

Breadwinner Marketing Plan 2016

29 August 2016

1. Mission

Our goal at Breadwinner Bakery is to impart to our customers our knowledge of and passion for superior quality, traditionally baked, healthy products and become the first choice for premium baked goods in Mundaring and surrounding areas.

Equally, Breadwinner aims to provide a cohesive and supportive team culture and excellent customer service in a friendly, local community environment.

2. Objectives

- Grow customer base
- Increase profitability
- Raise brand awareness

3. Key Messages

We handcraft small batch products using premium quality ingredients (locally sourced where possible) and time-honoured, traditional methods that produce a healthier, tastier product that you can eat with confidence.

- A. **Superior quality ingredients** – locally sourced (where possible), home grown, wild yeasts, delicious
- B. **Healthy, traditional methods** – stone baked, handcrafted, old recipes, 24-hour fermentation, easy to digest, gluten-free options
- C. **Local and community-minded** – singular small business (non-franchised), husband and wife team

4. Target Market

Our target market is varied and can largely be split into two groups: locals and tourists. The local market is undoubtedly the biggest group whose patrons can largely be identified by type of product purchased and time of entry to the store, e.g. tradesmen buying pies and drinks at lunchtime (see table).

Mundaring also attracts a sizeable number of tourists for a small town on the Metropolitan fringe, mainly on the weekends. This group includes cyclists, bikers, car enthusiasts, retirees/elderly groups, city day-tripper families, backpackers, farmers, people in transit and people visiting for particular regional events.

Breadwinner has an opportunity to grow both of these market segments through targeted marketing activities, a sustained education campaign, advertising and community sponsorship.

Patron type	Products purchased	Time of day/week
Tradesmen, workers	Pies, coffee, drinks, sweet treats	Early morning, lunch Weekdays only
Families	Bread, pastries,	All day

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	cakes, pies	All week
Parents with kids	Pastries, sweet treats, coffee, drinks	After school Weekdays
Retirees/pensioners/elderly	Bread (smaller portions), pastries, cakes, coffee	Mid-morning, mid-afternoon All week
Health-conscious, gluten-free/coeliac	Traditional breads, gluten-free, healthy options	All day All week
People who value high quality, gourmet, locally sourced products and are prepared to pay more for them (higher socio-economic)	Traditional, gourmet breads, coffee	All day All week
Tourists	Pies, coffee, drinks, sweet treats, snacks	Weekends

5. Competitors

A. Coles, ALDI, Woolworths bakery departments

- B. There will always be people who buy cheap sliced bread, several loaves at a time, when they do their regular grocery shopping. Hence, we are not focusing on that market space. Breadwinner cannot compete with the chain supermarkets on price or reach but we can outcompete on quality, range, knowledge and service. We must substantially differentiate our product offering (high value, high quality, healthy specialty products) in the minds of our customers and potential customers from the chain supermarkets whose baked goods are industrially made using cheap ingredients and time/labour-saving processes, which result in an inferior product.

C. Mundaring Artisan Bakery

Artisan's main competitive edge is its highway visibility and accessibility, which attracts more of the tourist market share, especially on weekends. Its proximity to Hills Fresh is beneficial, especially with the local market, but conversely it's not in the main shopping hub of the village so it doesn't attract the same foot traffic Breadwinner does. The size and function of Artisan's café and associated expanded product lines means it attracts a greater dine-in market than Breadwinner. Artisan does little to no marketing and relies heavily on its position. As the village hub expands and improves accessibility, and with a concerted and comprehensive marketing campaign, Breadwinner can and will take market share away from Artisan.

D. Surrounding village bakeries – Chidlow, Mount Helena etc

Through our marketing efforts and the quality of our products, Breadwinner will build a reputation as a "destination bakery", a place to which people will go out of their way to patronise. Examples of this include Dunsborough Bakery and the Bakers Hill Pie Shop. Both are renowned particularly for their quality pies and attract customers from far wider than their geographical reach.

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6. Summary

Breadwinner's marketing efforts need to focus on raising awareness of our brand and key messages, increasing our competitive edge, and educating our customers on how and why our products are superior.

- A. Increase visibility – physical rebrand (signage, store)
- B. Raise awareness - advertising, social media, education campaign, promotional / engagement activities at store level
- C. Make the experience pleasant, engaging, memorable, easy