

**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. |
| **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 |

**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 |