



COMPREHENSIVE MARKETING STRATEGY FOR PROCTORVILLE HARDWARE & FEED STORE



Company Background

The Proctorville Hardware and Feed store is owned and managed by Carrie Cheek and her husband Rob Callaway who initially bought in auction the hardware store inventory from Moore's hardware. They spent about \$40,000 to buy the inventory from the old hardware store and paid cash for it up-front. Based on this action alone, they decided to start the hardware business in Oct 2016. They started with selling hardware only and later expanded to retail Purina horse feed and other local feeds for cattle & dogs. The couple is looking for various ways to promote their business and increase customer base.

SWOT Analysis

Strengths

- Location
- Customer Service
- Convenience
- Product Knowledge

Opportunities

- Market Penetration
- Local Feed Monopoly
- Online Sales and marketing
- Promotions Sales

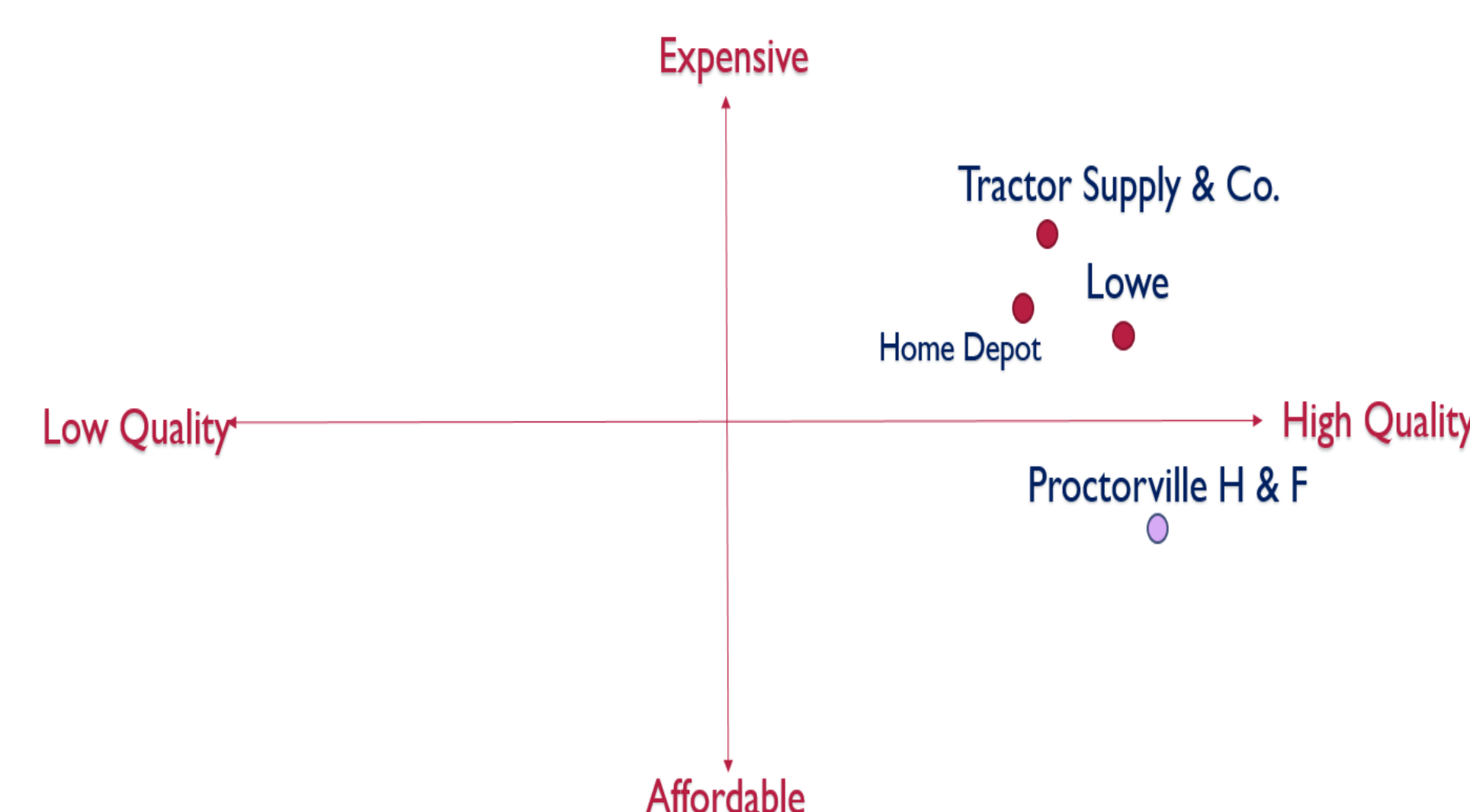
Threats

- Hardware competition
- E-commerce
- Population decline
- Behavioral habits of customers, resulting in low cash flow
- High cost of rent
- limited constructions in the area

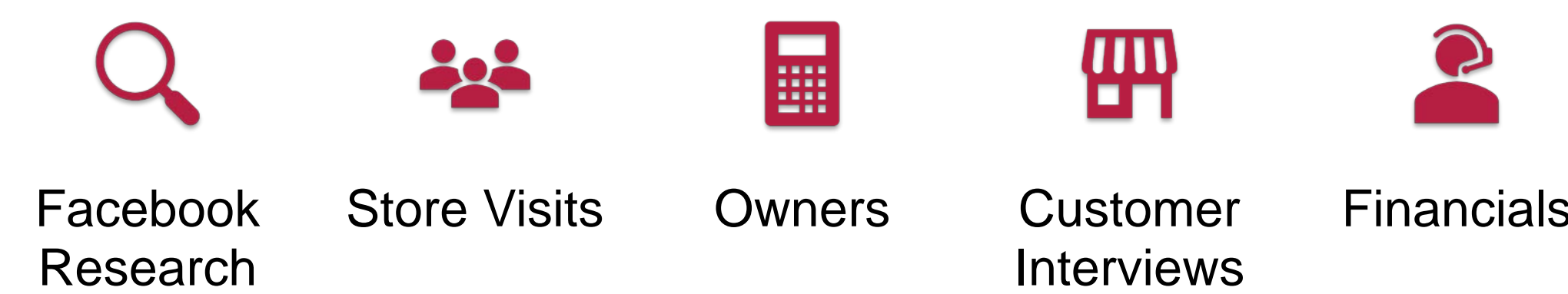
Weakness

- Lack of Mission
- Customer value Proposition
- Wide Product Lines
- Store Layout & Empty shelves
- Inventory Analysis
- Sales Analysis

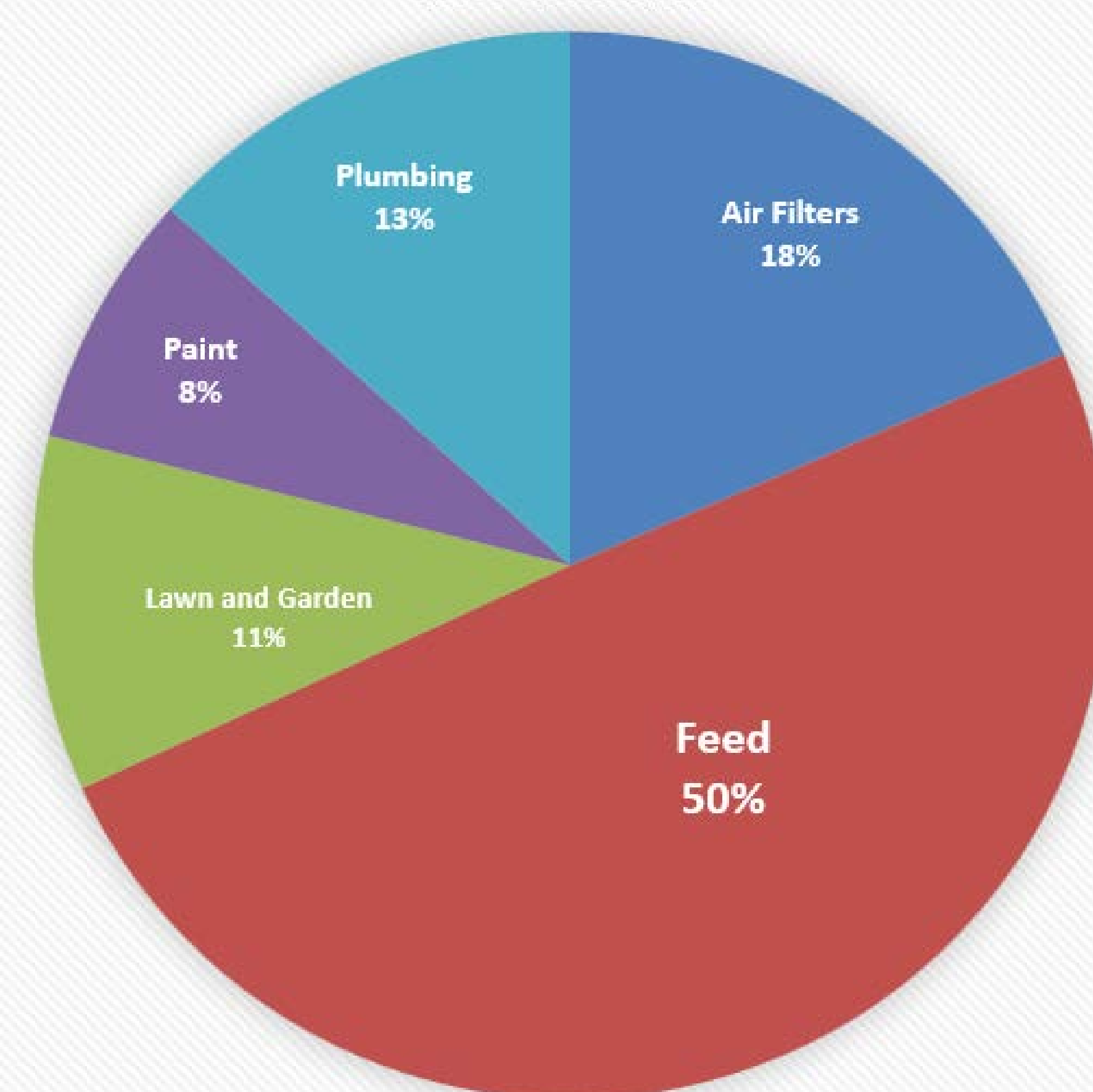
Current Perceptual Map



Research Methods



Net Revenue



Mission:

To be the best feed and seeds supply in the Tri-State Area. We provide quality, safe and well-balanced feed at affordable prices that nurture, protect, and care for our community's locally reared livestock and domestic pets. We aim at improving local households one house, one family, at a time.

Target Markets

- Farmers
- Pet owners
- Families
- Animal show owners

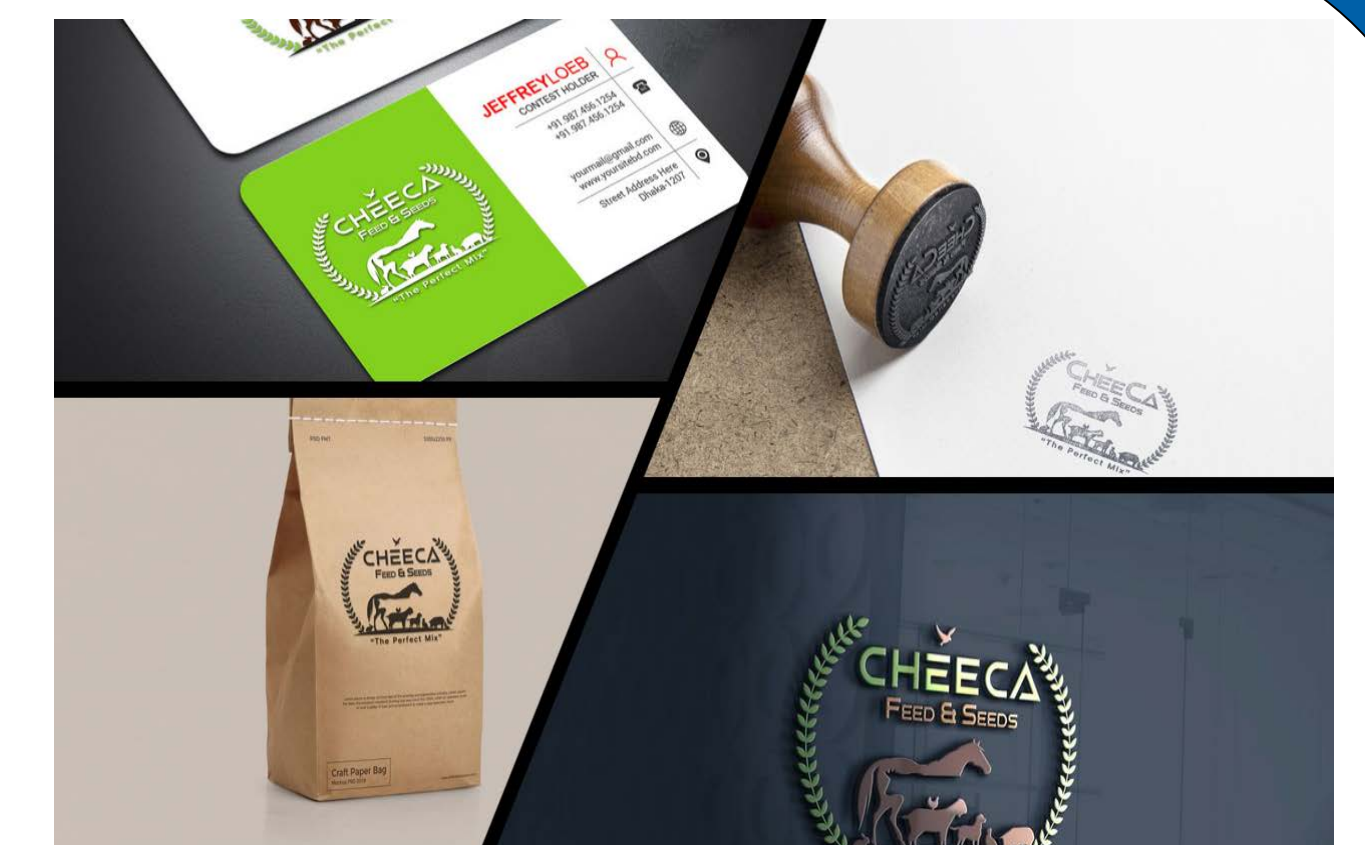
Competitive Advantage

- The only Purina dealership in the area
- Customer service
- Knowledge (farming experience)
- Networking
- Location
- Integrated supply chain (family owned mill)

Target Market Strategy

- Push strategy for farmers
- Pull strategy for pet owners & families

Recommendations



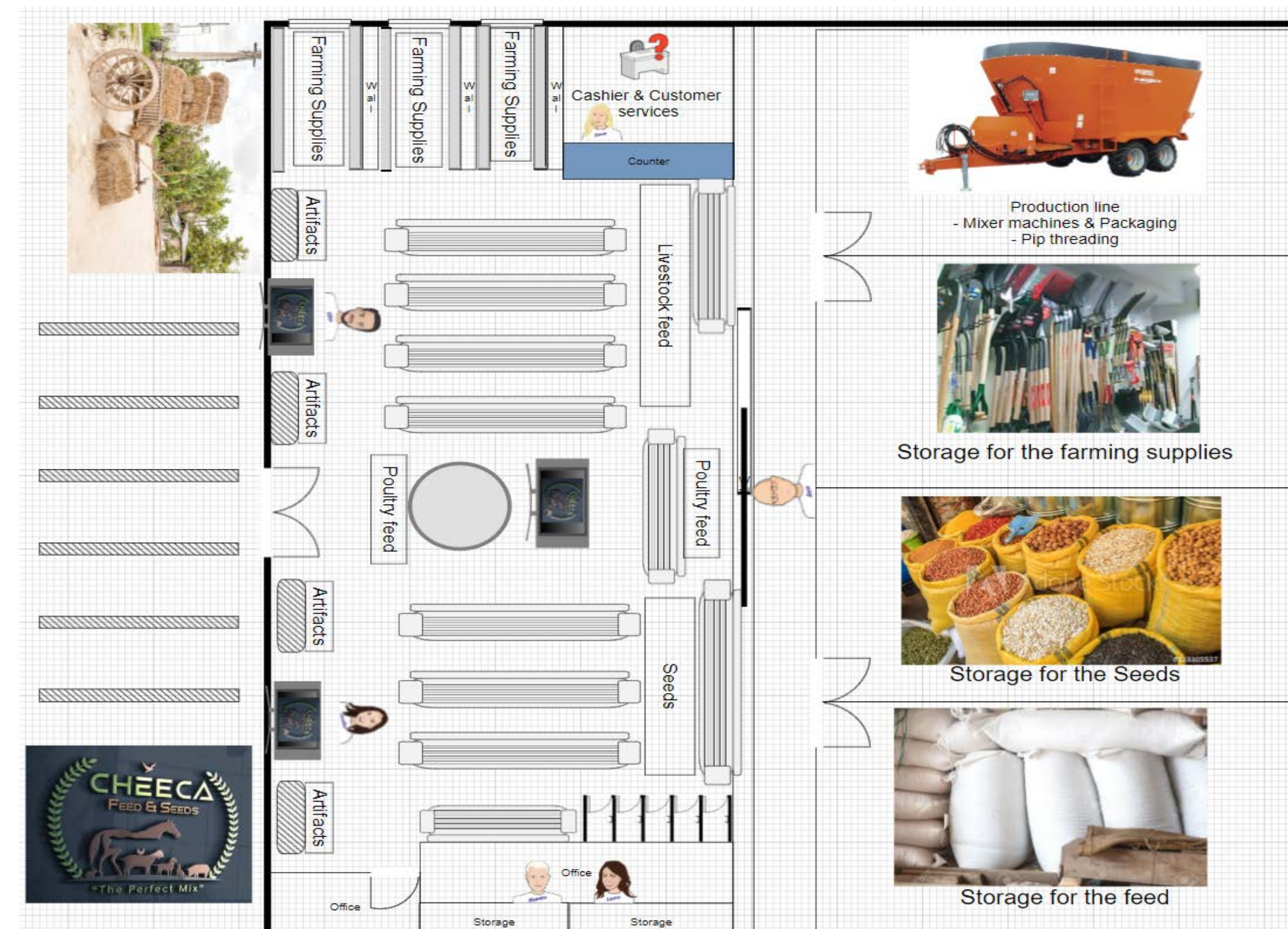
Product Mix

	Cattle	Dog	Horse	Poultry	Pigs	Goat	Minerals
	Ranch Hand	Infinia Dog	Amplify M	Infinia Chicken	STY pig	Exclusive A. Lamb	Season Min
	Purina ALL	Exclusive Dog	Amplify Nuggets	Infinia Duck	Purina Gold	Purina Dairy	Minerals
	RL PRO	Exclusive Puppy	Ca Horse	Infinia Turkey	Purina A1	Pu Goat	MIN Life
	PUR 45X	Exclusive Snr Dog	Impact Race	Infinia Pr lcl	Pig Oinks	Chow Chow Mix	All Season
	C. S. L. MIX	Exclusive LG BR	Impact Cube	Infinia 2xl	Pin PIG	Purina XYZ	Min 4
	ALL Season	Exclusive Healty	Free Balance	infinia 22gy	Pig bold	Comfort PU	Min 5
	AR BLOCK	Red Fannel Adults	Horse Charge	Duck mix	Pig A1S	Purina MIN	Min 10 x

	Cattle	Dog	Horse	Poultry	Pigs	Goat
	Sweet Mix	Mix hard	Sweet Mix	Sweet Mix	Sweet Mix	Sweet Mix
	Ind Mix	Raw Paws	Ind Mix	Ind Mix	Ind Mix	Ind Mix
	New & Sweet	Cool Mix	New & Sweet	New & Sweet	New & Sweet	New & Sweet

	Corn	SoyBeans	Wheat	Grain
	Corn Mix	Soy Bask	Wheat Mix	Whole Grain
	CornSoy	Soy Soy	All White	Too Grain
	Corn Seeds	All Soy Raisins	Wheat Bran	Mill Grains

Recommended Store Layout



The New Perceptual Map

