

## **PERSONAL MARKETING PLAN**

### 1. **VISION**

- **Core Values:** I have many skills and abilities that I can bring to the job market. However my two most important core values are Leadership and Teamwork.
- **Strategic Intent:** I would like to become an owner/manager of a small retail business.
- **Core Competency:** Leadership is the one asset that I view will help me be a successful entrepreneur. I plan on being a store manager and hopefully a future business owner. With superior leadership skills one can take charge and set tasks to a group of people; accomplishing this successfully the group can stay on task and finish goals.

### 2. **TARGET MARKET**

The market that I plan on targeting would be retail businesses in the south-east area of Michigan, preferably Oakland County. It will be demographically in a small urban area outside of Detroit. The psychographic of this company is conservative with low risk, and the types of behaviorists that will be targeted are frequent users of retail stores such as Home Depot, Best Buy, or Wal-Mart. These three retail stores I would like to work for because they are well established, have a high credibility with a loyal customer base, and are ever growing profitability businesses.

### 3. **DESIRED JOB**

The entry level job I would like to obtain is a retail store manager

### 4. **POSITIONING STATEMENT**

I would like to obtain a position in a growing company were I can apply my skills on a daily basis. I am attentive to the customers' needs and a proven hard-worker. I have the ability to hire quality employees and deal with customers.

### 5. **MARKETING MIX**

- **Product:**

*Internship* – During the summer I was a branch manager for Student Painters, and my second summer I moved up to a district manager. As a branch manager for student painters I was in charge of the hiring and firing of employees, estimating the job and selling it to the homeowner, filling out paperwork for my employees hours and going to the paint store to pick up supplies. When I became a district manager I took on the same responsibilities and had two branch managers working under me. This job has been a great learning experience teaching me selling, customer service, teamwork and most importantly leadership.

*Fraternity* – I am an active member of the fraternity Tau Kappa Epsilon at Western Michigan University. I have met many new friends and because of this I am able to further my teamwork and leadership abilities through group activities and community service.

*Parents* – My parents have been the biggest inspiration in my life. I have first hand experience on how businesses are run. Both my parents own businesses, “Rangers Floral Garden”, a retail florist in Royal Oak Michigan and “Ranger Paint Design”, a commercial and residential painting company in Berkley Michigan. Looking at how successful my parents are only motivates me more to also become a successful entrepreneur.

*Western Michigan University* – Graduate with a MBA degree from the Haworth College of Business, a highly credible business school in the state of Michigan. I was also on the Deans list my junior and senior year at Western Michigan University.

*Entrepreneur* – Started an on-line business with my cousin called “K&R Beer Accessories”. Business is marketed towards college students who want to have more fun while they are drinking. Selling drinking hats, beer bong, beer pong tables and we even make non alcoholic related items such as desks and lofts. All our products supply the needs or wants of a typical college student.

- **Price:** The starting salary for a first year retail manager at Target is \$36,000. This information was obtained from Beth Ashcraft who is a first year manager at the Target located in Troy, Michigan.
- **Place:** I will use two indirect and two direct channels to sell myself to the job market. The indirect channel that I will utilize is the internet. I can e-mail the companies my resume that I am interested in being employed by and I will also use a job search web site such as Hotjobs.com or Monster.com where I can post my resume. One direct channel that I will use will be a personal interview with the company where I can hand my interviewer a copy of my resume and work application. The other direct channel that I would use will be to hire a headhunter to go out and look for jobs for me.
- **Promotion:**
  1. I will use public relations to present myself in front of future employees or a board of members to show and explain how I am qualified and the right man for the job. This will be successful for me because it will let my future employees meet and get to know me.
  2. A great way to promote myself is attending a Career Fair. By attending a Career Fair I can meet with the employers that I want to and talk to a representative of that company directly, since they are there to find and hire employees.
  3. I will also advertise myself by posting my resume on my created home page and also on Hotjobs.com or Monster.com. This is another good way to promote my self because it is such a large database and it is viewed by many employers.
  4. Direct marking is another way to promote, by mailing potential employers with a letter of interest and then meeting with them face-to-face. This will enable me to directly communicate with the employer and try to market myself to him or her.
  5. I can also promote myself by placing an ad in the employee seeking employer section of a local paper. This is not the greatest way to promote myself but it is easy for possible employers to view my qualifications and contact me.

## 6. EXECUTION PLAN

- Spring 2004 – Finish undergraduate studies at Western Michigan University
- Summer 2004 – Internship with Student Painters
- Fall 2004 – Apply to Haworth College of Business
- Spring 2005 – Declare Major and continue studies
- Summer 2005 – Continue working for Student Painters
- Fall 2005 – Become President of my Fraternity and make business cards
- Spring 2006 – Graduate WMU with honors
- Summer 2006 – Begin full time employment as a retail store manager