

THE VENUE

The name of my business is THE VENUE. The Venue is a Club for teenagers, Arabic and foreigners to come and 'chill' by using the arranged facilities, including the main attraction, the disco.

This business was selected because Qatar does not offer many clubs available for teenagers of an average financial background. The only discos available are at the Marriott, Ritz Carlton, Ramada, and Intercontinental, Oasis but they are too expensive for teenagers, allowing us to compete with our cheaper prices. QBC the major bowling alley are our competitors but not much of a problem because they are targeting at professional players, a different market segment from our own, hence our products will appeal to the teenagers, and our club will be able to compete effectively against QBC.

Business Objectives:

1. The major business objective is to break even at the end of the year, and if possible to produce a profit.
2. To insure that the customers are provided with an efficient service, which provides them with the service they have been promised, and achieve customer and employee satisfaction.

Marketing Objectives

The market segment being targeted is, teenagers, Arabic, and foreigners within Qatar and of average financial backgrounds or higher.

1. The main marketing objective is to create public awareness of our service, and gain market share for The Venue.
2. Over the years, to become the number one teen club in Doha, by making brand loyalty.

Constraints

The budget for promoting The Venue is 25 000QR, which is small. Therefore we must make sure that our advertising is short and focused.

Also since the media in Qatar is undeveloped, hence very few ways to advertise are available to us.

Influences

Qatar, a Muslim country has many Islamic influences. Promotions cannot contains naked men/women or vodka, since they would be un-liked by the Muslims community.

Qatar also has many expatriates who speak English, whilst the rest speak Arabic. This is the language influence, hence we must advertise in Arabic and English medias, to reach both segments.

Media Alternatives

Possible medias to promote The Venue could be the Gulf Times newspaper, which is expensive, Dallah billboards are a good form of advertisement, at medium and practical prices. The radio although this is useless since no one tunes in, Electronic Boards are a good way to promote but quite expensive, Cable TV for foreigners and Local TV for Arabs are also possible, but in relation to the expense are impractical.

Islamic Laws

When promoting The Venue, no naked men/women or band products/services can be displayed; they'd break the censorship laws. This will affect our business since the way we

promote gives an impression of the business. The Venue offers beers, which we cannot promote heavily because of the laws, hence consumers looking for beer won't realize of the availability, therefore decreasing beer sales.

Differences in Media: Qatar vs. U.K.

The media in the U.K., compared to Qatar is much more expensive, this is because the population in the U.K. is much larger, hence a small advert would reach out to many more people in the U.K. compared to how many it would reach to in Qatar.

They're also split days in both the countries, where Qatar is more alive after 7pm; U.K. is more active during the afternoon. Meaning that the bulk of advertising in both countries takes place at different times, the times at which the citizens are out or awake, viewing promotions on TV, or outside ones house.

Market Research

Market research is the gaining of information about customer's demands and their needs. It's also used to find out market trends and data on competitors, through the collection of primary and secondary research. Primary research is data gathered for a specific purpose, through direct investigation like observation and surveys. Secondary data is information that already exists like sales records and government statistics, or reports from advertising agencies.

I will get my primary research by asking a questionnaire from the public. I shall get the secondary data, from the advertising agencies, about their prices etc.

Questionnaire

1. Which newspaper do you read, if any at all?
 - Peninsula 6
 - GulfTimes 4
 - Al Rayyah 3
 - Al Wattan 1
 - Al Sharq 1
 - Don't read newspapers 35

2. Which radio station do you listen too, if any at all?
 - QBS FM (97.5) 2
 - Dubai FM (101.5) 4
 - Sawa FM (92.6) 2
 - Sawt al Khaleej 2
 - Don't listen to radio stations 40

3. Which Electronic Billboards do you notice most often?
 - Corniche 15
 - Near KFC at Al Saad 10
 - Ramada junction 25
 - Near Q-Tel at Al Saad 0
 - Near airport roundabout 0
 - Al Najaf 0

4. Do you watch QTV regularly?
 - Yes 2
 - Don't watch QTV 48

5. What would you rate the effectiveness of flyers?
 - Boring 4
 - OK 26
 - Good 20

6. Do you view adverts on the Internet? If so which sites
 - YES, I view adverts:
 - Yahoo 6
 - MSN 10
 - Google 7
 - Other 2
 - NO, I don't view adverts 25

7. Do you view SMS adverts?
 - Yes 3
 - No 0
 - Sometimes 0

- Don't have a mobile 1
- Haven't ever received any 46

8. Do you notice Dallah advertisements? If so, which circuits would you say you notice the most?

- NO, I don't view Dallah Boards 1
- Circuits 3&4 4
- Circuits 5&6 30
- Circuits 7&8 15

Marketing Analysis

For the questionnaire I had asked 25 Arab-speaking and 25 English-speaking teenagers. This is so I could get unbiased primary research results.

In my first question I asked what papers were read, if any at all. The majority (35/50) did not read newspapers. Then The Peninsula came top with 6/50, followed by GulfTimes; 4/50 and then the Arab newspaper Al Rayyah with 3/50. Al Wattan and Al Sharq got 1/50 each. These results show that the majority of teenagers do not read newspapers, and the ones who do, mostly read the English editions, where Peninsula was most popular, and for the Arab, Al Rayyah was most popular.

In my second question I asked what radio stations did they listen to, if at all. The majority (40/50) did not listen to any of them. Then the most popular was Dubai FM (4/50), followed by the rest with 2/50 each. These results show that radio is not popular with teenagers, and the most popular station from them all was the English and internationally based-Dubai FM.

In my third question I asked which LED's do they notice most often. The majority noticed the LED's in the Ramada Junction most (25/50), followed by 15/50 for the Corniche, then Near KFC in Al Saad; 10/50. The rest got no tally. These results show that the LED(s) at Ramada Junction are noticed most by our target market. This form of advertising is expensive, yet practical because they are very noticeable, and a good form of making public awareness for burst advertising techniques.

In my fourth question I asked whether they watch QTV regularly. The majority did not watch QTV (48/50). These results tell us that promoting through QTV would be useless, since only 2/50 agreed to watching QTV, and because it is too expensive anyway. I did not bother to ask about cable since it would be too expensive for our budget, and we wouldn't be able to promote through it, even if it were popular.

In my fifth question I asked about the effectiveness of flyers. The majority (26/50) stated that they were OK, followed by 20/50 saying they were GOOD and only 2/50 stating them boring. These results tell us that flyers are popular among the teenagers. Hence would be a good media to promote through, also being that the price is quite cheap.

In my sixth question I asked if they viewed adverts on the Internet, and if so, which sites. The majority (25/50) do NOT view them. Then the most popular sites were MSN(10/50) followed by Google(7/50), Yahoo(6/50) and others (2/50). These results show that the majority of teenagers do not view adverts on the Internet, and if so, both Arabs and English seem to view them from MSN. Hence advertising from this media would be impractical since it is unpopular and expensive.

In my seventh question I asked whether they view SMS adverts. The majority(46/50)

haven't ever received any, since this is a new type of media advertising. Then 3/50 said yes, with 1/50 saying they do not have a mobile and no one saying NO or SOMETIMES. These results show that since this is a new service, not many teenagers have received any adverts in the first place. Yet, we can see that almost all teenagers have a mobile, which makes this an attractive media to promote through, but is too expensive for our budget.

In my final question I asked if they notice Dallah Boards, and if so, on which circuit. Only 1/50 said NO. The majority(30/50) chose 5&6, followed by 7&8(15/50) and 3&4(4/50). These results show that almost all teenagers notice the Dallah Boards. We can see that they preferred circuits 5,6,7 & 8 because they are close to the present teenage hotspots such as Oasis and Ramada. This would be a good media to promote through since it allows us to advertise in any specific location, and the price is practical.

Marketing Analysis Conclusion

After analyzing my questionnaire results, I have come up with a conclusion on the possible types of media we can use for advertising. Newspapers wouldn't be such a good idea since they are expensive and not many teenagers read them. Advertising on a news station would be useless since no one listens to them. To advertise on QTV would not be profitable since practically no teenagers watch it, and it is too expensive. To advertise on the Internet wouldn't be any use since many do not view the advertisements, and it is too expensive. The SMS adverts would be a good way to promote media since many teenagers have a mobile, but it is too expensive. This now leaves us by advertising through LED's, Flyers, and Dallah boards as the most favored, we can also use the newspapers Al Rayyah and Peninsula. LED's would be a good way to promote the service because they catch a lot of attention, and are available at practical prices, which is perfect for the burst advertising technique. Flyers are a very cheap way of advertising, and many teenagers found their effectiveness OK or GOOD. Then to promote by Dallah Boards would be profitable because it allows us to burst advertise in a specific area, and time of day. Also, according to our results, almost everyone notices them, and they are available at practical prices. If we advertise at both Al Rayyah and Peninsula, we will be accessing both the major cultures in Qatar, and even though many teenagers do not read newspapers, they still have a large impact in Qatar.

I think my primary research (questionnaire) provided reliable results. This is because I asked 25 English and Arab speaking teenagers, who are the two main cultures in Qatar, hence my results were not unbiased.

Marketing Strategy

I shall now produce two different strategies and then compare them. After analyzing them I shall go forward with the one, which seems to be most successful in promoting my company.

Strategy one

Media: Dallah Board

Details: Circuits 5 & 6-will show a poster size of 180cm x 120cm

Cost: 1000 per week, plus 400Qr for designing and printing the poster

Duration: 4 weeks

Total Cost: 4000 + 4000 = QR8000

Media: Peninsula Newspaper - Although my research proved that newspapers are not popular with my market segment, I am still including it in the market research because they are very successful in a small country like Qatar to spread the news through the grapevine,

and since the teenagers parents read the paper, it is quite possible that a lot of them will find out about the advertisement even if they do not read the newspaper thoroughly.

Details: 1/8 colour front page

Cost: 5060 per day

Duration: 1 day

Total Cost: 5060Qr

Media: LED board

Details: One LED board at Ramada Junction

Cost: 4000Qr for designing the poster + 4000QR for a month of display

Duration: 1 month

Total Cost: 4000Qr + 4000Qr = 8000Qr

Media: Flyers

Details: 750 flyers a week

Cost: 562.5 per week

Duration: 4 weeks

Total Cost: 2250.5Qr

Total money spent = 23,310Qr

Change = 1690Qr

Strategy two

Media: Al Rayyah

Details: A quarter of an inside page in colour

Cost: 4125Qr per day

Duration: 2

Total Cost: 8250Qr

Media: Peninsula Newspaper

Details: 1/8 colour front page

Cost: 5060Qr per day

Duration: 2 day

Total Cost: 10120Qr

Media: SMS

Details: SMS messages sent to all people in Qatar everyday for at least a month

Cost: 5500 per month

Duration: 1 month

Total Cost: 5500Qr

Total money spent = 23,870Qr

Change = 1,130Qr

Conclusion

After analyzing both of my strategies I have decided that strategy one is the one I shall go forward with, since it seems it will be the most effective at informing and then attracting

customers to The Venue. One advantage is that strategy one is promoting The Venue through more types of media than strategy two, which means it will have a more powerful impact within a certain amount of time than strategy 2. Hence more people can become aware of the service and hence The Venue shall have more customers and hopefully making a profit. Secondly in Strategy, most of the medias which were proved by my questionnaire results as most successful are being used, hence more of the target segment I am aiming at shall become aware of the service and become customers to The Venue.

Effects on my Business

Economic

It is well known that during the summer months there are very few people in Qatar, and hence less sales and profits are made. This is because the weather becomes very unpleasant, and since Qatar is filled with many expatriates, many go back to their homes to visit their families. Since less people will be in Qatar, this means that there shall be less spending, and hence less money in the Qatar economy. Realizing that when businesses make less money, they make different decisions, such as keeping less stock and not advertising as much if they had a lot of cash flowing in. Although when the school year begins, all the expatriates and other people return, hence they spend, and hence the amount of money in the economy rises up again. This tells us, that Qatar has a seasonal economy, and this must be considered when The Venue is to be opened for business.

I have decided that The Venue shall be opened on December 1st, this is because it is a time, which is away from any exams for teenagers. It is a time when there are no major holidays, hence most of the Qatar residents are in the country, which means there shall be more people becoming aware of The Venue than if it were a major holiday, and all the residents would have left for their own countries. Also since Eid has taken place just before December, the Arab community teenagers have extra cash to spend, since cash is given out on the Eid holiday to the youngsters (teenagers).

Costing Exercise

<u>Day</u>	<u>Date</u>	<u>Media</u>	<u>Business</u>	<u>Quantity</u>	<u>Cost</u>	<u>Starting Balance</u>	<u>End Balance</u>
1	1 st Nov	Flyers	Mupi	750	2250.5	25000	22749.5
2	2 nd Nov	LED Board	Electronic Boards	200/day	8000	22749.5	14749.5
3	7 th Nov	Boards	Dallah	3 weeks	8000	14749.5	6749.5
4	15 th Nov	Flyers	Mupi	750	Paid for	6749.5	6749.5
5	27 th Nov	Flyers	Mupi	1500	Paid for	6749.5	6749.5
6	30 th Nov	Newspaper	Peninsula	1	5060	6749.5	1689.5
7	1 st December	Boards	Dallah	1 week	Paid for	1689.5	1689.5

The Venue Promotion Calendar

November

<u>Sat</u>	<u>Sun</u>	<u>Mon</u>	<u>Tue</u>	<u>Wed</u>	<u>Thu</u>	<u>Fri</u>
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1 Start giving out 750 flyers for a week	2 Start advertising on LED Board for a month	3	4	5	6	7 Start advertising on Dallah Boards for 3 weeks
8	9	10	11	12	13	14
15 Start giving out 750 flyers for a week	16	17	18	19	20	21
22	23	24	25	26	27 Start giving out 1500 flyers for 1 week	28
29	30 Advertise in Peninsula					

December

<u>Mon</u>	<u>Tue</u>	<u>Wed</u>	<u>Thu</u>	<u>Fri</u>	<u>Sat</u>	<u>Sun</u>
1 Start advertising on Dallah boards for a week	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SWOT Analysis

Strengths & Weaknesses

One strength of my campaign is that I have used a wide range of media to advertise in. This is a strength since an increased amount of people will become aware of the promotions and The Venue, and hence increasing customers, and hopefully increasing profits. Secondly, I have used two medias, which allowed me to have a BURST of advertisements in the last few days, the Dallah and LED boards. By using these two powerful advertisements, I am making a more powerful effect on the public of the promotions. This again shall invite more customers to The Venue.

One weakness in my campaign is that I feel that my questionnaire is biased. This is because it was only limited to one school, which is an English speaking one. Hence I have produced different results then I would have if I were to carry the questionnaire between many Arab and English speaking schools.

Opportunities & Threats

Before I open up the business, I must consider what threats could cause the business to collapse, and what opportunities could help it to increase its profits.

One major threat to the business would be fighting for customer loyalty. Since we shall be a new business in town, we will have to steal other rival businesses customers to trust in our company, and it is very hard to accomplish this. If it we fail in fighting for the customers' loyalty we could go bankrupt from losses made from the lack of customers.

Another threat is the wastage of resources and financial control. If the cash flow is not kept in check, the business could make some wrong decisions, which could result in bankruptcy. For example, if the cash-flow is very low, and we do not realize it, and suddenly expand the business, and hence resulting in bankruptcy because we would have no money to run the day to day trading of the business.

There are two main opportunities for my business: profit and market share increase. We can increase the market share and profits by expanding into other areas of Qatar, and continuous successful promotions of the company.

Now that I have completed the coursework, and successfully carried out the task set, which was to invent a marketing campaign for a new business in Qatar, imagined by us.

I think I have successfully carried out this task because I have created a marketing strategy, which uses a wide range of media to advertise the business over a number of weeks, leaving me with only 1690Qr from my 25000Qr budget.

Overall Evaluation

I think one of the good aspects of my coursework is that the marketing strategy contains a wide range of media we are advertising through, of which two are excellent for BURST advertising, which is what is essential within this small budget. This means that if this were a real campaign for a real business, then more people would become aware of the service because of the powerful impact from the burst advertising. Hence the company shall reap higher profits from more customers coming into the business.

One of the bad aspects of my campaign is that I think the sample size for the questionnaire

was too small. If I were to take a larger sample size, then I would get more accurate results, and hence by analyzing and applying those results to the campaign, I would create a more successful advertising strategy. If I were to do this coursework again, I would choose a larger sample size, such as 100 people at least. Another bad aspect was that I think the results were biased, since I only asked the questionnaire from one English-speaking school. Even though I asked 25 Arab and English speaking students, the results would still be biased, since the people in this school would have different experiences to the ones in the other schools, hence different interests. If I were to redo this coursework, I would ask the questionnaire from this English-speaking school, and another Arab-speaking school. Overall however I believe that this coursework task has been successfully completed, and I believe if this campaign were to be used in real life, it would prove to be quite successful.

Bibliography

1. GCSE Business studies textbook provided information on primary and secondary data.
2. The business studies teacher provided us with secondary data when he gave lists of prices for several advertising agencies.
3. The Dallah advertising agency provided secondary data when I asked for the prices for advertising on their boards.
4. The primary research done through the questionnaire.