

Product/ Service Vignettes

Develop product/service vignettes based on your customer vignettes (follow the examples in my class slides). Really try to loop back with your beta customers and ask them about what advertising media they use so that you can select the proper advertising plan elements. While you're talking with the beta customers, ask them about competitors they currently use as well, because you're gonna need this information for next week's homework.

1.

Customer segment: Younger, marrying couples in the tri-state

Specific product/service: The Wedding Wonder Cupcake Package

Image: The wedding Wonder Package will include 3 tiers:

1. Starter Package- For small weddings up to 100 people. Includes 100 large cupcakes and 50 minis. Includes tiered stand. Cupcakes decorated to order according to colors and theme of the wedding. Up to 3 flavors

2. Best - For medium sized weddings up to 200 guests. Includes 200 large cupcakes and 75 minis. Includes tiered stand. Cupcakes decorated to order according to color and theme of the wedding. Up to 5 flavors.

3. Ultimate- For large and extravagant weddings 400+ guests. Includes 350 large cupcakes and 100 minis. Cupcakes decorated to order according to color and theme of the wedding. Up to 8 flavors

Features/benefits: Stunningly decorated and tasty cupcakes that brides will be proud to serve at their wedding. Well organized, no-hassle experience. No nasty "wedding cake" that guests don't want to eat

Promotions: 10% off for customers ordering 6 months or more in advance. Assorted promotions in association with bridal shows or in conjunction with wedding halls

Pricing:

Starter Package- Price begins at \$250. Add more for additional flavors. \$30 for each additional dozen cupcakes.

Best- Price begins at \$425 with additional costs for more flavors/ cupcakes as necessary

Ultimate- Price begins at \$650 with additional costs for more flavors/ cupcakes as necessary

Advertising materials by medium: Word of Mouth, website, in-store promotion, social media promotions, bridal shows, advertising at wedding venues, local bridal magazines, blogs, or publications

Customer acquisition goals: 3 Weddings per month in the first year

2.

Customer segment:

semi-affluent to affluent members of the tri-state (middle aged,35-55)

Specific product/service: The Birthday Package

Image: The Birthday Package will Feature 24 assorted flavor cupcakes decorated with toppers to fit the theme of particular events. Sucre will have a variety of pre-made fondant toppers available to choose from. One cupcake will be personalized with the

birthday girl/ or boys' name. Customers can also choose to include napkins and plates that match the theme.

Features/benefits: Quick turn around and pick-up for party planners on-the-go. Quality taste that party-goers will rave about.

Promotions: 10% off for customers ordering birthday package 1 week or more in advance

Pricing: \$35 flat fee for package (reduced cost of \$1.44 per cupcake)

Advertising materials by medium: Groupon, Word of Mouth, website, in-store promotion, in conjunction with party venues

Customer acquisition goals: 3 birthday packages per week in the first year

3.

Customer segment:

semi-affluent to affluent members of the tri-state with kids in Sports(middle aged,35-55)

Specific product/service: Sports Extravaganza package

Image: The Sports Extravaganza Package is for celebrating team victories and events. Package includes 24 cupcakes (2 flavors) that reflect the theme, mascot, or colors of school sports teams. Great treat for parents to take to the game

Features/benefits: Tasty snack that team members will love and parents will love giving. Accurately reflect team colors and mascot. Quick turn-around. Great taste.

Promotions: Frequent buyer card. 10% off the sixth sports package purchase (teams can create an account of a sort at the bakery for ease of use).

Pricing: \$35 flat fee for package (reduced cost of \$1.44 per cupcake)

Advertising materials by medium: Word of Mouth, website, in-store promotion, school bulletin boards and games, social media promotions (game of the week), local festivals and fairs

Customer acquisition goals: Work exclusively with 4-5 area schools in the first year