

Rogers State University

SIGNIFICANT PROJECT

Communication Major, Graphic Design Minor

Project Title: Public Relations Plan

Date: Spring 2012

The objective of this assignment was to write a strategic public relations plan including methods and tactics, used by public relations practitioners. Develop an understanding of the management, purpose, and function of public relations. The skills learned in this project have directly translated into the public relations career field. There will be times where a public relation plan will be needed for a new idea within the company, or even working on creating one for a new company. This helped develop an understanding of the complementary and strategic relationship between public relations and marketing.

Rogers State University
COMM3113: Public Relations
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**Public Relations Plan for
The Sugar Boutique**

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Public Relations Plan

Background and Research

About The Sugar Boutique in Claremore, Oklahoma

In October 2011, Dayna Melton and daughter Hilary Melton established The Sugar Boutique in Claremore, Oklahoma. The Sugar Boutique opened up business to bring in new business of couture cake decorating. They have four goals in order to support this mission:

1. Establish a well-known name around the Claremore Area
2. Make a profit
3. Transition from a cupcake shop to a cake decoration shop
4. Establish good rapport and a relationship with other businesses.

The Sugar Boutique aspires to be a couture cake bakery, and cake decorating shop. To adapt to the demands of profit, they provide cupcakes, truffles, chocolate covered strawberries, cake pops, and coffee. Also, to bring in customers the shop is available to rent for birthday parties, which includes cupcake decorating. As a new business, The Sugar Boutique has a few goals that they wish to accomplish for their business to expand and make it successful.

Major Issues

As of now there is one other cupcake shop in Claremore, "Tiny Cakes and Truffles". The shop sells food items as well cupcakes and other baked goods. It generates more business and has a prime location on Main Street, closer to Rogers State University and popular food vendors bringing major competition to The Sugar Boutique. Many people are not aware that The Sugar Boutique exists; the biggest issue is creating a name for the business in Claremore.

The Sugar Boutique also faces an issue with its demographics. While their cupcakes and cakes are more affordable than competitor "Tiny Cakes and Truffles" the down fall is the use of "fondant" versus "butter cream" style cakes, which is usually a turn off to the older generation of Claremore.

At this moment the company is not making any profit, they need to find a way to attract people into the door, to achieve that goal.

The location of the shop is on West Blue Star, which is not a high traffic area for food vendors. The actual location of the shop cannot be moved; therefore we must find a way to attract people to the shop despite its location.

While the idea of a mother-daughter business is very intriguing to a small town such as Claremore, but as of now The Sugar Boutique works alone. They need other allies in the business world who will help to promote their business.

Objectives

Focus of this plan

Consistent with The Sugar Boutiques strategies and goals, we will focus this plan on achieving those goals with the resources available.

We will focus this plan on the following:

- Target Publics.
- Design an incentive plan to bring customers in.
- Promote advertisement for the expansion of their cake decorating business.
- Establish rapport in the business world and create allies.

The Main Strategies

The goals of this plan are to create an incentive plan to attract customers into the store, to create a known name in town through publicity, and to create and allies with another businesses within the community.

The Publics

The Sugar Boutiques current publics are contacted through their social media FaceBook page. Promotions of “Flavors of the Day” cupcakes are posted, as well as pictures, and questions and comments to and from the customers.

The Publics that we wish to target with this plan are as follows:

- Community
 - Rogers State University Students, faculty and staff
 - Upper to middle income Claremore residents that are active in the community in church and social organizations.
- Potential allies in the business world to help promote business
 - Wedding organizations (Florists, wedding planners, catering companies, etc.).
 - Rogers State University (RSU Innovation Center, students, staff, and faculty).

Tactical Strategies

- Design a punch card, allowing a free product after four previously purchased to entice customers into the store.
- Promote 20% to college students on a certain day of the week.
- Establish a relationship with other business that will help to promote publicity. Develop relationships with organizations within the community by donating cakes for silent auctions, fundraisers, and special events. Participating in various events that highlight their realm of business at the Claremore Expo Center.

SWOT Analysis

- **Strengths:**
 - Mother/ Daughter business
 - Cheaper product than competitor

- **Weaknesses:**
 - No publicity
 - Location

- **Opportunities:**
 - Rogers State University
 - Wedding related businesses

- **Threats:**
 - Tiny Cakes and Truffles

Plan

Goal 1: Create Publicity

- Strategy: To create a name for The Sugar Boutique in Claremore as a couture cake decorator.
 - Tactics: Participate in RSU job fair at beginning of fall semester. Participate in wedding shows around Claremore and the Tulsa area. Posting flyers around RSU's campus and around town.

Goal 2: Create punch cards

- Strategy: To increase repeat customers and to gain new ones with a reward system.
 - Tactics: To create punch cards to give to frequent customers with a reward system after so many purchases.

Goal 3: Promote discounts to college students

- Strategy: To make the college students aware of the business and to gain customers we will give discounts to students.

- Tactics: Creating a “college day” with 20% off would promote more students to come. Posting flyers at the campus and doing a feature story in the Hillcat Post would make students aware.

Goal 4: Establish a relationship with another business

- Strategy: Create allies in the business world in order to gain more business with paralleling markets.
 - Tactics: Get in touch with local salons and wedding boutiques or planners to suggest a business to order a custom couture wedding cake through as well as florists and other wedding related businesses.

Timeframe and budget

The timeframe and budget portions of this plan are to be developed and determined after approval of the Plan.

Evaluation

Did we accomplish these?

- Establish a well-known name around the Claremore Area
- Make a profit from the couture cake area of the business.
- Transition from a cupcake shop to a cake decoration shop
- Establish good rapport and a relationship with other businesses.