montvale Plaza

<b>Customer Analysis: Montvale Plaza</b>			
Demographics	What race are you? <b>A.</b> White <b>B.</b> Black <b>C.</b> Hispanic <b>D.</b> Asian <b>E.</b> Other _____.	What is the last level of education you have completed? <b>A.</b> High School <b>B.</b> Trade School <b>C.</b> Bachelors <b>D.</b> Masters <b>E.</b> Other _____.	Are you currently employed? <b>A.</b> Full-time <b>B.</b> Part-time <b>C.</b> Unemployed <b>D.</b> No Comment
	What Gender are you? _ Male _ Female	What is your area code? _____	How old are you? <b>A.</b> Under 18 <b>B.</b> 18-24 <b>C.</b> 25-29 <b>D.</b> 30-40 <b>E.</b> 40 and above
Behavioral	What are the restaurants you usually visit?		
	What brought you to Montvale Plaza? <b>A.</b> Quality of the product <b>B.</b> Price of the product <b>C.</b> Convenience <b>D.</b> Service <b>F.</b> I don't know where I am	How often do you eat at Montvale Plaza? <b>A.</b> 3x or more/week <b>B.</b> 1x/week <b>C.</b> 1x/month <b>D.</b> 1st Visit	Were you satisfied? Let us hear it! Leave a comment: