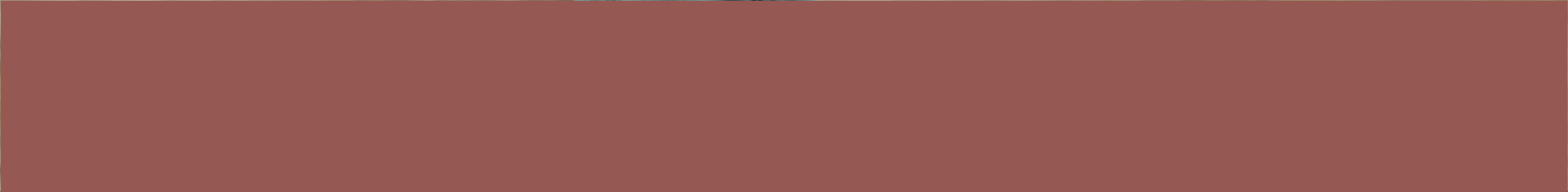




ahwa



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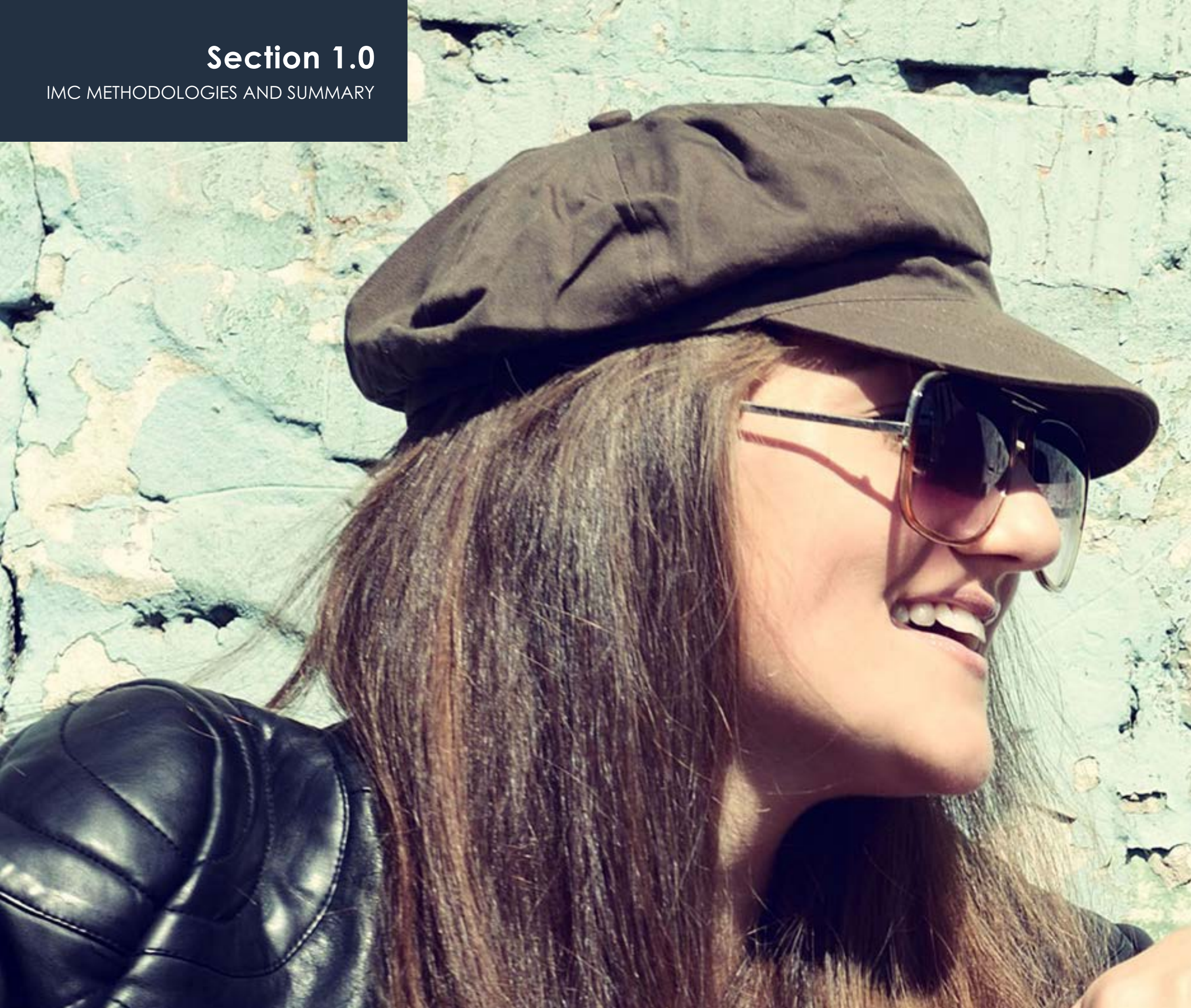
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## Section 1.0

IMC METHODOLOGIES AND SUMMARY



### 1.0 IMC Methodologies and Summary

Ahwa is a company with a screen-printing service and a product, graphic t-shirts. The t-shirt brand has a different target market than the screen-printing company. Therefore two different approaches will be taken in marketing to the two retail segments. The main goal is to build brand awareness and create brand equity for both segments.

#### CUSTOMERS- T-SHIRT BRAND

The primary aim for advertising to retail customers is to increase sales. Social media, free samples and direct mail will be the main methods of advertising to this market segment. A guerilla-marketing plan will also generate brand awareness while representing Ahwa in a positive and humorous way. Personal selling will also be a key factor in building relationships. This will allow Ahwa's representatives to get familiar with customers on a personal level as well as their wants and needs.

#### BUSINESS-TO BUSINESS- SCREEN PRINTING

Business-to-business relationships will be built mainly through personal selling. The face-to-face relationships will be important in this case, as this is how Ahwa plans to get to know their customers and what they need. This way, customer relationships will be built. Print media and direct mail will also be used to reach businesses. This will include newspaper inserts as well as email blasts and personal phone calls. Data management will also be put into place to be able to carefully analyse their customers at any given time. These methods are being used because businesses are more likely to communicate better this way.

**The total cost of the IMC is \$173,945.**



## 1.1 Company Background

### COMPANY DESCRIPTION

Ahwa Inc. is a screen-printing company that offers graphic design services to all their customers. These services are required for promotions, advertising, branding and other requested designs. Having been in business for a little under 3 years, Ahwa is still pretty new to the screen-printing and graphic design industry. On a yearly basis, the sales range between \$35,000 and \$50,000, including bulk t-shirt sales, as well as, small personalized jobs.

Ahwa is currently located in Coconut Creek, Florida in a small warehouse. As a start up company, this location was primarily chosen because of its affordable rent. Secondly, it was just big enough to fit the equipment used to carry out orders. It is in a very quiet neighbourhood with very little traffic and is sufficient enough for the company at the moment.

### COMPANY HISTORY

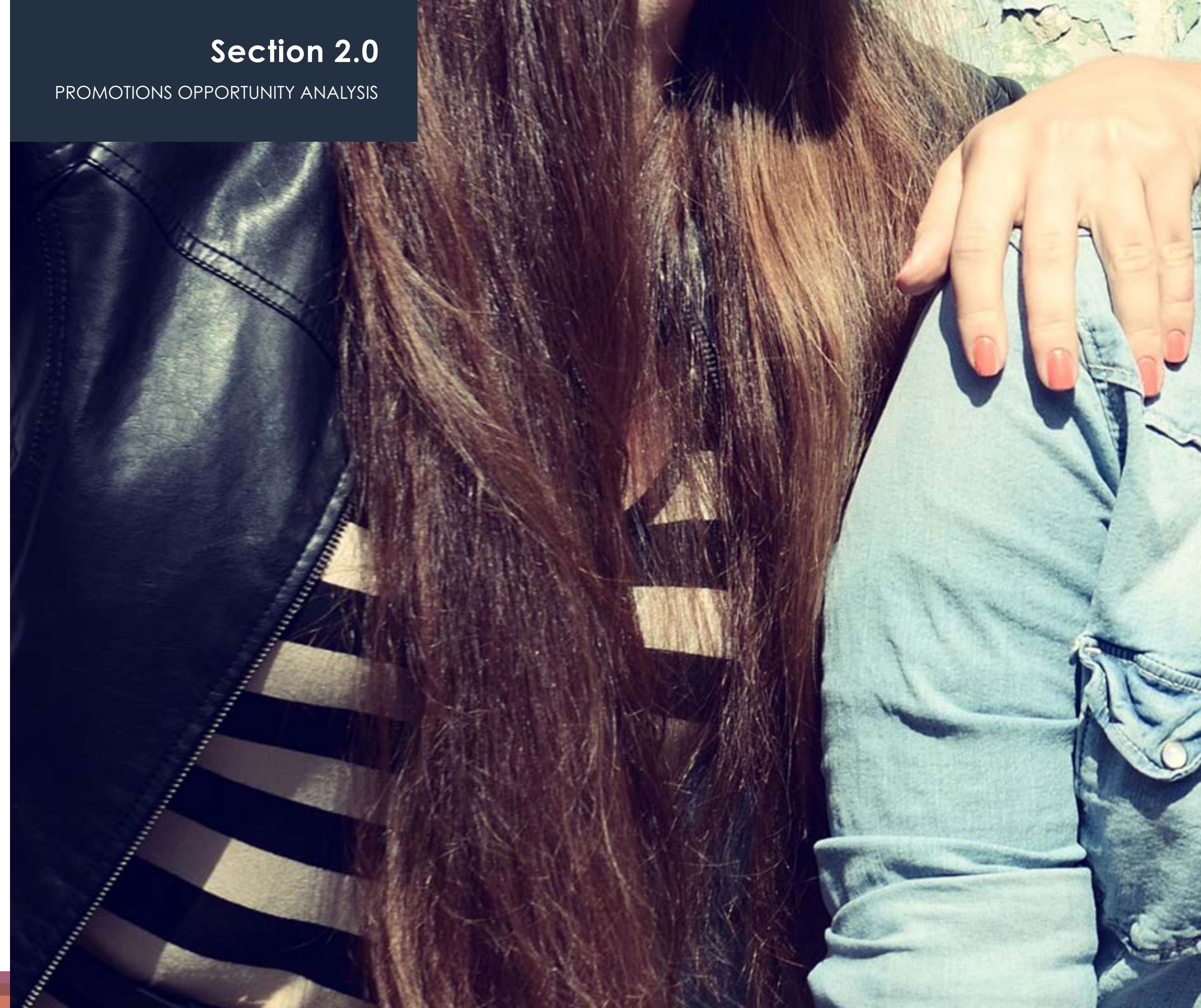
The company's name "Ahwa" actually means siblings as brother Shane Marsh and sister Shanelle Marsh established the company. Seeing that both owners were born and raised in Jamaica, the root idea for this company was to produce a unique clothing line that could depict fashion in a different light. Thoughts of the Caribbean culture mixed with the continuous changes and additions made in the world of fashion would give customers a different perception of clothing.

Seeing that there is so much competition in creative industries, it has been a slow climb up the ladder for Ahwa. To date, they have managed to start building their brand through social media, their website and, word-of-mouth. As a result, they now have a small clientele, which will hopefully grow in the future. Sales have increased but are never steady due to the lack of consistency in business.

Shanelle Marsh, assistant manager has a background in the design world as she has obtained a Bachelor's Degree in Graphic Design and an Associates Degree in Web Design. Having said that, the design aspect of Ahwa has been more successful than the screen-printing. However, the aim is to use the strength of their designs to enhance their screen-printing by exploring different techniques to make their work more unique and desirable by customers. On the other hand, designs will be used to help customers to build their own brands, for promotions and to tend to other personal requests.

## Section 2.0

### PROMOTIONS OPPORTUNITY ANALYSIS





## 2.0 Promotions Opportunity Analysis

### BUSINESS TO BUSINESS

- **Market Penetration: Source existing retailers and new clients to carry products:**

In order to source these retailers; research will be done to find local stores that carry similar merchandise. The products that will be presented would be carefully designed and made with these specific retailers' preferences in mind. When making the sales proposition to the different stores, a marketing strategy would be needed and a product in hand.

### CONSUMER

- **Product development around an Ahwa Inc. clothing line:**

It is very popular in the printing industry to use products as a means of branding. Seeing that one of Ahwa's strengths is graphic design, this can work as a very meaningful way of promoting their brand in an effortless and affordable manner. Graphic elements, if done right, can easily become memorable. With this in mind, Ahwa intends to put together a promotional design to use on t-shirts, pens, cups and other elements to start making themselves known as a brand. For example, "I love NY", "The Rolling Stones" t-shirts, "Che" t-shirts and other t-shirts along that line; people are drawn to these designs, not only because of what the design looks like, but also for its meaning. In this case, the Ahwa brand will be established with a certain lifestyle in mind; laid-back and easy going. With this idea and campaign to match, they will target individuals that are drawn to this lifestyle.

- **Optimise Website**

The Ahwa website will be one of the main means of promotion. Customers will be informed about the website via the many social media platforms that Ahwa is on. The site will include information about the company itself as well as what they offer and the availability of their products. In addition, there will be sales and promotional pieces that will help build Ahwa as a brand.

## 2.1 Competitive Analysis

Ahwa's competitors are both local and international. Three main competitors are Cooyah , Bob Marley Clothing Line and Logo Shirts.

Cooyah ("World's No# 1 for Caribbean Culture and Style through clothing.") is a clothing line based in Jamaica. They mainly produce graphic tees that have Jamaican/Rastafarian colors and Caribbean related imagery. In addition, they also have swim suits, dresses, hoods, bottoms, bags and hats for men, women, girls and boys.

Bob Marley Clothing is a branch from the well-known Bob Marley brand. They produce fashion elements associated with Bob Marley and the Rastafarian culture.

Logo Shirts provides embroidery and screen-printing as well as ad specialities for any size business. These businesses may include; banks, restaurants, summer camps and hotels.

Ahwa is still very new to the industry and is still trying to learn as much as they can to better their business. They are currently observing and following up on the behaviour of their competitors as well as existing and future trends in order out shine the existing competition.

The first issue Ahwa plans to tend to is the provision of quality merchandise. All the competitors above are known to produce good quality products. Ahwa's aim is to provide better. They will spend time researching different sources and types of cost efficient t-shirts. Material is very important to this type of business. Whether the t-shirts will shrink or stretch or if they will last is usually a general concern customers have when purchasing t-shirts. Will the paint stay or will it wash out quickly? Ahwa wants to ensure that they always have these bases covered by continuously sourcing the best products available to ensure satisfactory deliveries.

With competitors Bob Marley Clothing and Cooyah in mind, Ahwa is taking a different approach to the way they go about making their designs. Being one of many Caribbean clothing lines, Ahwa's focus is not like the others. Instead of focusing on the typical Rasta colors and Jamaican colors, they have chosen to focus on culture. They are listening to the thoughts of their audience and making it into art. Ahwa's designs are based on heart-felt memories that not only Jamaica, but also other Caribbean people can relate to. It is more about a lifestyle rather than just using the colors from a specific country. This way, more target markets are accessible and more people will be able to identify with their products.

For the most part, Ahwa has the same prices as their competitors. However, their aim is to make a better product to exceed the expectations of customers. This will make them feel more comfortable spending this amount on their products because they will be getting more for the same price.

## 2.2 Environmental Analysis

### NEW TECHNOLOGY

Technology constantly changes, and seeing that Ahwa's production depends on technology, it is very important to keep up with its ongoing changes. Primarily, they will need to be aware of the new available sources that can possibly make production easier and cheaper for them. In addition, it is also important to keep track of the updates that take place in the software used to provide graphic design services.

### NEW COMPETITION

The fashion industry never stops growing. There are numerous upcoming clothing lines that will present different styles and prices that could weigh on the chances of other companies' success. It is very important to keep track of the companies in the industry that succeed. Make note of their tactics in sales, advertising and promoting. This should be the example to follow and surpass to ensure that a company succeeds in the market and keeps their target market interested in their products and always satisfied.

### INDUSTRY TRENDS

Industry trends are the most important factors of Ahwa's success. Although their aim is to be unique, it will be important to incorporate trends to satisfy their customers. Mass sales in the clothing industry depend on what is "in season" at any given time. The target market that Ahwa aims to please will be a part of the group that keeps track of such things. As a result, it will be in their best interest to learn how to make their unique designs merge with fashion trends to make desirable pieces of clothing.

This will also be important in the screen printing and graphic design segment of Ahwa's services. In graphic design, there are also trends that change continuously. This usually happens on a yearly basis and is now more important than ever as everything is becoming digital. In screen-printing there are technique trends that revolve and like fashion trends, will appeal to a mass audience.

## 2.3 Communication Strategy

### INDUSTRY

In the fashion industry, the communication strategies are usually very similar among the various brands. Due to the rate that technology is progressing, web presence is now vital to be successful in the fashion industry. This is where a lot of inspiration and influence take place as trends and popular topics circulate.

Secondly, print media is used. Magazines are known for featuring fashion trends and discussions about what is going on in the fashion world. Therefore, this media is often used by established brands. In addition, TV commercials are also used; in this media, celebrities are often an object of influence as they are sometimes the people featured in these commercials.

Social media has also become an ideal way to advertise clothing as many people look to this platform for advice, information and trends. This is also used to promote companies and make customers aware of updates and new things that may be happening within their company. Overall, this industry is known to use numerous mass medias to advertise their merchandise. This way, they manage to reach their target markets easily.

### AHWA

One of Ahwa main focuses is providing appropriate and effective communication tools for their customers. Along with the screen printing and graphic design services, they are also building a brand, so this is presently a very crucial factor in their growth.

Ahwa's target market varies, so does their communication strategies. A plan has to be made to fit each customers lifestyle and needs. For the younger and more fashion forward customers, social media is their main source of communication. These people are usually technologically inclined and very in-tune with the many social media platforms. This medias allows Ahwa to share pictures, ideas and updates on what is happening with their company constantly. Their main social media platform is Facebook. Here, Ahwa posts different designs and upcoming events to make their customers aware of the new availabilities. This is also used as a mean of getting to know what people like. The "like" and commenting functions on Facebook give individuals the capability to share their opinions and give positive or negative feedback on products

and ideas to help in their decision making. Specials and promotions are also posted on Facebook.

Again considering Ahwa target market, events are also a very effective way of communicating with clients. Caribbean people usually lead a laid- back lifestyle and are very drawn to such gatherings. Therefore, Ahwa uses small events to promote their company. These events may take the form of a car wash, a cookout or just a simple "chill" gathering. At these events they take the opportunity to do giveaways, as well as, make products available for sale. This is also used as a means of raising funds.

In the future Ahwa plans to use mass media as their primary media for advertising. Magazines, commercials and print medias have proven to be a good means of communication in their industry. Even so, Ahwa's competition has yet to reach this level of communication. They mainly advertise through their web presence via their website. This is another way of communication that Ahwa has recently implemented, in collaboration with social media; they promote their products and make them available for purchase online.

Another very important communication tool for Ahwa is personal selling. This was the first and only communication tool they started out with as a company and they plan to continue using it. This is an important way of selling for them for many reasons. This is the best way to interact with customers and build relationships. When selling to a customer face-to-face they get the chance to fully explain their products and services in detail. This information is usually more than can be found via other methods of communication. They also get to demand the customer's full attention, which makes it easier to use the persuasive method of selling, this way they get the opportunity to possibly close the deal.

In conclusion, Ahwa presently uses social media, small events, and personal selling as their means of communication. As they grow as a company, they will embrace the mass media option, as this would be best for them to grow in their industry.

### COMPETITORS

Ahwa's competitors mostly use the web as a means of advertisement. They do this through their websites and social media. Through these medias, they have information about their brand and what they offer to their customers.



## 2.4 Market Segmentation & Target Market

### BUSINESS TO BUSINESS

#### Market Segmentation

##### Industry

The Ahwa company can be placed under several headings; they are part graphic design, screen printing, fashion and retail industry. Therefore, each of these areas are targeted in order to thoroughly study and satisfy each group.

##### Size of Business

This is a small business that is directed mainly by its manager. He does all the purchasing and selling decisions with the help of the assistant manager. They have to decide on what products are best to send the right message for their company and what they represent.

##### Geographic

Local businesses in Florida will be the main focus of this company. In addition, they will try to reach outside the country to the Caribbean where there may be an interest in investing and possibly carrying Ahwa's products.

##### Product Usage

The main products Ahwa provides are t-shirts that are used as an element of clothing. Even so, it will be used to make a fashion statement. In the case of custom design, it can be used as a uniform to be identified with a certain group or cause. The purpose of their products is to build and enhance brands as well as satisfy individual customers' needs.

##### Target Market

Screen-printing and design services will be targeted more at small businesses and individuals who are looking to get t-shirts or other objects personalized. These businesses may include; hairdressers, mechanic shops and other sole proprietorship or partnership businesses. They also target musicians who are looking to personalize items as well as build a brand for themselves.

### CONSUMER

#### Market Segmentation

##### Demographics

- Age groups 13-45 and 45-70. These age groups are separated because they would most likely be interested in different aspects of the services and products that Ahwa offers. The younger groups ranging from 13-45 are more associated with the fashion aspect of the Ahwa brand. The older group will be more interested in the services such as graphic design and screen-printing for custom pieces.

##### Psychographics

- Although Ahwa focuses more on Caribbean people that will understand their brand, tourists and other cultures may also be interested in their product. Like many ethnic associated brands, tourists are drawn to products that symbolize a certain place. In addition, the portrayal of a laid back lifestyle will also cause people outside of the Caribbean to gravitate to their brand.

##### Generations

Ahwa will mostly target Generation Y. This generation is more conscious of trends and are more inclined to spend money on fashionable clothes.

##### Geographic

Their products are made to be distributed worldwide. Seeing that the company is based in Florida, this will be the main distribution area. In addition, with the help of advertising and promotions, they also hope to reach to other parts of America, as well as Caribbean countries.

##### Geodemographics

In the future, Ahwa intends to do promotions through different media forms. These will be distributed to young adults and in business areas.

##### Benefits

Ahwa's customers get a chance to acknowledge their childhood way of life through their fashion choice by purchasing their products. It can also signify that an individual, even if not from the Caribbean, leads life this way also.



## 2.5 Brand Strategy & Positioning

### Usage

This brand appeals to different segments of people. The wide heading of Caribbean people can be broken down into promoters, singers, fashion forward individuals and those who are very aware of their ethnic roots. Tourists are casual customers.

### Target Market

#### Geographics

Ahwa's primary target market is in Florida where many Caribbean people live and also where the company is located. Secondly, an effort will be made to reach the Caribbean countries directly.

#### Demographics

Products are created with middle class individuals ranging from ages 13-70 in mind. Their occupations and education may vary, as different people desire the products and services that Ahwa provides.

#### Psychographics

Ahwa t-shirts are targeted to ethnic people. They will most likely be humorous with a laid back personality. These t-shirts will probably be worn on a daily basis as well as more important events; as fashion trends have shown where t-shirts are now dressed up with other clothing elements to give a different look.

### BRANDING

The name of this company means siblings. It seemed appropriate as the manager and assistant manager are brother and sister and it also had the same pronunciation as "what is it" in the Jamaican dialect, "Ahwa". With this name, the main target market will be able to relate to the brand easily. Presently, the Ahwa Inc. logo has a very minimal modern look. The color grey was chosen because it is neutral and very easy to design around. To add a little more color, orange was chosen as it is thought of as exciting and joyful.

### BRAND PILLARS

Ahwa's most dominant brand pillar is their unique approach towards building their brand. Although they have many competitors that concentrate on the same cultural theme, Ahwa does it differently. Instead of using the typical color scheme idea, Ahwa uses the laid back lifestyle of Caribbean people as their inspiration. Many people will be able to relate to this as it will trigger memories and re-enforce their roots in more ways than just the symbolism of familiar colors.

### BRAND POSITIONING

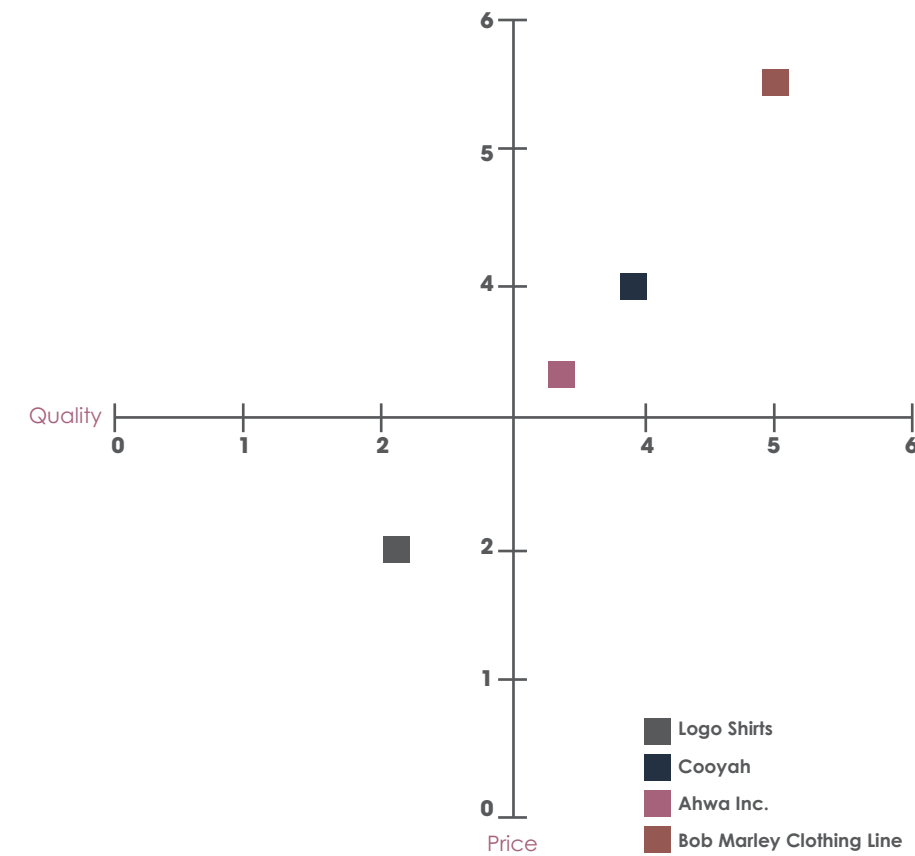
Ahwa is presently at a moderate stage in their brand positioning. In comparison to their competition, they presently have lower quality goods at lower prices. However, they are at an advantage as the quality is not much lower than their competitors. As a result, many customers may see it as a better fit to invest in an Ahwa product rather than pay more for a product that may only cost that much because their brand is well established. Their products are also a strong cultural symbol. The brand, Ahwa, doesn't only represent a set of people but a way of life. This is the main message Ahwa aims to send to each customer with hope that they will be able to identify with, and appreciate their brand as more than just a product, but something they can connect with emotionally.

#### Current logo





## 2.5.1 Product Positioning Map



The graph above shows the current position of Ahwa Inc. and a few competitors. Bob Marley Clothing Line has the best quality products at the highest price. This may have stemmed from the fact that this is the oldest and most established company of them all. They have a very strong theme and background that can afford to produce products at this standard. Cooyah is closer to Ahwa in this quadrant as they may have more in common. They are less expensive than Bob Marley Clothing Line but more expensive than Ahwa. They are also an established brand that targets Caribbean people. Their quality is much less than that of the Bob Marley brand but they share a similar theme in the production of their goods. Ahwa is the lowest on this quadrant as they have the lowest prices and produce moderate quality products. Though similar, Bob Marley Clothing Line and Cooyah Clothing are also very different from Ahwa. Apart from the fact that they put a unique twist on the same theme, they also offer more services than the others. Logo shirts has the lowest quality. They do not have many similarities with Ahwa's other competitors as they only associate with one of the services that they offer; screen-printing.

Ahwa is striving to move up on this graph in quality and product variety as they focus on maintaining a continuous stream of innovations. They would like to go far beyond just screen-printing. Their aim is to produce the best quality products at a reasonable price.

## Section 3.0

IMC OBJECTIVES  
MARKETING & FINANCIAL





### 3.0 IMC Objectives Marketing & Financial

#### MARKETING OBJECTIVES

##### Increase Sales

Ahwa wants to increase their sales. In doing this, they will concentrate on each section of their target markets as they may make use of different services and products offered. With that said, they want to increase sales 20%. This may include partnerships as well as clients or upcoming businesses that mostly utilize the screen printing and graphic design services they offer. Seeing that the brand "Ahwa" is just being established, they would like to increase the sales by at least 50% among young adults, both male and female. The time frame for these goals would be between 9 and 12 months. During this time, the necessary marketing efforts will be put in place to make this happen.

##### Increase Brand Awareness

Ahwa would like to build their brand by creating a campaign that will promote them by using a sequence of imagery. These ads or images per se, will be used to create a place in its customers mind for their brand. They will be able to associate their brand with these images and style of images anytime they see it.

##### Increase Product Awareness

The products that Ahwa offer are already very popular in their industry. Therefore, they are going to concentrate on making themselves unique to be desired by their target market. They will make their possible customers aware of what products and services they can provide and why they are different from everybody else in their industry.

#### FINANCIAL OBJECTIVES

- Increase Sales- 50%
- Maintain a positive cash flow
- Use 5% of profit towards advertising efforts to generate sales and establish their brand
- Be aware of the cost of goods to perform services on a monthly basis.

**The total cost of the IMC will be \$173,949.**

### 3.1 IMC Budget

Marketing Category	2014	
	Amount	%
Advertising	\$10,300	6%
Interactive-Alternative Marketing	\$32,304	19%
Direct Marketing	\$21,860	13%
Sales Promotions	\$70,000	40%
Personal Selling	\$1,000	0.5%
Public Relations	\$2,100	1%
IMC Support	\$13,000	7.5%
Creative	\$23,385	13%
<b>Total</b>	<b>\$173,949</b>	<b>100%</b>



### 3.2 IMC Master Schedule

2014 – FIRST QUARTER				
MEDIA	JAN	FEB	MAR	TOTAL
Advertising	\$775	\$400	\$1,200	\$2,375
Interactive-Alternative Marketing	\$2,692	\$2,692	\$2,692	\$8,076
Direct Marketing		\$5,465		\$5,465
Sales Promotions	\$8,750	\$8,750		\$17,500
Personal Selling	\$1,000			\$1,000
PR/Sponsorships	\$1,050			\$1,050
IMC Support	\$2,000	\$1,000		\$3,000
Creative	\$23,385			\$23,385
<b>Total</b>	<b>\$39,652</b>	<b>\$18,307</b>	<b>\$3,892</b>	<b>\$61,851</b>

2014 – SECOND QUARTER				
MEDIA	APR	MAY	JUN	TOTAL
Advertising	\$1,575	\$400	\$400	\$2,375
Interactive-Alternative Marketing	\$2,692	\$2,692	\$2,692	\$8,076
Direct Marketing		\$5,465		\$5,465
Sales Promotions		\$8,750	\$8,750	\$17,500
Personal Selling				\$0
PR/Sponsorships				\$0
IMC Support	\$2,000	\$1,000		\$3,000
<b>Total</b>	<b>\$6,267</b>	<b>\$17,307</b>	<b>\$12,842</b>	<b>\$36,416</b>

2014 – THIRD QUARTER				
MEDIA	JUL	AUG	SEP	TOTAL
Advertising	\$1,575	\$1,200	\$400	\$3,175
Interactive-Alternative Marketing	\$2,692	\$2,692	\$2,692	\$8,076
Direct Marketing			\$5,465	\$5,465
Sales Promotions	\$8,750	\$8,750		\$17,500
Personal Selling				\$0
PR/Sponsorships				\$0
IMC Support	\$1,000	\$1,000		\$2,000
<b>Total</b>	<b>\$14,017</b>	<b>\$13,642</b>	<b>\$8,557</b>	<b>\$36,216</b>

2014 – FOURTH QUARTER				
MEDIA	OCT	NOV	DEC	TOTAL
Advertising	\$400	\$400	\$1,575	\$2,375
Interactive-Alternative Marketing	\$2,692	\$2,692	\$2,692	\$8,076
Direct Marketing		\$5,465		\$5,465
Sales Promotions		\$8,750	\$8,750	\$17,500
Personal Selling				\$0
PR/Sponsorships			\$1,050	\$1,050
IMC Support	\$1,000	\$1,000	\$3,000	\$5,000
<b>Total</b>	<b>\$4,092</b>	<b>\$18,307</b>	<b>\$17,067</b>	<b>\$39,466</b>

2014 – QUARTER TOTALS	
QUARTER	TOTALS
FIRST QUARTER	\$61,851
SECOND QUARTER	\$36,416
THIRD QUARTER	\$36,216
FOURTH QUARTER	\$39,466
<b>2014 TOTAL</b>	<b>\$173,949</b>



## Section 4.0

ADVERTISING - CREATIVE BRIEF



### 4.0 Advertising Creative Brief

#### A. BUSINESS CHALLENGE

Presently, Ahwa's main goal is to establish their brand in the fashion and design industry. As a new company they will have to earn their place in the industry as they have many competitors. To do this, they will make numerous advertising and promotional endeavors to make consumers aware of what they are capable of and what they offer.

They will also have to balance their services and their brand, as they may seem separate. Advertising and showing their unique approach will make their customers aware of them. However, they will also need to be practical and deliver what they say they will. Investing in partnerships may also help this effort as it can lead to connections and better exposure.

#### B. COMMUNICATION OBJECTIVES

The communication efforts are the first step towards building their awareness, availability and also an introduction to what they offer. Along with the tangible, they will also use these communication objectives to make their "laid-back" message known. This will begin to make them memorable, not only as a screen-printing company that offers design services, but a brand that communicates a certain lifestyle.

- Improve brand awareness
- Create appealing imagery that can be identified by customers.
- Build clientele

#### Brand Essence

Rational	Emotional
Good quality for less (Affordable) Availability Trendy	Ethnicity Lifestyle Comfort

#### C. TARGET AUDIENCE

Being aware of the target market is key in Ahwa's industry. By getting to know their audience they will be better able to satisfy them through their services and products. This helps in the pricing of goods as well as where to make their goods available depending on the type of customers that react positively to what they offer.



## CONSUMER

### Demographics

- Middle Class Individuals
- Ages 13-70
- Varied education
- Income \$20,000- \$50,000

### Psychographics

- Trendy Individuals
- Ethnic People
- Tourist
- Laid Back

## BUSINESS TO BUSINESS

- Small Businesses
- In need of personalized products
- In need of graphic design and promotional services

## D. KEY INSIGHT

Ahwa is different from their competitors because of the message that is embedded in their brand. Unlike the typical Caribbean influenced brand, they will not only use colors and Rastafarian associated objects to build their brand. Instead they will use memories, unique objects in the Caribbean and the overall life-style that many Caribbean people carry out as the focal point in all of their designs and ideas. In addition, they will consider the fashion trends and put a twist on it by using their theme to make each production unique.

## E. THE BIG IDEA

Ahwa's products allows you to be fashionable and feel comfortable in your own skin while giving people an idea of who you are without saying anything.

## F. MOTIVATING SUPPORT POINTS

- Affordable high quality service/products
- Customers have the opportunity to collaborate with professionals that can help to improve their experience at Ahwa.
- High quality products used to carry out jobs
- Attention to detail

## G. EXECUTIONAL CONSIDERATIONS

### Creative Message Strategy

The most appropriate message strategy for Ahwa as a brand is the Affective Strategy. This will help to capture consumers' attention by advertising something they can relate to on an emotional level as well as experiences they have had. By doing this, Ahwa will then be able to build a stronger brand as their customers will have a positive feeling towards their product and have a desire to purchase it.

When dealing with businesses, Ahwa will concentrate on selling their reliable qualities and ability to deliver promptly while satisfying their client. By doing this consistently, they will aim to build relationships as their products will speak for themselves.

They will also use the conative strategy. These strategies are designed with the customers' response in mind; they will use promotional pieces to get their attention. Business owners are likely to respond to this as an attempt to try out their product and possibly encourage further business transactions.

## H. EXECUTIONAL FRAMEWORK

Ahwa will use a mix of Fantasy, Slice-of-Life and Informative Executional Frameworks to advertise their products. In these commercials, they will concentrate on getting across their main message; "a laid-back lifestyle". By using this message, possible customers will be brought back to that memory or experience they had in the Caribbean or where ever they feel most comfortable. This way they will they will not be purchasing a tangible product, but one with meaning.

These ads will take the form of radio, print and digital ads. In each media, different elements will be used to create a certain feel that will be associated with the brand and what they are able to do for their customers. A basic outline for an ad would show how Ahwa is able to complete a job from design, to press, to real life situations, giving customers a feeling of security knowing that they can depend on them to complete the job.



## 4.1 Advertising Budget

As a new company, advertising is a very important aspect of Ahwa's growth in their industry. With this in mind, they will put most of their efforts into ensuring that their advertisements are frequent rather than focusing on reach. To build their brand this approach will be necessary and more effective. Therefore, Ahwa will aim to advertise through as many media platforms as possible to ensure that they reach as many customers and clients as they can. As mentioned before, Ahwa is a beginning business, as a result, they are not yet financially stable and will be acting on these ventures according to what they can afford. Therefore, they will choose wisely and assign money to different medias with their financial limitations in mind.

Media	Cost 2014
Radio	\$4,000
Banner Ads	\$4,800
Print (Magazines/ Newspaper/ Direct Mail)	\$1,500
<b>Total</b>	<b>\$10,300</b>

## 4.2 Media Plan

Ahwa's target audience may differ due to the fact that they offer services as well as products. Whereas some clients will only be interested in the graphic design, screen printing and promotion services that Ahwa provides; others are more interested in the Ahwa T-shirt line and other products produced through screen-printing. Ahwa intends to get ongoing clients that will provide a consistent source of income/business.

Ahwa's target markets are males and females ages 13-45 and 45-70. These customers range from fashion conscious, laid back young adults to older individuals that need screen-printing and graphic design services. They may or may not be educated with an income of 20,000+. Both age groups may fall under business owners that also need Ahwa's services. They will mainly target local businesses in Florida with intentions of expanding worldwide.

This media campaign will start in January 2014 through March 2014.

### MEDIA

#### Radio

Advertisements will be aired at local radio stations in Fort Lauderdale. With the target market in mind, they will use 99.1 Jamz. This is an urban radio station that is also known for it's "Caribbean flavor". This is usually done on weekends when parties and other Caribbean related events are being advertised. Therefore, Ahwa will aim to buy radio spots during the day on weekends.

- This is a good way to reach customers while they drive around.
- They will be able to create the feel of their brand using sounds and voices.
- Listeners are not able to go back to the commercial once it has been played.
- Radio stations are usually regional, so different stations would have to be used to reach the maximum amount of target market.

#### Banner Ads

Banner ads will be placed on related sites to generate traffic to Ahwa's site. These sites will be chosen by the agency hired by Ahwa to publish their advertisements. When placing the ads, they will consider Ahwa's target market. With thorough research and internet analysing programs, they will place the web banners on appropriate websites.







## Section 5.0

INTERACTIVE- ALTERNATIVE MARKETING



### 5.0 Interactive Alternative Marketing

#### GOALS

Ahwa's main goal is to increase brand awareness. To do this they will mainly use social media. This is a very effective way to do interactive advertising. Customers will be able to have the opportunity to be involved in decision making by commenting and liking digital medias that will be posted. Ahwa will also use SEO and web presence to help build their brand awareness. Being more available to customers will make it easier for them to access their brand and get to know what products and services they offer.

#### CREATIVE MESSAGE STRATEGY

The main message Ahwa will focus on is the lifestyle they wish to portray through their fashion creations. This will be done with the hopes that customers will identify with the visuals and trends they are making. They will have the chance to give their input via social media and help Ahwa mold their brand into something that will fully satisfy their customers while representing them well.



**5.1**  
**Interactive**  
Alternative  
Marketing  
Budget

	<b>2014</b>
Web Site- E-Commerce	\$1,800
Social Media- Viral Marketing Free Samples	\$19,700
Search Engine Advertising	\$10,800
<b>Total</b>	<b>\$32,300</b>

**5.2**  
**Web Site**  
**E-Commerce**

Ahwa's website domain name will be www.ahwainc.com. The main function of this site will be for viewing and purchasing goods. It will be an e-commerce site, as it will provide information, as well as, the ability to perform retail transactions. This will be beneficial to the company because this will permit worldwide sales and increase brand awareness and income. Product prices will range from \$14.99- \$49.99 while quotes for different services depend on the type of service provided. This site will be built in-house and hosted by Godaddy. Customers will not be able comment on the site directly, but links to social media platforms will be placed on the site for this reason.



### 5.3 Social Media Viral Marketing

#### SOCIAL MEDIA

Social Media will be one of the main advertising tools that Ahwa will use to generate sales. They will post information about specials and offer coupons to the individuals that like their page. To keep their customers interested, they will post visuals and give participants the opportunity to give their feedback and input on designs and other things happening with Ahwa.

- Ahwa's target audience uses their media platform frequently.
- Allows Ahwa to communicate their messages including imagery to showcase their products.
- Communication with customers through the commenting and liking method on different social media platforms.
- A disadvantage of this is not having the chance to use the personal selling technique. Not being able to have a conversation in person and possibly closing the deal on the spot.

#### VIRAL MARKETING

Viral Marketing could be implemented by creating a commercial for Ahwa's clothing line. In this commercial, familiar terms, settings and objects would be used to attract Ahwa's target audience. This could be posted on Youtube, Facebook and Instagram. This could help to build the brand awareness effectively.

### 5.4 Search Engine Advertising

Ahwa will hire a SEO professional to help to generate web traffic from web searches. This will direct more people to their site and in turn increase brand awareness and sales. In addition, web banners will also be placed on related websites enabling users to access their site easily by clicking their ad.

#### SEO

- Very cost effective.
- Provides better usability.
- Increases web traffic.
- The site will be more available for a larger audience.
- This can possibly increase sales.
- Constant monitoring is needed.



## 5.5 Alternative Guerilla Marketing

Playing off of their lifestyle theme, Ahwa will create their guerilla advertising by using a mascot to promote their products. This mascot will be a male who will walk around the Fort Lauderdale area, topless. Anybody who points out that he doesn't have a shirt on will be given a promotional package that Ahwa will put together. It will include a T-Shirt, pen, business card and a coupon. The aim of this guerilla marketing is to get the attention of potential customers and reward them for noticing. It will bring exposure to the brand and will be broadcast on social media platforms, as it will be documented and posted online for others to see.

## Section 6.0

### DIRECT MARKETING





## 6.0 Direct Marketing

### GOALS

Direct marketing will help to expose Ahwa as a brand. It will be used mainly for promotions. By using this form of marketing, Ahwa aims to build relationships, determine the best marketing approach for them, test products and possibly increase sales. These promotions will take the form of announcements, reminders, special offers and special events.

### CREATIVE MESSAGE STRATEGY

Ahwa will use direct marketing to obtain new customers while retaining current ones. Through direct marketing Ahwa will provide information about the company; what they are about and what they offer. This will include the lifestyle theme that Ahwa associates itself with as well as their reliability and capabilities. When informed, they hope to get customers interested in their brand and their products. As a result they aim to increase their sales and make their brand better known.

### DIRECT MARKETING MEDIA STRATEGY

#### Internet

The internet is now one of the most common ways to communicate and advertise, with this said, it was chosen as Ahwa's main platform for marketing. They intend to send out e-blasts, create commercials that can be viewed online and use social media heavily to reach their target audience. Two contact lists will be purchased online in order to reach both customers and businesses.

#### Mail

Direct Mail will be used to keep in touch with local customers and businesses. This method of marketing was chosen because it is more personal. It is a more direct way of letting customers know that they care about them and their needs. Promotions and specials will also be advertised this way.

#### Catalogs

This form of marketing will be used to showcase products in a more tangible way. These catalogs will include previous jobs done for clients as well as products that are available at any given time. This will give them visuals to refer to as well as prices and information about Ahwa.

## 6.1 Direct Marketing Budget

	2014
Direct Mail	\$2,300
Catalogs	\$19,500
<b>Total</b>	<b>\$21,800</b>



## Section 7.0

### SALES PROMOTIONS & TRADE PROMOTIONS



## 7.0 Sales Promotions & Trade Promotions

Sales & trade promotions will be used as a tool to lead customers to make purchases. Ahwa caters to both customers and businesses so they will use different methods and tools to reach their different segments.

### SALES PROMOTIONS

#### Goals

This segment of Ahwa's target audience utilizes the clothing brand of Ahwa rather than it's services. The internet and social media will be the main platform used to reach these customers. This will include emails, digital catalogs, commercials and promotions including incentives to encourage customers to buy their products. This is thought of as the best way to keep these individuals updated and interested in their brand. The main goal is to "spread the word". They will make their customers aware of what is available to them, discounts and designs that will persuade them to make purchases.

#### Creative Message Strategy

Ahwa will strive to portray themselves as a trendy laid back brand that caters to individuals who lead similar lives. Words such as "chill", "laid back" "trendy", "fashionable", "affordable" will be some of the words associated with their brand online. These words will be used to identify Ahwa on the web and will be incorporated in advertisements and promotions.

They will coordinate promotions such as "The chill sale" which will describe the product as well as their market segments. This theme will be carried out in the look of their products as well as their ads and promotion pieces to get the attention of their target market.

#### Sales Promotion Media Strategy

They will use traditional and non-traditional media to reach their customers for advertising promotions. The main media used will be the internet. This will include promotions via emails and social media. In addition, they will advertise using radio and print media.

Ahwa will also conduct events that will enable them to distribute free samples to their customers. This will help them to showcase their products and increase demand.



## TRADE PROMOTIONS

### Goals

As a screen-printing company, Ahwa aims to build a clientele of loyal customers. This target segment will include business-to-business relationships that will be maintained by consistency and availability. Ahwa's trade promotions will inform businesses of packages, products and sales that they may have. This will mainly be done via email, phone calls and print media. Businesses readily identify with these media forms and will respond better this way.

### Creative Message Strategy

Ahwa's trade promotions will place emphasis on the benefits of their products and services. There will be mention of the quality and reasonable prices as well as the variety of products they can provide. Advertising in this manner will communicate the worth of Ahwa's products and how they could benefit them and their business.

### Trade Promotion Media Strategy

Personal selling techniques will be used to promote Ahwa, it's services and products to other businesses. They will aim to build customer relationships through personal phone calls, promotions and advertising. In doing this, their customers will be able to get more familiar with them and begin to build a personal relationship with their company. Ahwa will then be able to cater to each customer individually.

## 7.1 Sales Promotions & Trade Promotions Budget

### SALES PROMOTIONS

	2014
Coupons	\$1,600
Free Samples	\$19,200
<b>Total</b>	<b>\$20,800</b>

### TRADE PROMOTIONS

	2014
Marketing Material	\$30,000
Free Samples	\$19,200
<b>Total</b>	<b>\$49,200</b>



## Section 8.0

### PERSONAL SELLING

## 8.0 Personal Selling

### GOALS

Personal selling is very important to Ahwa. This gives them an opportunity to talk to their customers face-to-face and make sales more personalized. In doing this, they aim to create relationships that will lead to not just a single sale but a life long customer. For existing customers, Ahwa will use personal selling to increase sales by presenting offers they know will interest them, judging from previous transactions.

### CREATIVE MESSAGE STRATEGY

The sales people at Ahwa will use a persuasive technique to sell their products and services. They will aim to appeal to them on an emotional and visual level as well as highlight why Ahwa is a better choice among others in their industry. Upon purchase, they will request the customers' information for their database. This will help their company when sending out promotional pieces and direct mail.



## 8.1 Personal Selling Budget

	2014
Brochures	\$600
Uniforms	\$400
<b>Total</b>	<b>\$1,000</b>

## 8.2 Sales Plan

### GENERATING LEADS

In order to generate leads Ahwa will use different methods. Their greatest efforts will be focused on networking through existing clients and contacts. Their perspective will then be to elaborate on what they already know to persuade their prospect leads to do business with them. With their directory as a reference, they will also practice making cold calls and sending promotional pieces to existing customers as well as prospects.

### QUALIFYING PROSPECTS

Qualifying prospects will be evaluated by being mindful of those who can become possible customers and those who can generate income for the company. Whether individuals fall in either category will be determined by the response from emails, mail and phone calls that will be made.

### KNOWLEDGE ACQUISITION

When preparing to make a sales call, the sales staff at Ahwa will be required to first do their research on the prospects' business or individuals they are going to call. The key point in their research should be their needs. This will make the sales representatives more capable of preparing customized sales pitches for their prospective customers. A major part of the sales call will be to identify who is responsible for making decisions about retail purchases and who influences these decisions. This fact will determine who the sales staff will follow up with.

### SALES PRESENTATION

Ahwa's sales staff will use the need-satisfaction method to present their sales pitch to customers. They will get familiar with what they need by asking the right questions. When aware of these needs, they will propose solutions to their needs by offering products or services that they provide.

### SALES CLOSING

The most important part of sales for Ahwa's sales staff will be closing the sale. At this point in the presentation, they will concentrate on reinforcing the reasons they should carry Ahwa's products or use their services. Depending on the type of customer and their personality, they will use



## Section 9.0

### PUBLIC RELATIONS

one of the following methods to close the deal; 1. Direct Close where they will ask for the customers order directly. 2. Trial Close method will provide feedback with regards of the customer's reaction. 3. With Assumption Close, they can assume that the customer is ready to make the sale and proceed to ask for details about the order they would like to place, or the service they would like to take advantage of.

#### **FOLLOW-UP**

Ahwa's sales people will not do follow-ups. Instead, the staff at Ahwa will make it their duty to take the information gathered by the sales staff to reach out to their customers to follow up on the sales progress since their meeting with the sales person. This will keep their customers happy. They will feel appreciated and this may help their decision-making. This will also be a good way to cultivate customer loyalty.





## 9.0 Public Relations

### CORPORATE IMAGE

Ahwa aims to build a strong corporate image. This will consist of their products, employees, logo, corporate name and advertising materials. All the elements just listed will determine how customers see Ahwa as a brand. Consistency and quality will be key. Ahwa will portray themselves as a fashion forward, trendy brand that provides reliable customer service and quality products. They will be consistent in the delivery of their print and digital media also. This will help customers to identify them as a brand easily. Their "laid back lifestyle" message will be incorporated in the way they present campaigns, advertisements and customer service as well as the designs they will produce.

### PUBLIC RELATIONS

Ahwa's internal and external stakeholders will be addressed differently. Internal stakeholders are Ahwa's employees and partners. They will primarily receive notices through emails and phone calls. These notices may include announcements as well as problems that they may be facing as a company.

The information external stakeholders will receive will be significantly different from that of internal stakeholders. This information will be thoroughly analysed by Ahwa's copywriter before being released to the public. It will notify them of events, promotions and general things that may take place within Ahwa. In doing this, they aim to build a positive corporate image as well as keep customers informed about them, their services and their products.

### SPONSORSHIP

Based on their target market, Ahwa will sponsor two completely different events to reach both market segments. One of these events will be a Caribbean party. Here they will be able to showcase their services and designs while helping DJs and promoters to promote themselves. This will bring attention to the brand, as these events are usually associated with fashion and trends.

Secondly, Ahwa intends to sponsor a local soccer team. This will be targeted at families and business owners. They will provide the team's custom made t-shirts.

## 9.1 Public Relations Budget

	2014
Sponsorship	\$1,800
Public Relations	\$300
<b>Total</b>	<b>\$2,100</b>



## Section 10.0

IMC SUPPORT



### 10.0 IMC Support

Ahwa is a screen-printing company that provides promotional and graphic design services as well as an upcoming t-shirt brand. This IMC plan targets different market segments to accommodate the services and products they offer. However, actions must be taken before this IMC is put into place.

The company will first perform a detailed market research; it's wants and needs for improvement. The customers will be the main part of this research as their satisfaction is the primary aim of this IMC. With the information gathered, the recommendations will be carried out in the hopes that it will be successful. After this campaign has run it's course, the data programs and progress in sales will be used to measure how much impact the IMC had and possible changes that can be made to make it better.



## 10.1 IMC Support Budget

Item	2014
Database Management	\$1,000
Marketing Research	\$2,000
Accounting Planning	\$4,000
Customer Relationship Management	\$3,000
Evaluation	\$3,000
<b>Total</b>	<b>\$13,000</b>

## 10.2 Database Management

### BUILDING A DATA WAREHOUSE

Ahwa will keep track of their customers and their needs by building a quality data warehouse. To effectively do this, they will include email/internet data combined with purchase and communication histories. Ahwa will keep track of their customers through emails and internet interactions. They will use this to gather information about their customers' interests, wants and needs. In addition, they will keep track of purchases that may reoccur and preferences of customers by documenting them when they visit their site.

### DATABASE CODING AND ANALYSIS

The database will be coded by using the customer cluster technique. Ahwa has two main segments that they need to consider; these are customers that may be interested in their clothing brand and individuals/businesses that need screen-printing services. To sufficiently code these two segments, they will separate them into groups depending on their needs. This will be documented and used as a reference when sending out promotions and other advertisements.

### DATA MINING

Data mining will help Ahwa to keep track of clients that may possess customer loyalty qualities. This will help them to determine future sales as well as build profiles of their target market segments to be better able to serve them. This form of collecting data will allow Ahwa to know who to contact for different promotions or updates that they may have. This may take the form of sale calls, emails or direct mail. This will also help them to know what the best ways are to reach their customers.

### DATA-DRIVEN MARKETING COMMUNICATIONS

Ahwa's data-driven marketing will be used to gather information about their customers so they will be better able to communicate with them one-on-one. The internet is the best way to get this information. By studying their habits, needs and common interests, Ahwa will be able to reach out to each customer in a way that will be meaningful to them. Based on this data, they will know who they should send emails concerning fashion to also, and those who are more interested in their screen-printing services. It can be used to acknowledge customers' birthdays or to make



announcements concerning events or even special rewards that can be given to a certain group of customers.

### **DATA- DRIVEN MARKETING PROGRAMS**

Two data-driven marketing programs will be used; permission marketing and frequency programs. Spam and junk mail are frowned upon by many and are usually not read. This would defeat the whole purpose of their promotion effort via email. Considering this fact, Ahwa will send promotional emails only to those who give them permission to do so. This option will be given to existing and potential customers on their website and through links on social media pages. Frequency programs will be done periodically for special occasions and seasons. This will be a reward for their customers. This will show that they appreciate them and care about them and their needs. It will also be an incentive to be loyal customers.

## **10.3 Market Research**

### **TRENDS**

It will be important to always be aware of the trends in their industry. Seeing that Ahwa falls in more than one category, they will need to do separate researches and figure out they can make it work to benefit their company and in turn, their customers.

### **CONSUMER SATISFACTION**

Satisfied customers are what make any business successful. With that said, they will pay attention to what behaviors, services and products please their customers most. With this information they will be better able to put themselves in a position to always satisfy their customers.

### **CONSUMER NEEDS**

To know what their customers need and want, Ahwa will make a conscious effort to research their target markets' interests. The brand Ahwa will concentrate on what their customer want through trend, and design research. To meet the needs of their partners and individual client, it is also important to be aware of what they truly need.

### **TARGET AUDIENCE**

By researching their target market, Ahwa will be able to produce better products and services. Knowing their incomes, lifestyles, common interest and behavior is a good foundation to build a successful business for them and for Ahwa.

### **PRICING**

In this industry, prices may differ depending on the service, product, quality, location and function of goods. To properly price their products and services, Ahwa will do a thorough research on how other companies in their field and location go about pricing. With this information, they will then be able to analyse their services and product quality to give prices that their customers will be willing to pay.



## CONSUMER BUYING BEHAVIOR

Due to the continuous evaluation of technology, Ahwa will research their consumers' buying behavior. Do they prefer to buy in a store? or online? Do people still like browsing through a clothes store? or rather have their clothes delivered to them? These are valid questions that will help Ahwa to understand what approach is better for them when selling their products.

This research process will take the form of:

- Qualitative Research
- Quantitative Research
- Sampling Techniques
- Focus groups via Social Media

## 10.4 Account Planning

Accounting planning will help to organize and prioritize the advertising methods that Ahwa intends to use. Ahwa's aim is to make their product represent their brand as best as possible. This will be the focus in the account planning. They are not only trying to build a brand, but a feeling. For example, Starbucks; when one thinks of Starbucks, they don't only think "coffee". The name and symbol also triggers a feeling based on how they have constructed their place of business. This is the message that Ahwa wants to send to their consumers. They want their customers to agree that they are not just another ethnic brand that uses colors to appeal to their target market, but a brand that has a certain lifestyle connected to it. Unlike many brands, Ahwa is not trying to portray "expensive" or "luxury", but a laid-back, easy-going lifestyle that many Caribbean and ethnic people can relate to and desire.

The account planner will help to collaborate and put all the ideas that Ahwa would like to communicate to their customers. This will ensure that the creative team always keeps the main message in mind while creating their different advertisements. Prior to releasing the advertising campaign, focus groups will be built through social media to help with the evaluation of the concepts and designs prepared. The focus group will give feedback by commenting, liking and sharing photos that Ahwa will post online. From this, the responses will be evaluated and used to improve the advertising campaign before it is released to the public. This will guarantee a better response and overall a more successful campaign.



## **10.5 Customer Relationship Management**

Ahwa will use different techniques and resources to manage the relationships they have with customers based on their segment market. With their business- to business accounts, they will rely on cold calls, print media and emails to keep their customer relationships alive. Even so, they will be very mindful of the fact that these methods can easily become annoying. They will put together an effective strategy that will work for them and their customers.

A different approach will be taken with individual customers. With the rapid growth in social media usage, this will be Ahwa's primary way to interact with their customers'. Although it may seem a bit impersonal, this method will allow them to know their customers true thoughts, criticisms and preferences. By keeping a close eye on reactions, posts, likes and comments, Ahwa will be better able to supply their customers with products and services to meet their wants and needs.

In addition, Ahwa will provide a website and customer service that will always be available to answer questions or provide requested information. These methods will collectively help the customer relationships at Ahwa to be ongoing and pleasant.

## **10.6 Agency Selection**

Ahwa provides graphic design services so they will do all their advertisements in-house. Given that they are capable of doing this effectively themselves, this will give Ahwa a chance to build a brand they can be proud of as well as save money. Shanelle Marsh, Assistant Manager and Graphic Designer has 3 years of experience in the design field, working as a graphic/web and UI designer. She also has an advertising background, which will be used to build an effective and successful advertising campaign that Ahwa's customers will respond to.

After creating the visuals for this campaign, an agency will be hired to find appropriate placements for these ads. The agency Ahwa chose is MDG. They are located in South Florida with offices in Boca Raton, FL and New York City. MDG Agency specializes in branding, Graphic Design, Advertising, Interactive Media, Public Relations, Media Planning and Event Coordination. They have worked with numerous clients in different industries and have won several awards along the way. They seemed like a good fit because of their location and their noted reputation as professionals. MDG will help to put everything in place and ensure that the campaign goes smoothly.



## 10.7 Evaluation

Ahwa will evaluate the short and long term effectiveness of this IMC Plan. Advertisements and designs will be showcased on social media platforms before being produced. Based on feedback from customers and others, they will be able to make their services and products better. All other evaluation will be done throughout 2014. Based on the recommendations of this IMC, Ahwa will be able to keep track of what methods worked better for the company. This will be calculated by the increase of clientele, income and brand recognition. At the end of the campaign, the calculation will be more accurate, and will help Ahwa to make future plans for the company.

## Section 11.0 STRATEGIC MANAGEMENT





## 11.0 Executive Summary

### THE COMPANY

Awha is a screen printing company based in Fort Lauderdale, Florida. They provide screen printing and design services that compliments their growing clothing brand. This clothing brand is Caribbean inspired. Services are available for small companies as well as individuals worldwide. The company is currently managed by Shane and Shanelle Marsh.

### PRODUCTS & SERVICES

They provide screen printing and design services to small companies and individuals. Awha's main products are t-shirts; mugs, aprons, hats and shorts. Other promotional items are also available upon request.

### TARGET MARKET

Since Awha is based in Florida, their main target audience is located there. In addition, they also reach out to Caribbean countries directly. The products offered by Awha are targeted at small businesses as well as middle class individuals ranging from ages 13-70. The Awha branded t-shirts will be targeted at humorous ethnic people with a laid back personality.

### THE COMPETITION

Awha's competitors are both local and international; Cooyah, Bob Marley Clothing and Logo Shirts are three of their main competitors. Cooyah and Bob Marley are both clothing lines that have ethnic themes. They are based in the Caribbean but are available worldwide. Logo Shirts is a screen printing company based in Florida. They, like Awha provide embroidery and screen printing services for local businesses.

### MARKETING & SALES STRATEGY

Awha uses their unique approach on ethnic clothing to promote their products. The company emphasizes their ability to create and produce products as desired as well as clothing that can be identified with by their target market. Most of Awha's sales are initiated by word-of-mouth among customers and social media efforts.

### OPERATIONS

Awha presently operates from a warehouse where the production of t-shirts are mostly done. Big jobs are out-sourced to partners and other companies in the industry. In the near future Awha intends to open

a retail store where it's services as well as it's products will be available to customers during office hours. They are also seeking to purchase some updated equipment that should make production more efficient and also faster.

### MANAGEMENT

Manager Shane Marsh primarily overlooks all of the operations of Awha as he contributes screen printing knowledge to the company. He conducts, monitors as well as performs the screen printing process in order to produce satisfying products for customers. He also ensures that supplies are always available to work with as he sources and purchases retail screen printing products. In doing so, he seeks, builds and maintains relationships with suppliers and possible partners. The Assistant Manager deals with the design and promoting aspect of the business. She collaborates with customers, designs and promotes the company via social media, word-of-mouth and other advertising efforts.

### FINANCIALS

Awha intends to use their profit to invest in better equipment and locations This will result in more sales and in turn cause an increase in profits. Annual revenue projections for 2013 are \$50,000 with a 37% profit.



## 11.1 Vision & Mission Statement

### VISION STATEMENT

Ahwa's goal is to produce graphic designs to make into clothes art. We hope to establish our brand as a clothing line to be worn nationwide.

### MISSION STATEMENT

Ahwa will always provide quality screen- printing and design services to satisfy each customer individually. Our primary creations will be Caribbean inspired designs that a wide variety of target markets can relate to. Although we will have a main theme, Ahwa pledges to make collaboration one of the most important parts of each project as our customers' needs are always foremost importance in all our plans and goals. We will ensure that each customer and each project is treated individually to produce the best possible product each time.

Small businesses and private parties will also be a part of Ahwa's focus. We strive to build their clientele via campaigns and different advertising methods to increase sales and to build their name as a brand.

## 11.2 Strategies & Policies

### STRATEGY #1

**Market Penetration: Source existing retailers and new clients to carry products:**

#### Policies

In order to source these retailers a research would be done to find local stores that carry similar merchandise. The products that will be presented would be carefully designed and made with these specific retailers' preferences in mind. When making the sales proposition to the different stores; a marketing strategy would be needed and a product in hand.

### STRATEGY #2

**Collaborate with other companies to find the best deals on retail equipment:**

#### Policies

Awha will strive to work along with other companies that offer the same products and services they do. By doing this they will be able to get more acquainted with the industry and better their own business. While working along with other companies Awha's associates will make inquiries about resources, products and equipment that may be beneficial to their own company. Getting to know others in the industry will help them to understand different processes and transactions better and hopefully also help them to find partners and suppliers.



### 11.3 SWOT Matrix

	<p><b>STRENGTHS</b></p> <ol style="list-style-type: none"> <li>1. Unique style of Caribbean themes</li> <li>2. Location</li> <li>3. Good design work</li> <li>4. Unique screen printing techniques</li> <li>5. Quality of products</li> </ol>	<p><b>WEAKNESSES</b></p> <ol style="list-style-type: none"> <li>1. Limited finances</li> <li>2. No retail outlet</li> <li>3. Not enough promotion</li> <li>4. Lack of equipment</li> <li>5. Brand not established</li> <li>6. Not enough advertising</li> </ol>
<p><b>OPPORTUNITIES</b></p> <ol style="list-style-type: none"> <li>1. Partnering with other design and t-shirt companies.</li> <li>2. Opening a store</li> <li>3. Making partners with small business owners.</li> </ol>	<p><b>SO- STRATEGIES</b></p> <ol style="list-style-type: none"> <li>1. Work with other companies to widen design choices and learn other printing techniques. (S3, O1, S4)</li> <li>2. Source existing retailers to carry products. (S5, O3)</li> <li>3. Source possible new retailers. (O2, S2)</li> </ol>	<p><b>WO- STRATEGIES</b></p> <ol style="list-style-type: none"> <li>1. Collaborate with other companies to find the best deals in manufacturing. (O3, W4)</li> <li>2. Open and use the grand opening as a means of advertisement- flyers, cards, facebook, instagram, web banners. (W6,W5,W3,O2)</li> <li>3. Partner with a established businesses and request a sponsorship for a fund raising event (O3, W1)</li> </ol>
<p><b>THREATS</b></p> <ol style="list-style-type: none"> <li>1. Competitors</li> <li>2. Manual Screen Printing</li> <li>3. Use of out-dated methods.</li> </ol>	<p><b>ST- STRATEGIES</b></p> <ol style="list-style-type: none"> <li>1. Produce and advertise designs to help build customer traffic. (T1, S1, S3, S5)</li> <li>2. Use unique screen printing techniques to produce unique/ trendy t-shirts. (S4, T2, T3)</li> </ol>	<p><b>WT- STRATEGIES</b></p> <ol style="list-style-type: none"> <li>1. Source retail equipment. (T2, T3, W4)</li> <li>2. Use strengths to advertise to justify why Awha Inc. is different and better than other competitors (W6, W3,W5, T1)</li> </ol>

### 11.4 Management Team

Manager- Shane Marsh

As the manager, Shane oversees and takes part in the major decisions and tasks that are done in Awha Inc. He is mainly responsible for the following:

- Ensures that supplies are always in stock
- Seeks and maintains relationships with suppliers and possible partners.
- Manually prints T-Shirts

Assistant Manager- Shanelle Marsh

Assistant Manager Shanelle is responsible for the following:

- Promoting the company via Social Media, Word of mouth and other advertising efforts.
- Collaborates with customers
- Designing artwork for t-shirts



## 11.5 Marketing Mix Strategies

### PRICE

The prices chosen by Awha are based on several factors. First, the established pricing in the graphic tees market was considered. These set standards gave an idea of what customers are willing to pay for the average t-shirt. Secondly, the prices of the products that are used to carry out the screen printing process had to also be considered. The addition of these prices along with the consideration of a reasonable profit were all calculated to also contribute to the final price of Awha's products. Both factors helped to make a final decision about the price range for the services and products offered by Awha.

### PROMOTION

The main source of promotion used by Awha is social media: (facebook, twitter, instagram). Word-of-mouth is also used. These sources are presently the most popular and effective way to get information to the market that Awha targets. It is dynamic, affordable and easy to do.

### PRODUCT

The products provided by Awha are graphic tees as well as services that permit personalizing several objects. These objects can usually be identified with branding as they are used to get customers and potential customers familiar with their products, services and overall brand. Thus, their products are primarily used for branding. The secondary use for their products is for personal pleasure, this can differ depending on personality and occasions.

### PLACE

Buyers would most likely look for the products that Awha provides in clothes outlets and online. Seeing that online shopping is now the most convenient method to make sales, it is Awha's main way of selling their merchandise. In addition, deliveries are done locally for our personal buyers as well as our business clients.

## Section 12.0

### CREATIVE SAMPLES





12.1  
Corporate ID

Business Card



Envelope



Letterhead





12.2  
Three  
AD Series



*ahwa*  
C H I L L W E A R

**PACIFIC CHILL**

Get that "day by the beach, relaxed feeling" everyday with this graphic off the shoulder crop top.

It's not just clothes. It's a lifestyle.  
JUST CHILL.

SHOP FOR THE COLLECTION AT | [www.ahwa.com](http://www.ahwa.com)



*ahwa*  
C H I L L W E A R

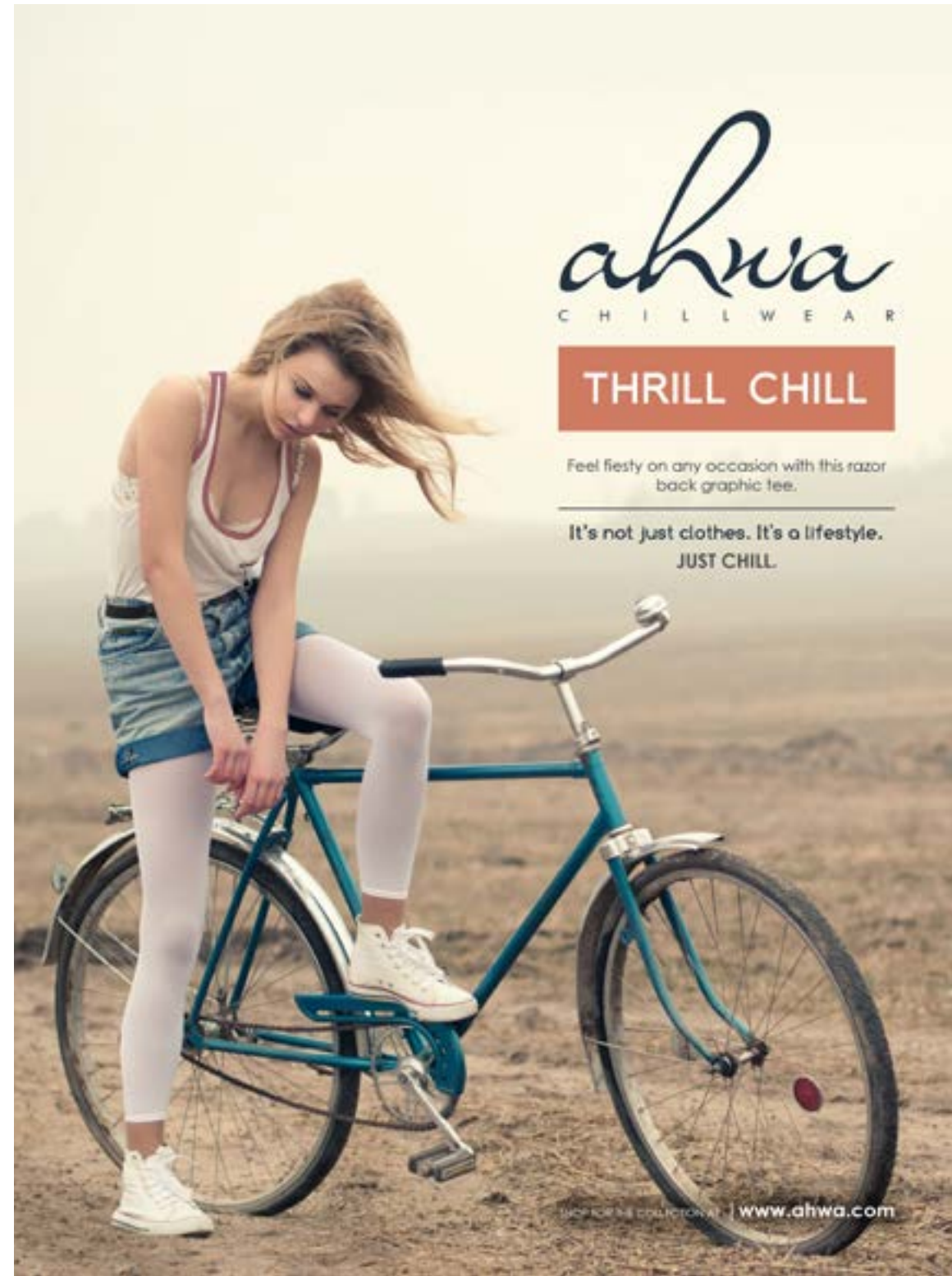
**SUPER CHILL**

Dress this extra long tank up or down for a clean, relaxed look.

It's not just clothes. It's a lifestyle.  
JUST CHILL.

SHOP FOR THE COLLECTION AT | [www.ahwa.com](http://www.ahwa.com)





### 12.3 Television Story Board



**SFX:** Sun is Shining (Smoke out Dubstep Mix) by Bob Marley.  
**Video:** Still shots of the sun rising.



**SFX:** Music continues.  
**Video:** CU, of logo on building.



**SFX:** Music continues. Door opening.  
**Video:** CU, Hand opening door.



**SFX:** Music continues, over ambient noise.  
**Video:** WS, of the backstage of a fashion show.



**SFX:** Music continues.  
**Video:** CU, of model line-up.



**SFX:** Music continues.  
**Video:** CU, of products.



## 12.4 Radio Commercial

Characters: Two male characters talking about clothes and ways to promote a start-up business.

30 Second Commercial:

**MUSIC** SOFT REGGAE INSTRUMENTAL

**SFX** DOOR SLAMS

**MAN 1** What's up man? (PAUSE) So, I'm trying to start this new business and I have no clue how to promote myself, any ideas?

**MAN 2** Welllllllll, you could get Ahwa to do all your promotional pieces. Pens, ads, business cards, the works.

**MAN 1** Ahwa?... Isn't that the chill wear place you get all your cool shirts from? I didn't know they do that kinda stuff

**MAN 2** Yea man! That's them! They do screen printing and graphic design too. I was just on my way over there to get a shirt for tonight. Wanna come with?

**MAN 1** Sure. Can't hurt right

**MAN 2** It wouldn't hurt for you to get a new shirt either! look at you! (LAUGHS)

**MAN 1** Whatever man! (SLIGHT LAUGH) Let's Go.

**ANNCR** Need help promoting you new business or maybe just a cool shirt?... Don't worry. Chill. We got you. Ahwa. Visit our Fort Lauderdale Store today and let's help you build something amazing while looking amazing. For more information, go to our website:  
W. W. W. A. H. W. A. C. O. M.



**SFX:** Music continues, over ambient noise.  
**Video:** CU- Models lined up.



**SFX:** Music continues.  
**Video:** WS- Models on runway.



**SFX:** Music continues, over ambient noise.  
**Video:** Model walks from runway onto a beach.



**SFX:** Music continues, over ambient noise.  
**Video:** Model walks from runway onto into a work setting.



**SFX:** Music continues, over ambient noise.  
**Video:** CU, Model walks from runway onto into a party setting.



**ANNCR:** Ahwa Chillwear Collection. It's not just clothes... It's a lifestyle. "Let's chill".  
**SFX:** Music continues softly.  
**Video:** Scene images become a collage.



12.5  
Direct  
Mail

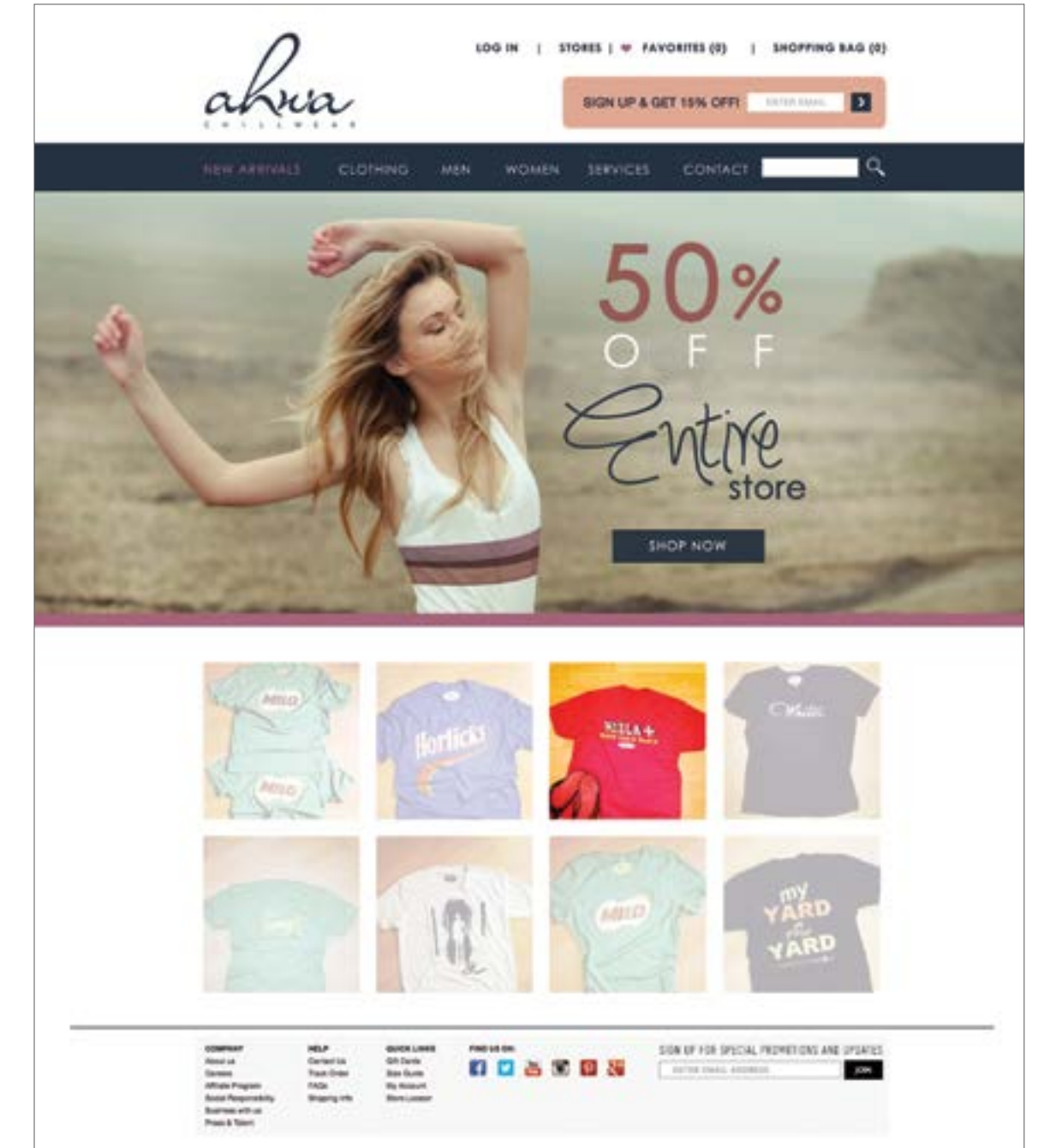




12.6  
Web  
Banners



12.7  
Web Page





## 12.8 Packaging



## 12.9 Press Release

Contact: Shanelle Marsh  
954.564.3487  
smarsh@ahwa.com

Press Release  
FOR IMMEDIATE RELEASE

### **AHWA INC. GIVE- AWAYS AT MIAMI'S "ULTIMATE BEACH SOI-REE"**

**March 9, 2014- Miami, FL-** The return of Miami's number one cooler fiesta, Fiji, is back with a little twist. This time around, coolers won't be needed. Instead, a list of reasonable event packages which will be offered and include various liquors, food, cabanas and hookahs. The ultra premium bar menu along with Caribbean cuisine will be at this event will definitely satisfy each and every taste bud. The Ultimate Beach Soi-ree will be held at the Virginia Beach on Biscayne Blvd., March 9th, 2014 from 5pm-11pm. DJs Code Red, Coppershot, DJ Bulletproof, DJ Genesis and house arrest will be playing the top reggae, hip hop and soca hits of all time.

During this festive event, Ahwa Inc.; a local graphic design and screen-printing company will be raffling off 50 of their t-shirts. In addition, these "chillwear" t-shirts will be worn by DJs. Ahwa will also provide custom cups as well as other sponsor give-ways.

Ahwa is a local manufacturer located in Fort Lauderdale, Florida. They provide graphic design, screen-printing and promotional services. They can be contacted at 954-684-9081.

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ahwa