

DEVELOPING A PROMOTIONS PLAN

The cloth bag business has identified a promotions plan on the next page.

Means	Details	Costs
Advertising		
Website	Develop a website to share information about how recycled cloth bags are environmentally-friendly and describe the products	\$200
Online banners	Buy banners on women’s forums (as they are the target customers) to briefly introduce the environmentally-friendly bags and link to the website	\$150 for 6 months
Leaflets	Print leaflets with the location of the business and a description of the types of bags that are sold, distribute the leaflets to shoppers at the entrance of the shopping mall	1,000 leaflets, cost \$150
Publicity/ Direct marketing		
Educational story	Make a story telling how the use of cloth bags benefits both the customer and the environment, post it on a social networking site	I will do it myself
Sales promotion		
Impressive display of bags	The bags will be attractively arranged on shelves and stuffed with products that are appropriate to their types and sizes.	N/A
Demonstration	The shopkeeper will demonstrate new products to customers.	N/A
Discount	Buy one product and get a discount voucher of 5% on the next purchase (applicable for only the opening week)	\$100
Total promotion costs for the year		\$600

ACTION: Think about the different methods you can use to promote your business. When you have decided what methods you will use, fill in section 2.5: “Promotion” on the next page.