

Conbini Stop

MARKETING SWOT ANALYSIS

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Overview

In March 2000, Anthony F. Miura opened [Conbini Stop], a chain of convenience stores located in Franklin County, Ohio. The store offers products that customers can conveniently grab and go such as toiletries, over-the-counter medications, packaged food products, alcoholic and non-alcoholic beverages, and tobacco. The store recently started to offer prepared and ready-to-eat convenience food products such as hotdogs, sandwiches, and microwavable meals.

This SWOT analysis will assess the company’s current capabilities and identify the areas of opportunities for marketing its latest product offer.

Strengths

The current pricing and the selection of the latest product offer have appealed to the store’s current customers. The store also has impressive internet marketing initiatives that involved actively promotion of the latest product offer on the store’s Facebook and Instagram pages.

STRENGTHS	ACTION
Affordable pricing and current selection	Highlight this strength in every printed ad, such as posters and newspaper ads, and also in its internet ads posted on social media.
Internet marketing initiatives	Schedule posts on the store’s official social media pages that will get uploaded during the store’s peak hours.

Weaknesses

Although the latest product has appealed to the store’s current customers, it hardly attracted new customers and members of its loyalty program. On the other hand, the internet marketing initiatives of the store have a lesser response from the target audience online.

WEAKNESSES	ACTION PLAN
Difficulty in attracting new customers	Offer sales promotions exclusively for the new loyalty program members and highlight these promotions in its marketing initiatives.
Less response	Ramp up internet marketing content by uploading visually attractive photos of every food item, with effective product descriptions.

Opportunities

The latest product offering has opened a partnership with Bite and Run, one of the top suppliers of affordable easy-to-prepare meals and ready-to-eat hot snacks in Franklin County. Another partnership is with Getknown Marketing Solutions, a marketing firm partner that has the potential of helping the product offer improve its sales.

OPPORTUNITIES	ACTION PLAN
Exclusive partnership with top food supplier	Come up with cross-promotions that can benefit each of the party’s revenues.
Partnership with a marketing firm	Consistently coordinate with the marketing firm to be on the same page when it comes to planning marketing initiatives that can help the company reach more customers for its latest product offer.

Threats

The store’s competitors have similar product offers that they have offered for a longer time and have gained a stronger customer base. Competitors also have better price advantages since they produce their supply of ready-to-eat food products and does not rely on a supplier.

THREATS	ACTION PLAN
Competitor’s strong customer base	Conduct a competitive analysis that will help the store determine the strategies that can surpass that of the competitor.
Competitor’s price advantage	Take advantage of the supplier’s credibility by emphasizing its brand name and affordable prices in every ad material.