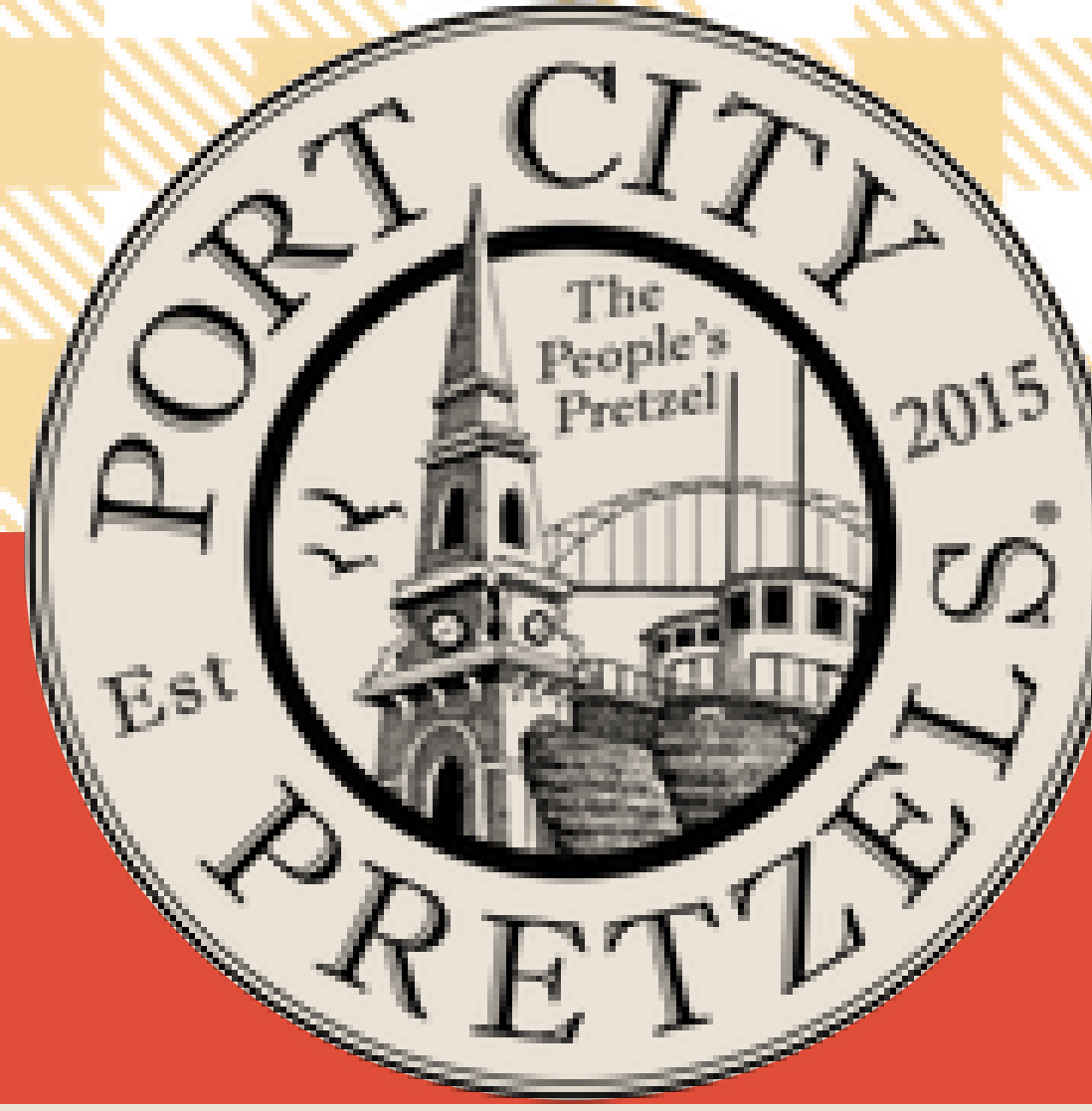


People's



Pretzels

Buyer Personas



Busy Betty

Mother
Soccer coach
Always on the road
Lives for her kids
Helps support other parents



Social Sam

Loves to have fun
Has friends over every weekend
College student
Cares about environment



Restful Rodger

Spends a lot of time in house
Retired
Likes to snack while watching TV
Enjoys hosting family and grandkids

What is Port City Pretzel?

In 2015, Suzanne Foley added a twist to her old family recipe to create something magical, called Port City Pretzels. Everyone in Suzanne's circle craved the recipe, and she saw an opportunity to share her beloved snacks with the world. With that said, her pretzel became a hit and a regular for many televised sporting events and social gatherings. But Port City Pretzels is more than that. It is the business' core philosophy that drives people to love the brand and purchase the product.



SWOT Analysis

Strengths

Consistent 5 Star Reviews
National Online Ordering
Variety of Flavors

Weaknesses

Low Presence in Supermarkets
Limited Pricing Flexibility
Not The Healthiest

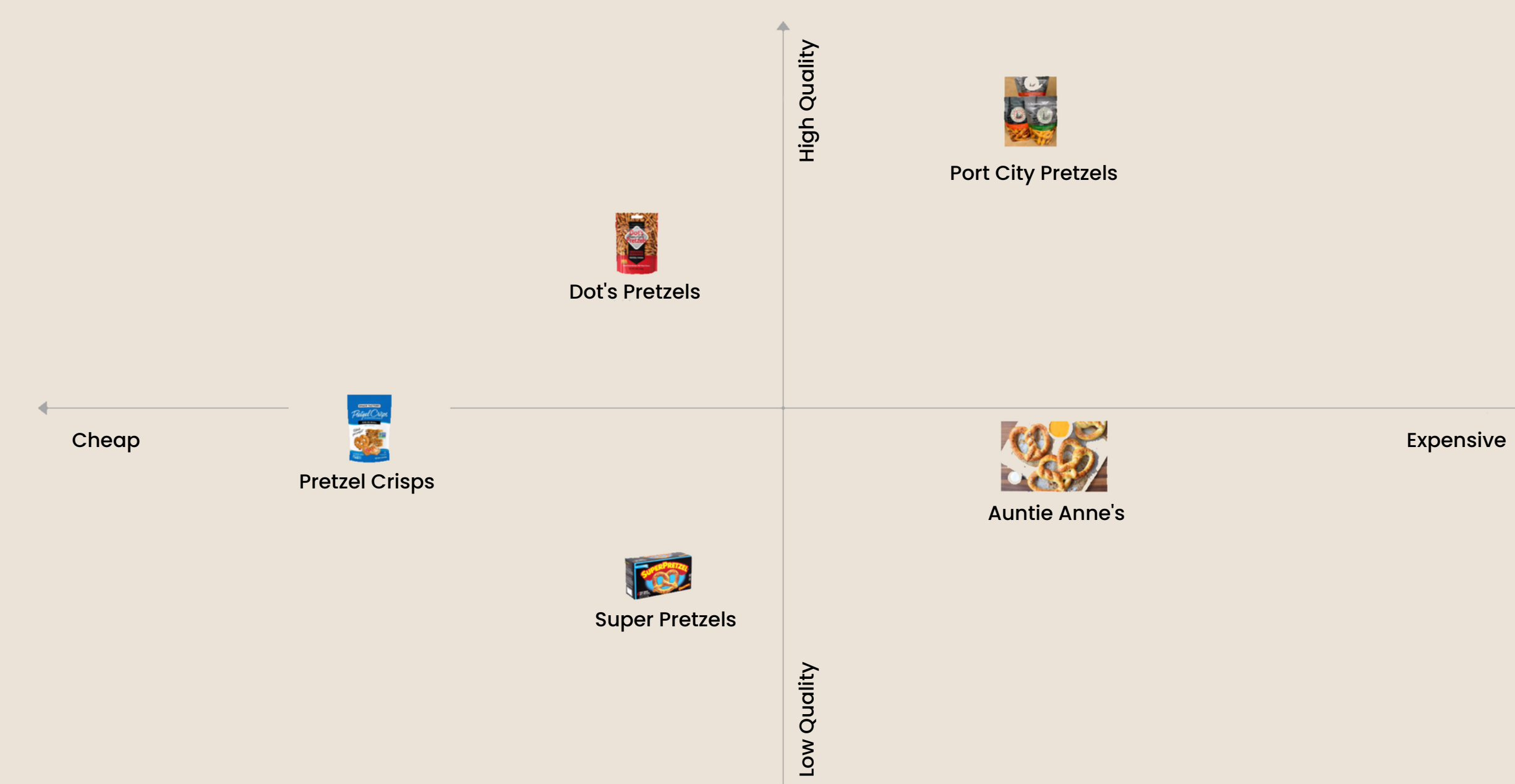
Opportunities

Growth in Newer Markets
Growth in Alternative Locations

Threats

Popular Product Competitors
International Competition
Rising Cost of Raw Materials

Perceptual Map

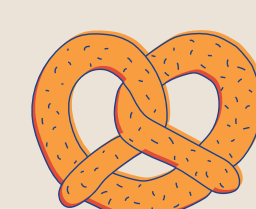


Statement of Work

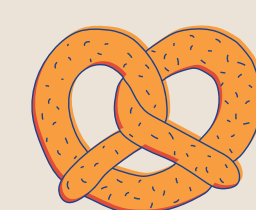
The company's original story was targeted at locals and visitors of the Portsmouth area. Port City Pretzels wants the new story to appeal to the wider audiences in the national market.



The Team's Goals



Raise National Brand Awareness



Rebrand Story to Appeal to Wider Audiences



Provide a Marketing Plan for The New Story

The New Story

"Do it with love... This is the attitude that helped build Port City Pretzels. This attitude not only drives our operations but motivates all of us to do better. Beyond pretzels, as a woman-run business, we hope to inspire many to pursue their dreams, to keep on learning, and growing. And always remember...

Believe in yourself
Believe in the goodness of everyone!"

Marketing Plan

Blog/Press-Release

- New Story Blog Posts
 - 7 out of 10 customers say that they prefer learning about a company through an article compared to an ad (Roper Public Affairs).
- Add Call-to-Action: Help attract new customers and retain loyal customers.

Social Media Marketing

- Create a "story campaign" on social media platforms
 - 48% of the world's population is on social media (Statista)
- Share consumers and employee stories on social media that will represent the brand and get people involved
- Work with local community members with a strong social media presence to spread brand-awareness

Product/Physical Marketing

- POP displays
 - 74% of all purchases are not planned in advance
- In-store discounts/promotions on new story package
 - Posting advertisements in store flyers
- Sponsoring relevant events in greater New England area to increase brand presence



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