

**Overview**

[Connery’s Pastry Shop] is a pastry retail outlet in Seattle, Washington. It is owned by [chef Frederick Jorgensen], a graduate of pastry arts education from The Culinary Institute of America. The company needs to re-identify its core target market and formulate plans based on the analysis. Currently, the company earns approximately [$500,000] a [year] but believes that it could earn more if it could tap into other customer segments in the market.

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| **[OFFBEATS PRODUCTION STUDIO] SWOT ANALYSIS** |
| **INTERNAL FACTORS** | **EXTERNAL FACTORS** |
| **STRENGTHS** | **OPPORTUNITIES** |
| * The products are created by a chef who graduated from one of the most prominent culinary schools in America.
* Well-funded
* The products are of world-class quality in taste and design and could potentially serve a wider range of customers.
 | * Pittsburgh musicians are known for being the friendliest and most cooperative with regard to involvements in public events.
* The Pittsburgh Downtown Partnership has offered to help the production studio in acquiring permits and gathering sponsors for the event.
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| **WEAKNESSES** | **THREATS** |
| * Needs more staff for it to scale up its operation
* Currently has a weak marketing campaign
 | * Is a highly saturated market, which means that more competitions are operating within the store’s vicinity
* The overall cost of operating a pastry business
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**Goals, Objectives, Strategies, and Tactics**

**Definition of Priority Levels**

Priority Name Definition

**High** Low Cost, High Impact
**Normal** Average Cost and Impact
**Low** High Cost, Low Impact

Definition of Status

**Ongoing**---The activity is on track/on schedule.

**At Risk**---There are issues facing the activity, but can still be resolved.

**On Hold**---A serious issue needs to be resolved before the activity can continue.

**# 1**

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| **Goal:** Expand the client base**Objective:** Identify three core market segments that the company can generate profit from within three months**Strategy:** Profile customers |
| **Tactics** | **Responsibility** | **Target Date** | **Status** | **Priority** |
| Hire a team that can identify the demographics, geographics, and psychographics of the shop’s customers | Owner | [May 3, 2019] | At Risk | High |

**# 2**

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| **Goal:** Create a scalable approach for each customer segments**Objective:** Once the core segments are determined, formulate plans on how to best generate profit from each customer segments within one month after profiling.**Strategy:** Team up with experts in this field |
| **Tactics** | **Responsibility** | **Target Date** | **Status** | **Priority** |
| Hire a business consultant and a marketing consultant | Director for Human Resources | [July 2, 2019] | On Hold | Normal |

**# 3**

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| **Goal:** Establish partnerships with hotels, restaurants, and clubs within [Seattle].**Objective:** Obtain at least twenty partnership deals with the city’s best hotels, restaurants, and clubs within one year**Strategy:** Approach these companies through email or letters |
| **Tactics** | **Responsibility** | **Target Date** | **Status** | **Priority** |
| Craft solid sales pitches that are tailored to each establishment. | Sales and Marketing Personnel | [September 3, 2019] | On Hold | Low |