Strategic Plan Proposal

Estefany Aparicio

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University of Phoenix

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**Introduction**

Bradford soap is one of the leading soap manufacturers in the country. The company produces many types of soaps which include bar soaps, liquid soaps, and shower gels among others. The proposed subdivision for the company is the introduction of a new and special kind of bar soap. The brand name of the new soap will be Super bar. The soap will be a multipurpose soap which can be used in many dimensions. These include bathing, laundry, and also can be used to clean germs as a DE toxicant. Its form will be a solid bar soap with a sweet smelling scent that is harmless to human health. The bar soap will also be customer friendly regarding prices, and any person will afford it due to its nature. The brand will also be available countrywide and also in near every homestead due to the availability of many distributors that will be there countrywide.

**Mission Statement**

The mission statement of the Bradford Company is to receive raw materials from different sources, assemble them, and come up with different products that are market beaters. In our case, it is to bring a multipurpose type of soap that will be pocket-friendly and health risk-free.

**Values of the Subdivision**

To be able to produce health free products and deliver high-quality products to the end consumer, maintain high standards of production while at the same time considering the demands of the customers who will always come first is our priority list. Community-based functions, activities and cultural beliefs will also be highly valued by the company.

**Customer Needs and Competitive Advantage**

In a research conducted by researchers from the Harvard University, it was discovered that nearly every homesteads shopping list contains soaps and gels used for cleaning and bathing purposes (Cassidy, 2016). It was also noted that the soaps vary from the bathing soap to the detoxification gels and then to the bars for laundry purposes. The Bradford Company to meet customer needs wants to come up with a way that will put all this in one product. The brand super bar will provide this solution, and the customers will not have to purchase different soaps for their designated different purposes. The bar soap also will possess a feature that is unique and pocket saving (Beetseh & Godwin, 2015). This feature will be that the bar will produce foam while at the same time it will be taking time before it deteriorates in size and finishes off. Other soap products usually finish off very fast especially when exposed to a lot of water. The super brand will be the opposite and will surely provide the final consumer with a long time solution regarding the purchasing of bar soaps.

To have a competitive advantage, some mechanisms will be installed to ensure customers prefer this brand to other forms of soaps. The brand will be a soft kind of soap which will come with all the available flavors that consumers like. These will vary from the sweet smelling to the sour ones like Aloe Vera and mint. The marketing strategy will also be important to the product whereby advertisements of the brand will be done in all the local TV shows and radios to pass the information of its existence to the last consumer. Through this everyone will have the curiosity to invest in the brand and get to know what it entails (Armstrong et al., 2015). The competitive advantage factor comes in where it will be multipurpose and where it will be affordable at a low cost.

**Vision Statement of the Product**

The products vision is to be the leading bar soap seller in the globe. The company wants to be an international company which will be selling this product of America and even extends it to become a global product. In the next five to seven years the brand will be improvised whereby it will be serving all the purposes of bars and gels. This will be different from the current three purposes that it is intended to be performing.

**Business Model**

According to Bryson et al. (2017), the beginning of any start business idea the main factor that hinders its progress is the sources of finance to fund the operation s of the company until it reaches a point of self-sustainability. The proposed sources of these funds will be from the company shares and dividends. Also, the company will use some of the employee’s savings to fund the process and then refund them later in the coming financial years with a token or profit on top of that. The other source of finance will be loaned from trusted banks. The provision that the Bradford Company is a recognized company will give it credibility to apply a loan of a higher amount to fund the brand.

The intended customer base at the beginning will be the low-income earners. These are the people who find it very hard to have to buy all types of soap to serve the different purposes in their household. This will greatly help in the creating momentum for the sales of the brand. Also, the reason for targeting the low-income earners is the fact that the brand is pocket-friendly and due to their economic status, they will surely go for a brand which is cheaper. To reach to every part of America advertisements will be made through magazines, TV commercials, radios, magazines and even newspapers. There will also be roadshows and caravans that will be held all over America to create an advertisement platform available and also create awareness to the general public about the product. Also as a part of the marketing strategy, additional offers will be introduced for those who purchase the product. The scheme will be an additional bar soap for every person who buys three bar soaps and will be on a slogan of buy three get one free. This strategy will be used with an aim to increase the sales of the products.

**Alignment of Mission, Vision, and Value to Those of the Main Company**

The company’s mission statement is to be the leading producer of soap and soap products to people from all walks of life. The new division’s mission is not different from that, and it is, in fact, a subtopic under this. This is because it does not have a specific target of customers and will favor all types of preferences depending on which walk of life you belong to.

The main company’s vision statement talks about the company desire to harmonize and bring Americans together while in the manufacturing and distribution of its products. This will also align with the division’s vision of being able to be the leading supplier of bar soaps in the entire of America and beyond. The company’s values are being corrupt free, creating harmony and always producing quality products for its customers while also putting the wellness of its employees into consideration. The division values also conquer with the company’s values where it will put the consumer demands first and also aim to produce high-quality products at all times which meet the national and international standards.

**Summary of the Divisions, Vision Mission, and Values**

According to Cassidy, (2016), Consumer preference is always the key driving force for the introduction of any product into the market. The values of this subdivision have customer oriented hence the likelihood of it picking very high in the market. Strategically the aim and vision are for our new soap product to be the leading brand nationally and internationally. This strategy is very safe to counter cases of failure in one market. An example of this is when the product fails to hit in the local market due to high completion but then hits internationally due to lack of serious competitors in those intended countries. Also, another instance can appear whereby the international market can fail due to some factors like the difference in currencies, government regulations among others. In such instances, failure will be countered off due to the availability of different options to be considered (Cassidy, 2016).

The mission of the division is to assemble raw materials, manufacture them and produce high-quality products to compete in the market. Strategically here the main goal is to reach to the producers of the raw materials and bargain them at low prices transport them into our companies, manufacture different brands of the soap and then distribute them to the final consumer

**Conclusion**

The world nowadays is growing thick and fast, and as it grows, it is high time that companies try to keep up with the pace. One way is product differentiation. This is a situation whereby companies make changes to their existing brands. These changes might be in the form of branding packaging or even the marketing strategies they used previously. By doing this, the company stands a chance a chance of gaining competitive advantages over others (Bryson et al., 2017).

References

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