

# Marketing Plan Example

**Business Name:** Sweet Haven Cupcakes

**Target Market:**

Our primary customers are:

- Young adults (ages 18–35) who enjoy gourmet treats.
- Parents who want cupcakes for birthdays, school events, and family gatherings.
- Local businesses needing catering for meetings and celebrations.

**Market Needs:**

- Affordable, high-quality cupcakes with unique flavors.
- Convenient location with delivery and catering options.
- Trendy designs for social media appeal.

**Competition:**

- **Local Bakery (Sugar & Spice):** Well-known but focuses mostly on breads.
- **Grocery Store Bakery:** Convenient but lower quality and limited variety.
- **National Chains:** Large reach, but not personalized or locally connected.

**Unique Selling Proposition (USP):**

“Homemade taste with a creative twist—cupcakes that look as good as they taste.”

**Pricing Strategy:**

- Individual Cupcakes: \$3 each
- Dozen Cupcakes: \$30
- Custom Orders: Priced by design and quantity

Our prices are competitive with other local bakeries but reflect our higher quality and unique designs.

**Promotion Strategy:**

- Social Media: Daily Instagram and TikTok posts showcasing cupcake designs.
- Flyers and Coupons: Distributed at local coffee shops, schools, and gyms.

- Loyalty Program: Buy 10 cupcakes, get 1 free.
- Grand Opening Event: Free samples and discounts for first-time customers.

**Place (Distribution):**

- In-store sales at our downtown bakery.
- Online ordering with in-store pickup or delivery.
- Catering for events and corporate clients.

**Sales Forecast (First Year Goal):**

- Average 50 cupcakes sold per day = 18,250 cupcakes annually.
- Expected Revenue: \$55,000–\$60,000 in year one.