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**Universiti Utara Malaysia**

**BPCM3103 INTEGRATED MARKETING COMMUNICATION**

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**GROUP A**

**INTEGRATED MARKETING COMMUNICATION PLAN  
(Group Assignment)**

Prepare for:

**DR. WAIDA IRANI BINTI MOHD FAUZI**

Prepare by:

<b>NAME</b>	<b>MATRIC NUMBER</b>
<b>Logitha Lakshmi A/P Thiagarajan</b>	<b>264038</b>
<b>Bhuvaneswari A/P Sanmugam</b>	<b>262496</b>
<b>Yoshini A/P Mahalingam</b>	<b>264753</b>
<b>Kuhan A/L Paramasivam</b>	<b>263324</b>

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## **1.0 COMPANY BACKGROUND**

Pushpa bakery is a cake selling business located at Karak, Pahang. The business was initially started by Pushpavalli Subramaniam, an housewife lady in 2016. The idea of starting this cake selling business was initially decided by Madam Pushpavalli after she went for some courses of doing cakes and cookies professionally and joined program that conducted by “Empower” in Karak, Pahang for 1 year. At first, she started her business by selling few types of cakes such as chocolate cakes, and butter cakes. But after few months, she started to expand her business by doing cakes not only for birthday but also wedding functions also. Pushpa bakery is located at Karak, Pahang where she use her own house as a bakery. The reason why the Pushpa chooses her own house as bakery shop because this would save her renting cost.

At first her business was not recognized by many people but she did not give up and continue to deliver different types of cakes based on customer budget and get good feedbacks from the customers. This makes customer to repeat orders from her and slowly she started to be recognized by many. Since then, Madam Pushpa mainly focus to satisfy her target customer.

Types of cakes provided by Pushpa Bakery are chocolate layer cake, sponge cake, carrot cake, ice cream cake and many more based on customer preferences. They also provided cash on delivery within Karak, Pahang if customer ask so. Not only that Pushpa bakery also do customized cakes based on customer preference such as adding toppings, layers and so on. Different types of cakes costs difference price. Normally Pushpa Bakery charged RM30 for 1kg cake and the price will be made according to the types of cakes that customer ordered. Pushpa Bakery also charge for delivery services but if customer ordered more than 2kg of cake, the delivery charge will borned by herself.

## **2.0 PRODUCT THAT NEED TO PROMOTE**

The product that need for promote for Push Bakery is the variety of cakes. Pushpa Bakery making many varieties of flavours, shapes and so on. This cake business is more to customized product. The customers can add or deduct any items, designs, colours or flavours. Pushpa bakery is always there to make the cake based on customers' preference.

Pushpa bakery also has its own cake suggestions and ideas. Sometimes customers have no ideas about which flavours and design that suitable and delicious for them. During that time Pushpa bakery give its own ideas and suggestions to make the cake more customized and super unique.

. Normally, if customers want to order some customized cake means they need to make order atleast before one week for the event or celebration date. But for Pushpa Bakery can get their customize cake even order before 6 hours. Pushpa Bakery is very convenient and flexible based on customers preference and situations.

There are many kind of shapes of cakes that Pushpa Bakery can make for the customers such as the basic shape which is round shape. Except round shape, she can make rectangle shape and heart shape. Other than that, she will make cake for kids with cartoon cakes. Pushpa bakery make frozen princess cakes, unicorn cakes, Barbie doll cakes, mickey mouse cakes, spiderman cakes and so on.

Pushpa bakery also very flexible based on occations and party celebration. For birthday party celebrations, Pushpa bekry can make cakes with numbers shape. For an example, if the birthday girl is 5 years old, Pushpa bakery make the cake in number 5 shapes of cake. She can make cake from 1 years old to 100 years old of number of cakes.

Moreover, for wedding celebrations, she can make 3 tier cakes with many kind of shapes and flavours which that suitable for the wedding celebration theme. This kind of customized and flexible cake is very suitable for all age group of people and all kind of occations they need. Another way of customized for customers is can attach the customer's photos on the cake too.

Basically as everyone know, for making cake, its obviously non-vegetarian because they will include eggs and some other items to make the cake more spongy and smooth. Pushpa bakery even cake make eggless sponge cakes for vegetarian

customers as well. The cake still taste good and can feel sponginess on that cake. Vegetarians also can prefer Pushpa bakery to make their party so delicious and sweet.

Besides, Pushpa Bakery also have many choices of flavours and layers. There are many flavours available here such as chocolate, vanilla, strawberry, blueberry, coffee, red velvet, cappuccino, rose, caramel, carrot, black forest, marble, butter cream, pineapple, mocha, rainbow, cheese, banana and so on. Customers can choose more than 1 flavours for the cake. Customers can make inside layer of cake one or two layer of different flavours and outside can choose one flavor and for cream or icing part can choose one flavours or even can add fruits such as strawberries for icing parts also can.

In addition, Pushpa Bakery can make basic brownies for the customers. She also can do surprise delivery just for the customers who ask to do that. As general, Push bakery is really very flexible, convenient, fast and super taste of cakes and services providing company.

Below are some examples of Pushpa Bakery cakes:



SPIDER MAN CAKE

MINNIE MOUSE  
&  
RECTANGLE SHAPE







3 TIER CAKE FOR  
ENGAGEMENT  
CELEBRATION

THE CAKE WITH NUMBER 5  
DESIGN,  
INCLUDE PHOTOS,  
AND  
SMALL CUPCKAES





RECTANGLE SHAPE OF CAKE WITH PHOTOS  
AND  
AEROPLANE TOY AND SPIDERMAN TOY  
AND  
UNIQUE DESIGN



UNICORN CAKE

### **3.0 SWOT ANALYSIS**

A SWOT analysis is a compilation of your company's strengths, weaknesses, opportunities and threats. The primary objective of a SWOT analysis is to help organizations develop a full awareness of all the factors involved in making a business decision. Perform a SWOT analysis before you commit to any sort of company action, whether you are exploring new initiatives, revamping internal policies, considering opportunities to pivot or altering a plan midway through its execution. Use your SWOT analysis to discover recommendations and strategies, with a focus on leveraging strengths and opportunities to overcome weaknesses and threats.

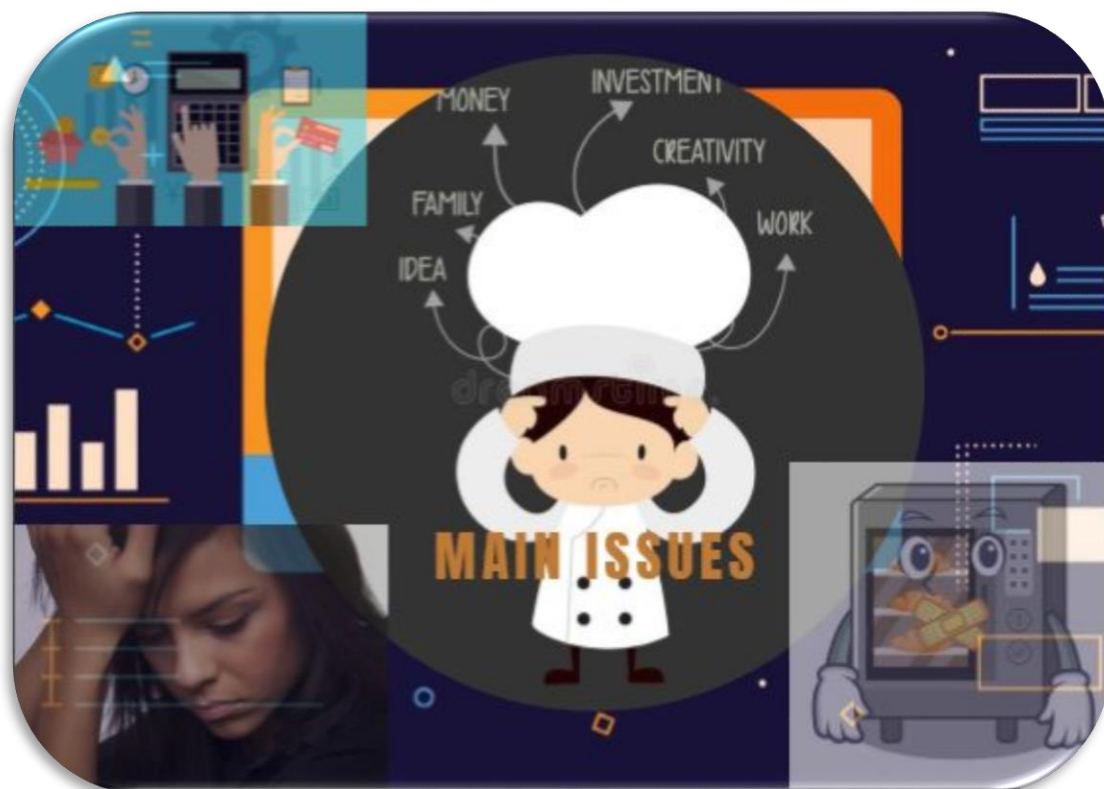
Pusha Bakery also have strengths, weaknesses, opportunities and also threat to expand her company.

#### **SWOT ANALYSIS**

<b>STRENGTHS</b>	<b>WEAKNESS</b>	<b>OPPORTUNITIES</b>	<b>THREAT</b>
<b>HARDWORK AND CREATIVITY</b>	POOR FINANCIAL MANAGEMENT	COLLABRATE WITH RELATED INDRUSTRY	CHANGES IN PRICE FOR RAW MATERIALS
<b>STRATEGIC PLACE</b>	LACK OF SELF CONFIDENCE	EXPANSION OF PRODUCT RANGE	STIFF COMPETITION FROM COMPETITORS
<b>HAVE CERTIFICATE FROM SSM</b>	LACK OF MODERN EQUIPMENTS	FOCUS MORE ON KIDS PREFERENCES CAKES TO ATTRACT FAMILIES	
	LACK OF MARKET KNOWLEDGE		



#### **4.0 MAIN ISSUES THAT FACING BY THE OWNER**



Every business has its own problems or weaknesses. As like that there are some issues that facing by the Pushpa bakery. The owner of this bakery is actually very talented and has creativity on making cakes differently and creatively. However, since she is less-educated and a house wife, she have her own self-esteem problem such as lack of self-confidents, self-motivation. Basically, she have intention and dream to have an own shop and bring her business to up-level. Because of less-educational background, she has problem on show her talent at public and also to scare to enter competitive market zone at outside.

Moreover, as mentioned earlier about less-educational problem, she also facing problem on poor financial management. She don't have her own financial calculation about her expenses on making cakes like charge for electricity, the stuff needed for baking a cake, time taken for herself to make the cake, and so on. She can calculate roughly how much had been spent for one cake. But she had managed to support her family with what we earn even she don't have a proper calculation. Yet, financial calculation for one business is very important to sustain the business in future and also to bring to next level.

#### **5.0**

## **5.0 TARGET AUDIENCE**



Target market refers to a specific group of people who act as potential customers for our business which willing to buy and use our business products. We can conclude to these customers as they had similar characteristics such as buying behaviour, demographics and so on. Target market important to a business because it will influence a business whether become successful or not. If a business does not know about their target market, it may cause that business wasting a lot of time and money and the business plan done by entrepreneur also will be fail. So, it is importance for a business to know about who are their potential customers in the market. Once set the target audience of business, the marketers or owner of the business should focus on built brand name and set the product in target market's mind. The primary target market is the one who loves to eat cake.

Market segmentation can be used to define the target customer and satisfy accurately the target customer's need and want. Market segmentation is a process which dividing the target market who have similar characteristics into groups. There are four types of market segmentation which are demographic, behavioural, psychographic, and geographic. We cannot deny that the market segmentation will bring more advantages to a business. Through market segmentation, a business can be more easily focus about the marketing efforts and resources to ensure the target customer be valuable and then the business goals also can be achieving directly. Different marketing strategies can be planning based on the different market segmentation. It is useful to determine what are the best methods to achieve business goals. Besides, points-of-difference (POD) of this cake business also will be prominent. Market segmentation allow more focus on the specific customer needs and

wants, so it will show about the differences or uniqueness of the cake with others include competitors.

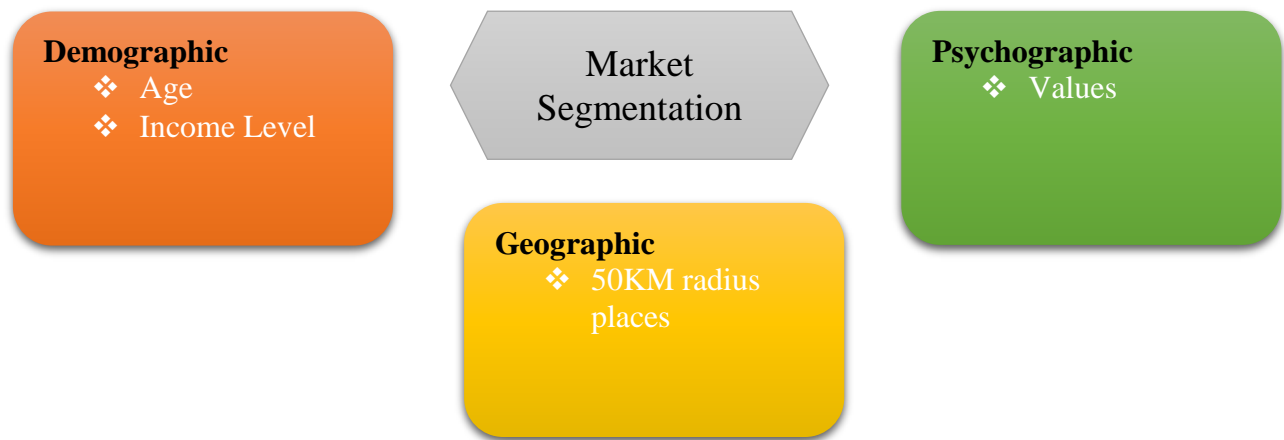


Diagram: Market Segmentation

Demographic segmentation is measuring statistical data such as age, income level, education level, and others about a group of people. This segmentation is most popular and commonly used by marketer when doing market segmentation. Demographic segmentation also is an important criterion to identify the target market because the demographic information is a key for all business to know about their customers. For Pushpa Bakery, the targeting age group people within age 18-30 years old. It is because this age group people are the one have income and can make their own decision in their life. Those have income is suitable for Pushpa bakery to target at them, because once that age group people want to buy cake, they can make their own decision and purchase at Pushpa bakery as well. Moreover, through the income level, Pushpa bakery select those have low income to high income and doesn't have any specific limitation but most probably focus to middle income group. It is because the cake that selling by Pushpa bakery is very cheap and affordable price. Middle income group people will buy at small business such as Pushpa Bakery whereby high income group people mostly refer to famous bakery such as Secret Recipe and so on.

Psychographic segmentation is categorizing based on the customer's personalities or characteristics such as values, attitudes, lifestyles, and others. This type of data is subjective norm. So, the marketer is more difficult to identify their target customers. The lifestyle of a person affected totally by income they had.

Since Pushpa bakery focuses middle income group people, their lifestyle, and values at a product is mostly depend on price and quality and safety. Pushpa bakery cake prices are very affordable and can say that normal price of a cake exclude wedding cake. The taste of cake very suitable to every normal people. However, the psychographic segmentation for the cake is very difficult. It is because, the cake is mostly customized and will prepare based on customer needs. If they prefer less sugar, the cake making with less content of sugar. So, can conclude that the Pushpa bakery doesn't have any specific psychographic segment.

Geographic segmentation is most simple in market segmentation because it just categorizes the customers based on geographic borders like climate, cultural preference, and so on. Pushpa bakery decide to sell the cake to the customers that located in 50KM radius from Karak such as Bentong, Raub, Kajang, Mancis, Temerloh and so on. Cake is a dessert product and it easily will damage. This kind of dessert product, cannot deliver to long distance or even cannot send it through post office. The responsibility to deliver the cake in good condition is highly notice by customers. So, this specific radius places are most suitable to deliver by the cake maker.

Besides, the relationship between Puspa bakery and customers also very important. The good relationship between them, will make the customer order at them all the time when they needed. Customers like business people who have respect and good relationship with them. Sometimes, this good relationship leads to have many loyal customers to Pushpa bakery and continue for long years.



## **6.0 INTEGRATED MARKETING COMMUNICATION PLAN**

Integrated Marketing Communications is literally known as IMC, it is a strategic collaborative, and promotional marketing function where a targeted audience receives consistent and persuasive brand messaging through various marketing channels in an integrated way to move buyer's through the decision making process. At the most basic level, we are using this integrated marketing communications to help us in ensuring that we as a marketer are using all the available channels to amplify a marketing campaign and/or brand messaging to reach our target audience or prospective customers. Thus, in this part of the report it explains on the methods used to enhance the sales promotion as well as to help us develop our IMC strategy to create and implement a cohesive and integrated marketing strategy to jumpstart our success.

First and most important of all we have to identify different marketing communication methods to attract our customers. It's imperative to determine the various marketing communication methods used to leverage as part of our plan. Basically there are several parts we have to consider such as the target audience and how they would like to receive information, gather facts, and perform research on the problem they are trying to solve. From there, we have determine what channels are most relevant for your specific campaign. Therefore, we have decided to use Content Marketing, Email Marketing, Printed Media Marketing and Social Media Marketing.

Content marketing is where we make our content available through online blog content, video marketing, and dynamic website content to help our potential buyers connect and learn more about our even. Email marketing is through email or text message to re-engage with the existing customers through unique and helpful content. Our basic ideology was not always on generating new leads, but we feel that the most impactful marketing efforts come from delivering the right content at the right time to the existing customers. Printed media marketing is where we send out some flyers, posters and also an insert/ blow-in card (a separate printed advertisement put into a newspaper or magazine). Lastly the social media marketing such as Instagram, Facebook, Whatsapp and YouTube it opens the door to building relationships and develops brand awareness.

Next, we would have to develop a marketing communication plan. Once we have determined the marketing channels next we are going to resonate with our audience, it's time to develop a comprehensive plan to execute on our marketing initiatives. To do this, we focused on two primary items first would be the audience we determine the buyer persona for each of your marketing methods. For an example, if our prospects are baby boomers, we consider to use email marketing and Facebook to reach them. If our prospects are millennia's, we consider using text messaging and Instagram to reach them. Secondly would be the **content**, we define the content that will speak to our audience effectively and attract their attention trough YouTube videos and flyers.

Finally, we have to understand the customer decision making process. Understand what makes customers decide to buy a product or service, and then discover why they should decide to buy from us thus what enables customers to feel that we are more competitive advantage. The important thing here is we should understand the problem that we are going to solve for the customers, and how to help them in the decision journey and make them feel we are more special. Therefore, we decided to come up with several sales promotions to enhance customer's preference such as using premium, discount, and loyalty card.

A premium may be offered for free such as small gift, shipping and handling charge with proof of purchase (sales receipt or part of package). For an example: buying cereal because there was a toy in the box. The toy is an example of a premium. Some premiums are designed to motivate consumers to a buy product multiple times. This is why we decided to use premium, it is a product or offers a consumer receives when they buy another product. We decide to give special candles to everyone who purchase our product and also provide chocolates as premium for those customer who book surprise delivery like below.

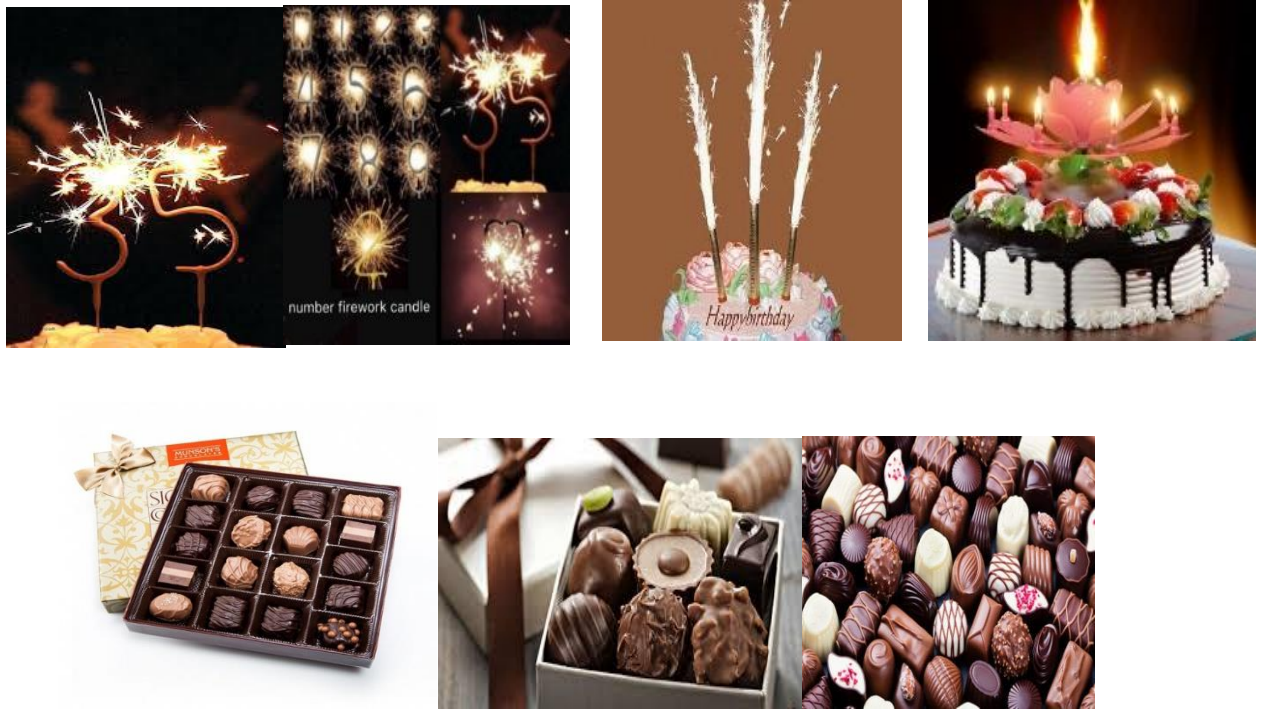


Image 6.1: Sample of Premium candles and chocolates

Next, we would like to use the loyalty card as our promotion tool. A loyalty card's main purpose is to make more money by keeping our current customers. These methods are cost-effective, and they help to increase social proof, word-of-mouth and customer referrals. It's quite clear thus literally we are adding the Stamp Redemption feature to our business is to enable the prospect customers to collect stamps each time they make a purchase and receive some freebie after collection. Therefore we decided to using the loyalty card, for each purchase they can receive 1 stamp once they collect 10 stamps they can get free brownies. Basically the stamp redemption is to attract the prospective customers. Stamp redemption are a fantastic way to generate extra business and work well as a simple marketing tool to spread the word about our company.



Image 6.2: Sample of loyalty card with stamp redemption

On the other hand, we would like to use discount sales promotion. The discount pricing is a type of pricing strategy where you mark down the prices of your product or service. The goal of a discount sales promotion strategy is to increase customer traffic and increase the sales. Therefore we decided to give our customers 10% discount when they purchase cake 3kg's and above.

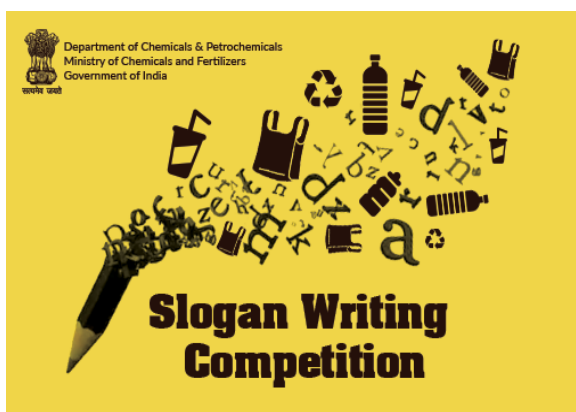
## **7.0 CAMPAIGN INFORMATION**

An advertising campaign is specifically designed to create a strategy that carries out across different mediums in order to achieve desired results such as increased brand awareness, increased sales, and improved communication within a specific market. Therefore we plan to have a campaign in order to increase awareness among public as well as explain about the promotion strategy for Pushpa Bakery.

Basically our main goals to conduct this campaign in order to acquire new clients, promote current cakes and pastries as well as launch a new flavour cake. As we mentioned earlier this advertising campaign **is** designed to improve brand awareness and position in customer mind using pricing and feelings or emotions strategy.

We have several contests like frosting the cake, spin wheel, creating slogan, colouring contest for kids and many exciting games and those winners will have exclusive gifts of our new launching cakes and brownies this may boost potential customers interest to participate. Not to worry we are giving goodie bags for each and everyone whom participate our campaign. Below are some example of our activity.





### **Campaign details:**

**Event name:** Pushpa art of cakes

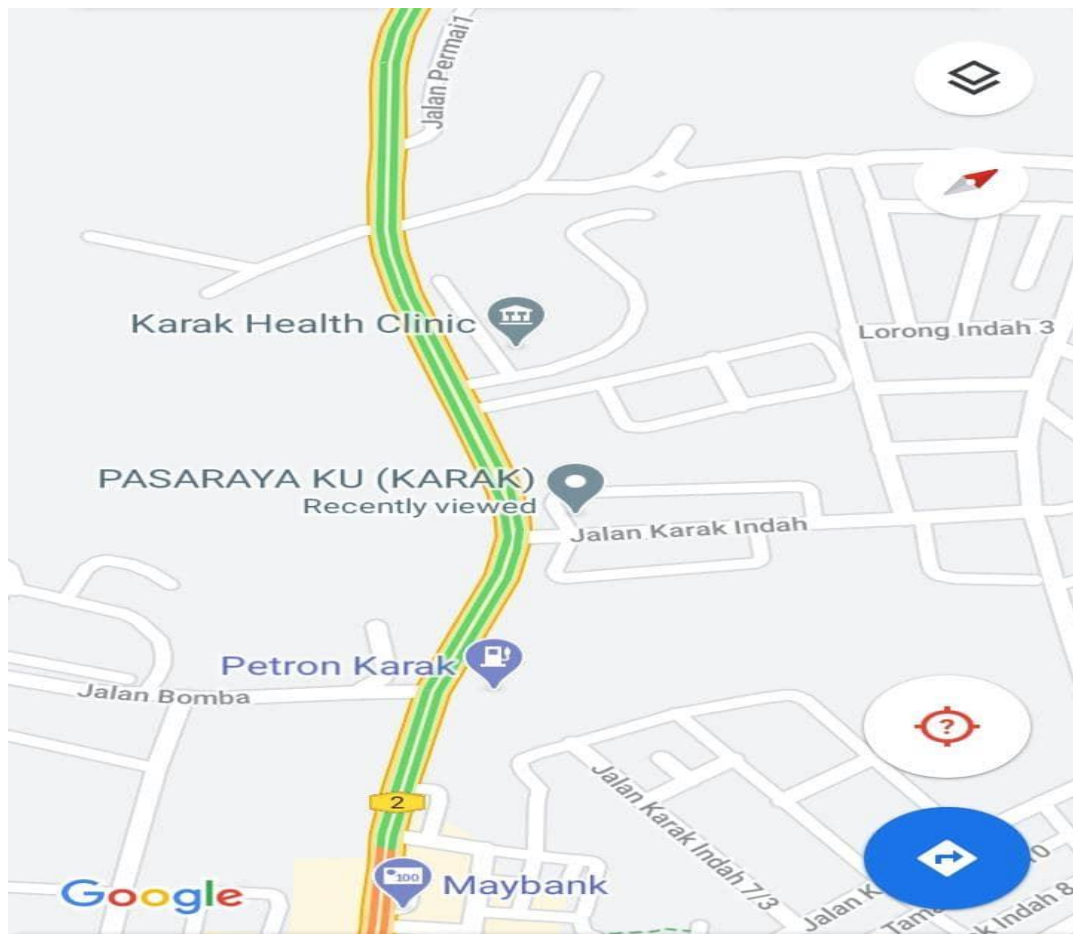
**Tagline:** a little bliss in every bite

**Time:** 10am till 9pm

**Date:** 1<sup>st</sup> 2<sup>nd</sup> and 3<sup>rd</sup> of February 2021 which will be on Friday, Saturday and Sunday

**Venue:** In front of Pasaraya Ku

## Location map:





## 8.0 PROMOTION TOOL



Promoting Poster of Pushpa's Bakery

Promotional tools are tactics or activities that we plan and execute to persuade consumers to buy our products. As a consumer, you are likely to take part of these activities yourself without realizing it. We had tried several combination of activities and make note of what works. Due to what we are selling is fairly generic therefore our promotional tools will typically be price-oriented, such as discounts.

We have also create a poster to attract prospective customers and position ourselves in prospect customers mind hence we use price and quality product positioning approaches to pull their attention. Colors basically play an important role in drawing customer's attention and communicate the message quickly as well as clearly. We used black white and red to attract prospective customers.

Black is the absence of light, unlike white and other hues. Pure black can exist in nature without any light at all white consider being a color, because white light comprises all hues on the visible light spectrum. But in a technical sense, black and white are not colors, they're shades that goes along well together and grab viewer's attention. On the other hand the red color is scientifically proven to increase a person's hunger.

We also publish our poster with the implement of pricing strategies "discounts" as promotional incentives for customers to buy. By doing so it can encourage sales during the offer period hence devise customer follow-up methods to turn these into repeat buyers, particularly if what you are selling is similar to what your competitors sell.

We also offer premiums to customers with certain terms. Premium can promote sales and build brands. Examples of premiums are loyalty programs, offering discounts or something free after a certain number of visits or purchases, and a bonus with a purchase. We provide special candelas.





### **Logo of Pushpa Bakery**

Logo is very important one for any kind of business. Logo is a symbolic represent of a business as well. As mentioned early, logo is very important it is because logo is the firstly grab attention of viewers or audience. When the viewers see the logo, they will get some ideas, what are the logo all about. Audience can predict the type of business from the logo. Secondly, logo makes a strong impression to the audience as well. The first impression is the way to immediately communicate ownership over products that the owner sell.

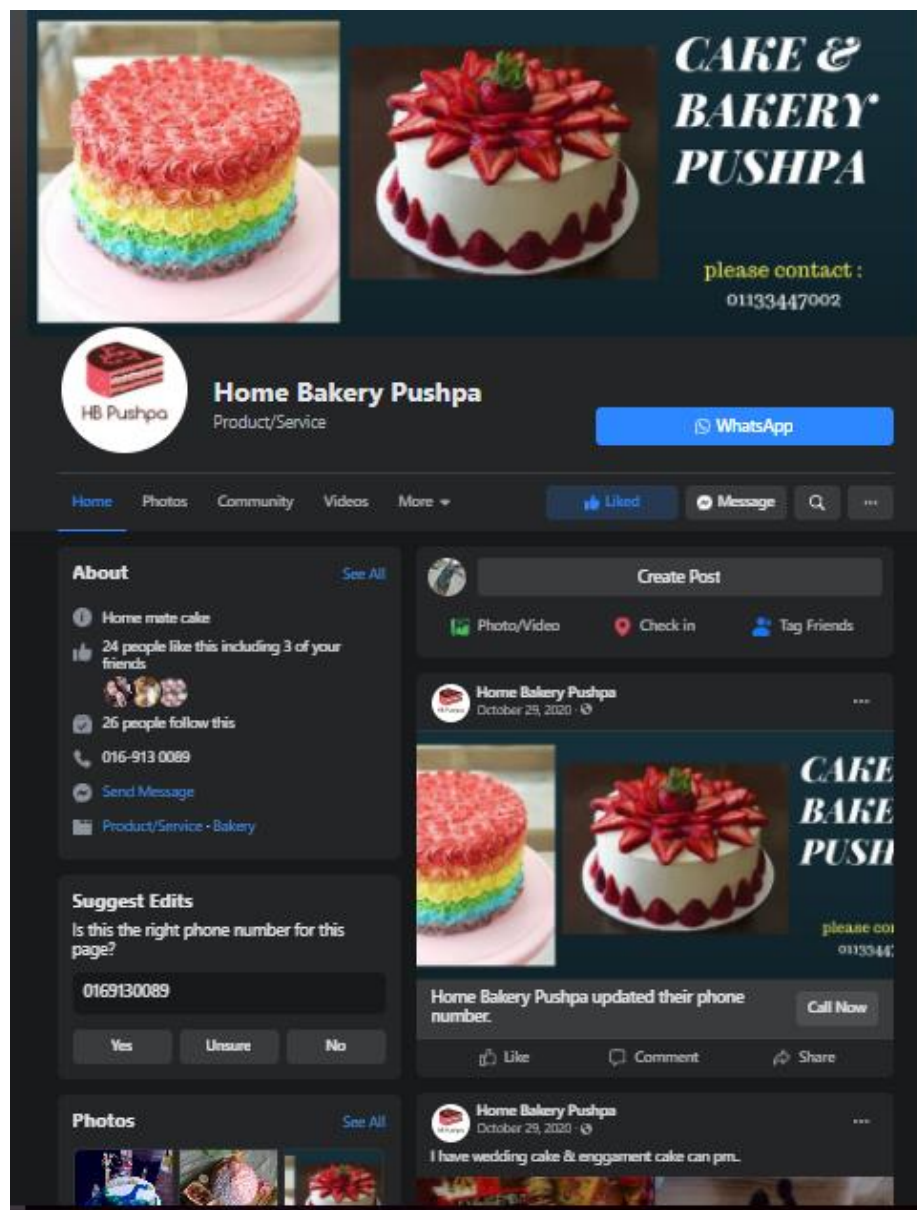
Thirdly, logo is the foundation of brand identity. Logo design is only part of a company's brand and it serves as the foundation for the entire narrative on which the brand built. Colours, fonts and tones in the logo are the thing that determine the story that the owner want to tell and express to the audience.

In addition, logo is the key of memory or can said as memorable picture. Logo is one of a business's identification, where the customers use to recognize the brand. Ideally, customers instantly connect the sight of the logo in their memory of what product the company sells, uniqueness and so on. Customers has chance to forget the company name if they can't pronounce or spell the name of company, but logo is a picture based where all age of people can easily identity and set in their mind the logo of what they saw. The most important element of logo is logo is the one separate the brand from competitors.

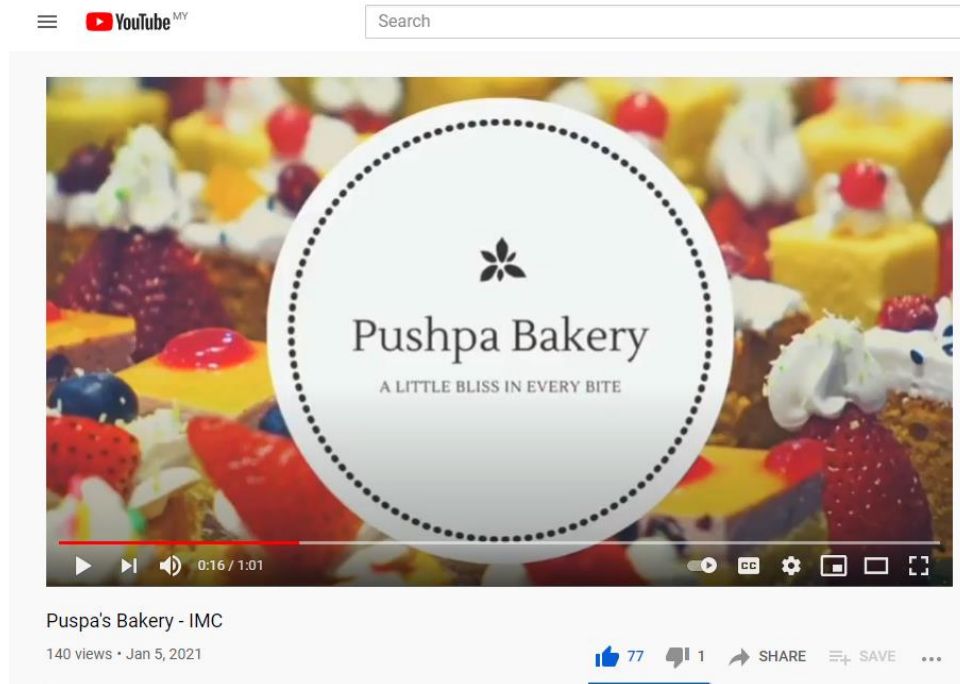
Pushpa Bakery have no logo before because the owner doesn't know the importance and value of logo to her business. A new logo created to make Pushpa Bakery more popular among target audience. Whenever Pushpa Bakery want to promote or upload new post of cake and service photos, the newly created logo also

play a huge role in that uploading post in any social media such as Facebook, Instagram, WhatsApp and YouTube.

## 9.0 APPENDICES



Pushpa Bakery's Facebook Page



### Pushpa Bakery's Youtube Advertising Video

YouTube Link: <https://youtu.be/rf40OHkNvHY>

WHATSAPP STORY  
ABOUT PROMOTING  
PUSHPA BAKERY







**PUSHPA BAKERY'S INSTAGRAM  
VARIETY OF CAKE UPLOADS**



2 TIERS CAKE FOR  
DIFFERENT  
FLAVOURS FOR  
INSIDE AND  
OUTSIDE FOR  
WEDDING  
CELEBRATION



3 TIERS CAKE FOR  
DIFFERENT  
FLAVOURS FOR  
WEDDING  
CELEBRATION



SPIDERMAN CAKE WITH  
DIFFERENT CREATIVE  
DESIGNS AND FLAVOURS



**ROUND SHAPE ICE CREAM CAKE**

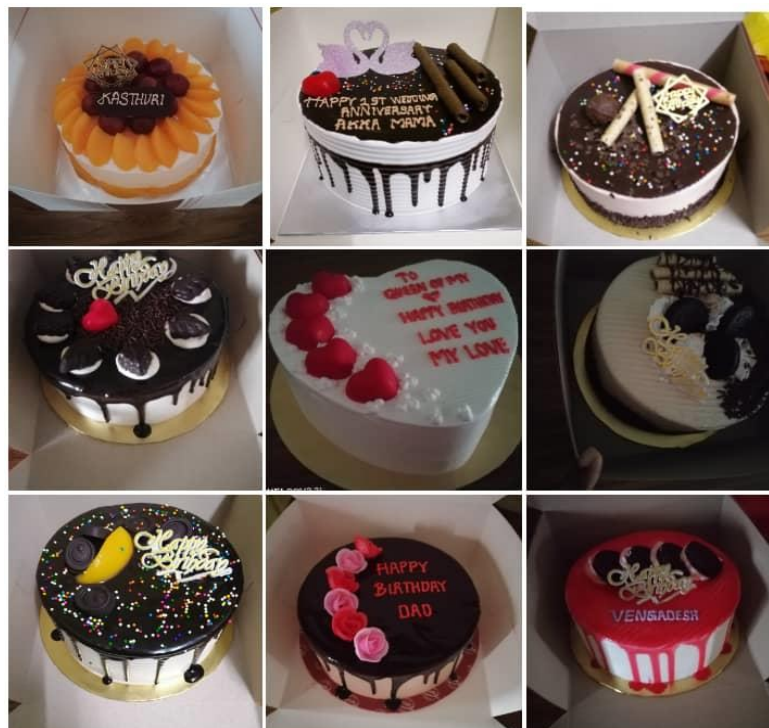


**MANCHESTOR UNITED RECTANGLE CAKE**





**VARIETY DESIGN CAKES  
INCLUDE FROZEN CARTOON CAKES  
AND MANY OTHER DESIGNS**



**VARIETY DESIGN CAKES INCLUDE FRUIT CAKES  
AND OTHER DESIGN**





**FRUIT CAKE**



**BIGSWEEP JACKPOT CAKE**