

## **Table of Contents**

<b>Executive Summary .....</b>	<b>1</b>
<b>Current Marketing Situation .....</b>	<b>2</b>
Market Description.....	3
Product Review .....	4
Competitive Analysis .....	10
<b>Target Market .....</b>	<b>19</b>
<b>S.W.O.T. Analysis .....</b>	<b>20</b>
Strengths .....	21
Weaknesses.....	27
Opportunities .....	30
Threats .....	33
<b>Marketing Strategy.....</b>	<b>36</b>
Marketing Mix .....	37
Promotional Strategies .....	39
<b>References .....</b>	<b>46</b>

## **Executive Summary**

The Mitten Craft is a bar in Kalamazoo, Michigan on West Michigan Avenue whose purpose is to provide a variety of Michigan-made beers and wines to the public at reasonable prices and without the hassle of having to travel to the various locations. Its positioning is important for attracting its intended target market, which includes young adults just completing their college education and those settling into their careers. The Mitten Craft's proximity to Western Michigan University and several apartment complexes will positively influence the number of young people willing to experiment with a new bar. It will also aid in advancing the bar to become a true competitor in the area because of its unique product and service offerings.

There are numerous bars competing for business around the Western Michigan University campus that cater to young adults, and in diving into this intense competitive unit, The Mitten Craft has to provide consumers with a reason to become a customer and a reason to remain loyal. The countless drinks, discounts, and events being offered will definitely strengthen its attractiveness in the eyes of consumers. It will be lacking in some areas that competitors have established as some of their strongpoints, but these can be offset by the experiences consumers will receive while visiting The Mitten Craft. As time continues, the abundance of opportunities that could allow a more expansive range of advertising, target customers, and networking will be a wonderful competitive advantage for this bar. By having so many connections throughout Michigan, The Mitten Craft will be able to maintain great profit and grow as business in years to come.

In order to pull in the millennial target consumers, many promotion strategies will need to be utilized by The Mitten Craft. These will include public relations, television broadcasting, and social media, which are all extremely popular in today's consumer market. As the establishment becomes more involved in Kalamazoo's community and customers begin using word-of-mouth to talk about The Mitten Craft, business will escalate and The Mitten Craft will be able to better prove that it is worth the small sacrifices that consumers may make when redirecting their loyalty to this bar. The benefit of trying beverages that one might otherwise not have the chance to taste, as well as the special deals that are offered—including a cab service—will entice much of the market and also fulfill The Mitten Craft's hope to provide an exclusive, entertaining, Michigan-oriented experience for every customer while ensuring the safety of everyone in the community.

## **Current Marketing Situation**

### **Overview:**

The Mitten Craft, a bar located in the student center of Kalamazoo, is focused on introducing its customers to the craft beers and wines that can be found in their very own backyard. Its founder and creator, June Smith, is a previous Western Michigan University graduate with a major in Marketing and a graduate degree in Business Management from Michigan State University. During her time at Western, she fell in love with the city of Kalamazoo, and after working as a manager for Stryker for three years, decided to open her own small business near her old university to show consumers just what Michigan has to offer. Deciding specifically on craft beers and wines came as an easy choice after experiencing the numerous wineries and breweries throughout the Lower and Upper Peninsulas of Michigan that many Michiganders have left to experience.

According to the U.S. Small Business Administration's most recent Small Business Profile of small businesses in Michigan for 2014, Michigan's economy is growing (albeit at the slow rate of 2%). It also goes on to state, however, that in 2013, 13,206 small businesses were created and that almost 80% of those businesses were able to stay open into 2014 (U.S. Small Business Administration). Furthermore, the report writes that bankruptcies from small businesses have declined from 2010 to 2014, indicating that the economy in Michigan has been consistently growing (U.S. Small Business Administration). During the 2014 year, 24,402 small restaurant businesses were opened, which is a very small portion of the 856,682 total businesses that were opened that same year (U.S. Small Business Administration). This is good news for The Mitten Craft because it implies that there will be less competition in this category. Additionally, the positive trends in the economic growth also signify that there is no better time than the present to break into the market.

In order for The Mitten Craft to not only generate a profit, but to thrive in the both the current and future market, it will have to target its specific customers with effective, persuasive advertising that calls consumers to action and creates a demand for the unique experience only offered by The Mitten Craft, employ promotion strategies like tactful public relations that create brand awareness, and finally, follow through on providing exceptional products and services that appeal to the target market and live up to the standards of those customers.

### **Market Description:**

Of the couple hundred breweries and wineries located in Michigan, all of these establishments are in unique environments offering distinctive beverages and experiences. Some are small companies that exist only in one location, while others have branched out into multiple locations and/or states in the U.S. The success of each of these diverse companies indicates the difference in preference that exists in consumers both in Michigan as well as in other states.

The presence of multiple bars in one region--such as the many that are stationed along West Michigan Avenue in Kalamazoo--shows how consumers' preferences in bars range just as widely as their range of taste even in a small area. When visiting bars, consumers are searching for a place to have a good time, but this experience is gained by different people in different ways. This explains how more than one bar can be successful within a small radius, and why adding another bar for consumers to choose from is a reasonable idea. The bars that are currently in place in Kalamazoo might not satisfy all of the needs of the customers as well or in the same way as The Mitten Craft will. Because of this distinction, The Mitten Craft will draw more people and create more customer loyalty as it offers supremely unique products with exclusive deals and promotions designed specifically with the target market in mind. Thus,

taking advantage of the opportunity to offer these things to the people of Kalamazoo is a smart move.

### **Product Review:**

The Mitten Craft will offer the following features to its customers:

- Well-crafted Michigan beer that everyone can enjoy.
- A variety of types of Michigan wines, including those ranging from dry-sweet as well as fruit-dessert wines in red, white, and everything in between.
- Delicious appetizers to snack on while people visit.
- Exceptional customer service with friendly, knowledgeable employees that are always open, willing, and able to assist customers in any way necessary.
- Safe, available, and efficient cab rides home for anyone that pays the allotted amount while in the bar or directly to the cab driver.

Menu:

1. Cover



## 2. Appetizers

# STARTERS

A LIST OF SMALL APETIZERS TO BEGIN YOUR EXPERIENCE

### **Tortilla Chips and Dip – \$8**

*Extra-thin corn tostada chips made fresh daily. Served with our fresh salsa. Try it with ranch for an additional charge.*

*Ranch – \$1*

### **Fresh Guacamole – \$3**

*Made daily with fresh avocados, chopped cilantro, diced tomatoes, red onions & jalapenos. Served with warm tostada chips & fresh salsa.*

### **Mozzarella Sticks – \$5**

*Crispy and golden on the outside, hot and gooey inside. enough said. served with marinara sauce*

### **Boneless Wings – \$6**

*Hand tossed in your choice of Jalapeño, Buffalo, Honey-Chipotle sauce. Served with fresh celery & dipping sauce.*

### **Sliders – \$5**

*Four beef patties on miniature buns with grilled onions, lettuce, pickles and ketchup.*

*Cheese – \$1*



3. Drinks

# THE LIST

OUR EXTENSIVE COLLECTION OF MICHIGAN BREWED BEERS

**BELL'S<sup>®</sup>**  
Inspired Brewing<sup>®</sup>

**Founders<sup>®</sup>**  
Brewing  
Brewed for us  
Since 1992

**DARK HORSE BREWING CO.**  
MARSHALL • MI

<b>Year Round Beers</b> Bell's Amber Ale – \$4 Third Coast Beer – \$4 Bell's Pale Ale – \$4 Two Hearted Ale – \$4 Bell's Kalamazoo Stout – \$4 Bell's Lager Beer – \$4 Bell's Oarsman Ale – \$4 Third Coast Ale – \$4  <b>Seasonal/Specialty Beers</b> Oberon Ale – \$6 <i>March – Labor Day</i>  Winter White Ale – \$6 <i>November – January</i>  Best Brown Ale – \$6 <i>September – October</i>  Cherry Stout – \$6 <i>October – March</i>  Expedition Stout – \$6 <i>October – March</i>  Hopslam Ale – \$6 January – March  Consecrator Doppelbock Beer – \$6 <i>February – May</i>	<b>Year Round Beers</b> All Day IPA – \$4 Dirty Bastard – \$4 Centennial IPA – \$4 Rubaeus – \$4 Porters – \$4 Pale Ale – \$4 Red's Rye IPA – \$4  <b>Seasonal/Specialty Beers</b> Azacca IPA – \$6 <i>January – March</i>  Mosaic Promise – \$6 <i>April – September</i>  Imperial Stout – \$6 <i>January – February</i>  Curmudgeon Old Ale – \$6 <i>March – April</i>  ReDANKulous – \$6 <i>July – August</i>  Breakfast Stout – \$6 <i>September – December</i>	<b>Year Round Beers</b> Crooked Tree IPA – \$4 Raspberry Ale – \$4 Boffo Brown Ale – \$4 Amber Ale – \$4 Black Ale – \$4  <b>Seasonal/Specialty Beers</b> Double Crooked Tree – \$6 <i>Limited February Release</i>  Rain in Blood – \$6 <i>March – May</i>  Sapient Tip – \$6 <i>April – September</i>  Scotty Karate – \$6 <i>September – March</i>  Scary Jesus Rock Star – \$6 <i>October – January</i>  Smells Like a Safety Meeting – \$6 <i>June – September</i>  Thirsty Trout – \$6 <i>September – November</i>



**Year Round Beers**

1825 – \$4  
 Anger – \$4  
 Brother Benjamin – \$4  
 Closure – \$4  
 Distorter – \$4  
 Dungas – \$4  
 Red Bud – \$4  
 Traktor – \$4  
 Sunspot – \$4

**Seasonal/Specialty Beers**

Apathy – \$6  
*Winter*

Jadis – \$6  
*Rotating*

Mammoth – \$6  
*Winter*

Unicorn Killer – \$6  
*Fall*

Ursus – \$6  
*Winter*

**Year Round Beers**

Anglers Ale – \$4  
 Arcadia IPA – \$4  
 B-Craft Black – \$4  
 Cereal Killer – \$4  
 Cheap Date – \$4  
 Hopmouth – \$4  
 Imperial Stout – \$4  
 Loch Down Scotch Ale – \$4  
 Rapunzel – \$4  
 Sky High Rye – \$4  
 Thunder Trail Esb – \$4

**Seasonal/Specialty Beers**

Binder Park Oktoberfest – \$6  
*Seasonal*

Brigid's Irish Red – \$6  
*Late Winter and Early Spring*

Cannonball Gold – \$6  
*Late Winter and Early Spring*

Cocoa Loco – \$6  
*Fall and Winter*

Hop Rocket – \$6  
*January and February*

Jaw Jacker – \$6  
*Fall*

London Style Porter – \$6  
*Fall and Winter*

Porter Rico – \$6  
*Winter*

**Year Round Beers**

White Devil – \$4  
 The Fluffer Session IPA – \$4  
 Double Rice IPA – \$4  
 Simcoe Silly – \$4  
 Penetration Porter – \$4

**Seasonal/Specialty Beers**

Cap'n Crunchberries – \$6  
*Spring*

OJ Wilt – \$6  
*March Release*

Maibock – \$6  
*Seasonal*

Nine(9) – \$6  
*December*

Metry's Winter Lager – \$6  
*December Release*

A Few Schilling Too Many – \$6  
*December*

All Hallows' Ale – \$6  
*October Release*

Everlong Saison – \$6  
*August Release*

Double Nut Brown – \$6  
*October Release*

Wild Blueberry Pancake Ale – \$6  
*March Release*



# WINE

OUR EXTENSIVE COLLECTION OF MICHIGAN WINE



<p><b>White Wine</b> 2013 Arcturos Pinot Gris <i>\$4/Glass \$18/Bottle</i></p> <p>2013 Arcturos Dry Riesling <i>\$4/Glass \$19/Bottle</i></p> <p>2012 Arcturos Riesling <i>\$3/Glass \$12/Bottle</i></p> <p>2014 Arcturos Sauvignon Blanc <i>\$4/Glass \$27.5/Bottle</i></p> <p>2014 Arcturos Late Harvest Riesling <i>\$3/Glass \$17.5/Bottle</i></p> <p><b>Red Wine</b> 2012 Arcturos Pinot Noir <i>\$4/Glass \$27.5/Bottle</i></p> <p>2013 Black Star Farms Pinot Noir <i>\$3/Glass \$17.5/Bottle</i></p> <p>2012 Arcturos Cabernet Franc <i>\$5/Glass \$30/Bottle</i></p> <p>2012 Vintners Select <i>\$4/Glass \$27.5/Bottle</i></p> <p>2011 A Capella Pinot Noir <i>\$4/Glass \$27.5/Bottle</i></p>	<p><b>White Wine</b> Edel Doux <i>\$3/Glass \$17/Bottle</i></p> <p>Gewurztraminer <i>\$3/Glass \$18/Bottle</i></p> <p>Chardonnay <i>\$4/Glass \$22/Bottle</i></p> <p>Riesling <i>\$3/Glass \$16/Bottle</i></p> <p>Sauvignon Blanc <i>\$4/Glass \$22/Bottle</i></p> <p><b>Red Wine</b> Cabernet Sauvignon Reserve <i>\$5/Glass \$35/Bottle</i></p> <p>Cabernet Sauvignon <i>\$4/Glass \$25/Bottle</i></p> <p>Merlot <i>\$5/Glass \$33/Bottle</i></p> <p>Pinot Noir <i>\$5/Glass \$30/Bottle</i></p> <p>Redel Doux <i>\$3/Glass \$14/Bottle</i></p>	<p><b>White Wine</b> 2013 Semi-Dry Riesling <i>\$3/Glass \$15/Bottle</i></p> <p>2014 Late Harvest Riesling <i>\$3/Glass \$16/Bottle</i></p> <p>2014 Proprietor's Chardonnay <i>\$5/Glass \$26/Bottle</i></p> <p>2014 Unoaked Chardonnay <i>\$3/Glass \$14/Bottle</i></p> <p>2013 Pinot Grigio <i>\$3/Glass \$14/Bottle</i></p> <p><b>Red Wine</b> 2012 Proprietor's Pinot Noir <i>\$4/Glass \$22/Bottle</i></p> <p>2014 Pinot Noir <i>\$3/Glass \$15/Bottle</i></p> <p>Naughty Red Dry <i>\$3/Glass \$12/Bottle</i></p> <p>Nice Red Sweet <i>\$3/Glass \$12/Bottle</i></p> <p>2012 Proprietor's Reserve Trio <i>\$5/Glass \$24/Bottle</i></p>
--	---	---



## **Competitive Analysis:**

### Waldo's Tavern:

*1408 West Michigan Ave, Kalamazoo, MI 49006*

*(269) 349-8674*

Because our main specials will occur the same night Waldo's has theirs, they are in direct competition with The Mitten Craft. However, The Mitten Craft does have the competitive advantage for multiple reasons. For one thing, The Mitten Craft is going to be in a much better location. Waldo's is over 2 miles away from the approximate center of student living (Fraternity Village Drive), which is farther than many consumers will be willing to walk, especially in poor weather conditions which plague the state much of the year. While they could easily drive, they are more likely to go to bars closer to home. Though some students do live closer to the area of town that Waldo's is located in, there are definitely not as many students, which is the target market. Furthermore, being located on West Michigan Avenue allots quite a bit of exposure as the road is very busy and many students, buses, and teachers will drive past the establishment every day. While Waldo's is essentially on campus where many students are, it is on the outskirts behind the track where it is difficult to see and unlikely to be passed.

Additionally, because Waldo's is farther away for most, the subsequent cab ride home will cost more money, as many will be unable to walk. The Mitten Craft, however, will not only be closer to home for those who do not qualify for the free ride home, but for those who do qualify, even more money is saved by coming to our bar instead. Moreover, Waldo's is fairly small, and by dividing the establishment into two floors, neither one has ample space. Not to mention, intoxicated consumers and stairs do not mix. Plus, the two floors have completely different ambiances. The lower level is cozy and relaxed, while the upper level is much louder and busier. What they have in common however, is that both areas are crowded with limited

space. Though this may be a tactic to attract different types of consumers, Waldo's is trying to do too much, which results in neither one being done very well. Our facility will occupy one level, but it will be large and open.

Furthermore, Waldo's downstairs bar has extremely limited options and almost no beer to choose from at all. Additionally, it is *very* small. Thus, many people are forced upstairs to wait in lines for drinks at the louder, but larger, bar. Having to walk up and down flights of stairs repeatedly while drinking is not only annoying, but hazardous as well. Furthermore, the bathrooms are very small, with only three stalls, so consumers have to wait in lines. As people often use the restroom more frequently while drinking, The Mitten Craft will have spacious bathrooms with ample space to accommodate our guests. Also, while Waldo's does have a website, it is not working, so in order to get information, consumers will have to either call the restaurant or find them on Facebook. While we do not have a website, our Facebook will be clearly advertised in connection with our numerous advertisements that will be mass mailed to student living areas off campus.

Moreover, our demographic will likely be different. Because of its location, Waldo's attracts a lot of Kalamazoo College students, and Kalamazoo College is substantially smaller than Western Michigan University. With our centralized location, specials for all Michigan students, and focus on quality; we will attract a much more diverse crowd, which will in turn, increase our revenue.



The Library Taphouse and Kitchen:

*3725 West Michigan Ave, Kalamazoo, MI 49006*

*(269) 353-6345*

Again, location is a factor with this establishment. While much closer than Waldo's tavern in terms of student living, it is still blocks away from many of the student oriented living complexes on and around West Michigan Avenue. Additionally, though the facility is huge, it does fill up, and there is often a line to get in—if they even let you in at all. To avoid having a bar that is overcrowded, the bouncers will stop admitting guests. While this is great for those inside, this is a definite con for those who do not get there early enough, especially in the cold weather. Guests are then forced to either leave to try another place or wait and hope that guests inside leave, giving them a spot to go in. This will definitely work to our advantage if we are located only three streets closer to campus, as the patrons that are turned away can make their way to our establishment. The Mitten Craft will be the closest bar to The Library, so with our ample space and everyday specials, it is likely that many of those consumers will come to our establishment instead of waiting in the cold.

Furthermore, the drinks are small, so though they are not super expensive, the bill adds up. The Library also has a cover fee for 21+ guests every night except Friday, which is the night they allow anyone 18 or older. This should draw more people, but because of the underage consumers and Grotto's specials that night, many of the of-age guests go elsewhere. Plus, even after being carded, regardless of the night, consumers have to wear a wristband that is both annoying and uncomfortable. The bartenders often go so far as to ask guests to pull up their sleeves to show it to them, which causes problems if a guest is buying a drink for him/herself as well as a friend who is on the other side of the establishment or in the bathroom as they will likely want to see that person's wristband as well.

While the bar areas are spacious and there are a decent amount of seating options, the bars have seats all around them, and many people will sit up at the bar. This makes it difficult to get close enough to the bar in order to order a drink. Additionally, while the parking lot is also large, it fill up easily, and with almost nowhere to park nearby, this can be a problem for guests. The Library is also not walking distance for many students, so parking is a must. Though The Mitten Craft will be walking distance for many students, ample parking will be provided, so parking is easy and fast, ensuring that consumers have a great experience from the minute they pull up to the second they leave. Finally, The Library features a large outdoor area with an outdoor bar, however, this part of the establishment can only be used for a few months of the year as Michigan's climate does not permit the patio being open for more than a season.

The Old Goat Tavern:

*2701 West Michigan Ave, Kalamazoo, MI 49006*

*(269) 382-6000*

Located under the new student apartments on West Michigan Avenue, The Old Goat Tavern is definitely at a decent location to appeal to students. However, though the numerous windows around the building make it seem larger, the establishment is very small with extremely limited parking. Luckily many students can walk to this restaurant because there are only a handful of parking spaces for patrons located behind the building in a somewhat confusing place. The lot itself also has some issues, as some of the parking spots are restricted, so if a patron isn't careful, he or she could end up with a towed vehicle.

The inside of the building is crowded and cramped. While there are many tables and chairs, there is almost no walking space, and because of this, wait staff is significantly slowed down. It doesn't help that the only bar in the establishment is small and located in the back

corner. Thus, speed of service is an issue due to the awkward placement of the bar and the crowded dining area.

Additionally, the restaurant is fairly new, so there is reason to suspect that they may not have built a loyal clientele yet. This means that their consumers are more likely to try a new spot than regulars at a bar that has been around for a while like Waldo's or The Grotto. Though they have the advantage of being directly under residents of the apartment building above, there is little other reason to continue going to this bar instead of trying a new one. This establishment has not proven itself any different from any of the others. However, The Old Goat does seem more like a restaurant than a bar, which does differentiate it from some of the competition, but this could easily be confusing for consumers. While they also do a Thursday night special with a DJ, this type of entertainment is not what we imagine our main target market to enjoy, so this should not affect our business much. The Mitten Craft is less of a party scene, and thus, will likely attract a different sect of college students than those consumers that would enjoy a DJ.

The Grotto at Capone's:

*2636 West Michigan Ave, Kalamazoo Twp, MI 49006*

*(269) 276-7000*

Located across the street from The Old Goat Tavern, The Grotto is also in a desirable location. Though still far from some student housing, The Grotto is walking distance for many students, especially in nice weather. Like Waldo's, the building is divided into two levels. The lower level is loud, dark, and extremely crowded. Though many patrons go downstairs to dance, it is much too crowded to do so if one doesn't want other people touching him or her. However, this is where the majority of guests go. The upper level is quite spacious, but with limited places

to sit down and almost nowhere to dance. Thus, if you want to dance, it's either downstairs or alone in the corner upstairs.

There is an outdoor patio, but it is right on the main street, which is noisy and somewhat dangerous. Intoxicated guests and a busy road against the outdoor area is not a smart mix. Similarly to The Library, there is often a line out of the door, and many patrons are forced to wait outside. In order to avoid this, The Mitten Craft will have several bouncers taking IDs at the same time and with the large facility there should be no reason to turn legal aged guests away.

The Grotto has a very large parking lot, however, it is shared with several other establishments. This may impact the number of spots they actually have if the other businesses get busy and take up more spots. It is also surrounded by inexpensive food options: Wendy's, Subway, Buddha's Belly, Pita Pit, Insomnia Cookies, Nick's Gyros, etc. While this is a draw in the sense that consumers at these establishments are near the bar and may stop in for a drink, there is also the potential that consumers will leave The Grotto and go elsewhere if they get hungry. The Mitten Craft is not directly near any other food establishments, so it is likely that customers will stay and spend more money.

Fifth Avenue:

*2941 Howard St, Kalamazoo Twp, MI 49006*

*(269) 459-1350*

Formerly the failed AFB, there is little about this establishment online. It was difficult to even find an address, and the Facebook page for the bar is incomplete. There is nothing about the hours of operation, which is an issue if consumers are going to go there. Furthermore, with the same general manager as AFB, there is potential that the bar will fail again. Obviously, there

are many reasons why an establishment would fail, but it does not bode well that the manager is the same. Plus, they did almost nothing to the outside to make it look like a new establishment. All that was changed was the sign. The reputation is certainly tarnished because it had to close down, and that reputation remains even if they have refurbished the bar. Moreover, though it is not a high end, pricey establishment, its name sends the wrong message. This could easily confuse consumers and hurt business. Plus, bouncers are selective about who can enter with unclear dress codes and image standards that are bound to elicit a discrimination charge.

Furthermore, though it is in a decent location overall, it is set somewhat back from the road and the side street leading up to the parking lot is in extremely poor condition. Though this is not necessarily the fault of the bar, it does not look good for consumers coming to this bar for the first time. Plus, it is off of Howard instead of West Michigan. This is less busy road, so it will likely receive less attention. Similar to The Old Goat, this bar is new, so they do not have a loyal clientele yet. Therefore, by offering a superior experience, The Mitten Craft will be able to dominate them in terms of market share.

#### The Mix:

*2804 W Michigan Ave, Kalamazoo Twp, MI 49006*

*(269) 382-1300*

Much like Fifth Avenue, The Mix is set back from the road, however, in a much more severe way. Consumers cannot see the establishment from the main road at all. Additionally, the street heading back to the bar is also full of potholes and poorly maintained. While The Mix does have a twitter that it advertises on, the language of the tweets is unprofessional. For example, one of the tweets says, "We're hiring! Looking for security and bartenders msg on here or FB for info." This does not sound like a serious, reputable company. Not only did they

use “msg” and “FB”, but they are condoning messaging on Facebook or twitter in order to get information about job opportunities instead of connecting a link to an application or simply saying to come in and apply. In a world where branding is so important, branding yourself in this way is unacceptable. Not to mention, there were numerous typos and mistakes on their website, which also demonstrates a lack of professionalism. Though The Mix offers bottle service and VIP experiences, the way in which they are presenting the brand would suggest otherwise.

As they said themselves on their website, they do not have a specific day that they focus on and instead, have specials of some kind every day that they are open. This is risky as it can be difficult to get a hold in consumer’s minds if they do not have something specific to remember. Trying to do too many things often results in doing none of them very well, and additionally, it is confusing for consumers. Furthermore, The Mix requires a college ID for entry. While many of the consumers in this area are college students, there are many that recently graduated, have not started classes yet, simply live out here, etc. This limits the amount of consumers that can even enjoy their business. Plus, patrons only have to be 18+ Tuesday, Wednesday, and Saturday. This means that it is less likely that 21+ consumers will choose to go there as they will want to be around people their own age instead of underage kids, and these underage consumers have to be attending a college, which limits The Mix’s market as well, as many 18 year olds are not in college yet. With the majority of their market being underage, their profits are at risk. Not only can these individuals not purchase any of the pricey bottle services and drinks offered, but the customers that can are likely taking advantage of the numerous specials and discounts that The Mix offers. Though, the demographic in this area does not support VIP service and pricey bottle service anyway.

### Breweries and Bars in Downtown Kalamazoo:

For much the same reason, The Mitten Craft's main target market (college students) cannot easily afford to not only get downtown, but to dine and wine there as well. Parking is costly if a spot can even be found, cabs are not cheap, and the establishments themselves have much higher prices. The demographic that they cater to is different, and therefore, they are not some of The Mitten Craft's main competitors. Though many offer some sort of craft beer, the breweries offer only their own and the other establishments may offer a few, but Michigan beer is not the focus of any establishment in the area. Furthermore, while Shakespeare's Pub is relatively inexpensive as is Wild Bull, their prices are still higher and they are much, much farther away. For these reasons alone, the students living near campus are more likely to come to The Mitten Craft or one of the previously mentioned competitors than anywhere downtown.

### Summary:

In summation, there are a lot of issues with The Mitten Craft's competitors. Through an analysis of these faults, The Mitten Craft has implemented strategies to surpass them in any way possible. The Mitten Craft will not only be centrally located, but it will be spacious and open with ample bathrooms, inexpensive but unique drink options, prompt service, and most importantly, the assurance that the consumer will get home safely. Located at a perfect balance between the bars near Howard Street like The Grotto, Fifth Avenue, The Old Goat Tavern, and The Mix and those near Drake like The Library Taphouse and Kitchen, The Mitten Craft will be the obvious choice for consumers. Pride for our community and love of the service industry sets us apart in ensuring that every consumer has a superior experience every single visit.

## **Target Market:**

A typical customer, as identified by the company, is a person who appreciates the Kalamazoo nightlife and some of the Michigan craft beer or liquor, male or female, between the ages of 21 through their mid- to late 30's. Seeing as The Mitten Craft is located close to Western's campus, most of its customers will consist of college students. However, it will begin to attract a great deal of tourists that will stop by to taste Michigan's finest craft and liquors and, hopefully, become cherished customers. Whether someone is a part of the college scene, a recent college graduate, or just passing through Kalamazoo, The Mitten Craft will be a fun, welcoming place for everyone to enjoy little pieces of Michigan.

## **Example Target Customers:**



*(Left to right)* Yessica Sanchez, Aisha Willis, Amanda Peters, Marissa Kline, Marcos Vercerdi, Emily Taylor, Gregory Walker

These students are juniors at Western Michigan University from all over the United States (and Puerto Rico) and are studying majors varying from Mechanical Engineering to Architecture. They belong to different clubs and became friends during their freshman year

orientation. They love going on road trips around Michigan together, and they make an effort to meet with each other at least once a week even though their schedules are very busy. They enjoy walking around campus, talking to each other, trying new foods and drinks, and being adventurous. Yessica and Marcos are more outgoing while Marissa and Aisha are more inclined to be reading books and doing research. Still, all of them enjoy both relaxing and exciting environments, and they love gathering around a TV and watching March Madness as a group. Marcos, Emily, and Aisha tend to root for the underdogs, while Greg and Marissa are hardcore Michigan State fans and Emily loves the Wolverines. They would find the fun, easy-going atmosphere of The Mitten Craft to be a perfect place for them to meet every week to talk about life, watch games, or find new places in Michigan to visit.

### S.W.O.T. Analysis

<b>Internal Factors</b>	<p><b>Strengths:</b> <i>May help The Mitten Craft reach its objectives</i></p>	<p><b>Weaknesses:</b> <i>May interfere with The Mitten Craft's goals</i></p>
<b>External Factors</b>	<p><b>Opportunities:</b> <i>May be advantageous to The Mitten Craft</i></p>	<p><b>Threats:</b> <i>May cause problems for The Mitten Craft's functionality</i></p>
	<b>Positive</b>	<b>Negative</b>

## Comparison of Internal Factors

---

### Strengths:

- Opening earlier and staying open late than other bars will give consumers more time to enjoy themselves
- Products with the best quality with a wide range of choices
- Most drink prices will be low and affordable
- Specials that keep customers safe and allow them to save money
- Customer service fit to assist consumers with anything they need
- Marketing using a wide range of medias

### Weaknesses:

- Greater profit could be a cost by not opening during some weekdays
- Food products will not be as high quality as offered by other bars
- The bottled drinks will be more expensive than some other bars
- Possible lack of entertainment
- Not a bar meant for young families
- Advertising could fail to interest potential consumers
- Competition around Kalamazoo has already established themselves in consumers' lives

### Strengths:

#### Schedule:

The Mitten Craft will be open Wednesdays-Saturdays from 2:00 pm to 2:00 am. This will allow people that are visiting time to both learn about Michigan's wide range of breweries and wineries from servers and other patrons, as well as to have time to explore the drinks, and will also let those who want to relax for the evening or spend time with friends to do so.

With time, as business begins to build and The Mitten Craft becomes a more well-known business for newcomers to visit to try for varying Michigan drinks, the hours on Mondays, Tuesdays, and Wednesdays will change so that the bar is open from 12:00 pm to 8:00 pm, which would allow more time for tourists to visit during the day while not interrupting most of the schedules of current customers. In doing this, a few lunch items, such as sandwiches and pizza, would also be added to the menu so visitors could grab some food and not have to leave the bar and find another restaurant to eat.

Products:

1. Drinks:

The Mitten Craft will feature a large variety of wines and beers, the majority of which are made specifically in Michigan, as well as a few liquors. The selection of wine will include dry, sweet, and fruit wines that are both red and white, made from wineries in Stephenson in the UP to Jackson in the Southwest. The beers will originate from breweries like Arcadia Brewing Company right here in Battle Creek, Right Brain Brewery in Traverse City, and Dragonmead Microbrewery in Warren. This will provide customers access to a multitude of beverages for which they would otherwise have had to travel across the state.

There will also be a number of seasonal and holiday drink offerings throughout the year. Many of the breweries in Michigan offer these types of specials, such as Arcadia's Binder Park Oktoberfest beer and Bell's Brewery's Winter White Ale. Holidays specials (not including those specific to certain religions) may include: New Year's Eve and Day, Chinese New Year, Mardi Gras, Valentine's Day, St. Patrick's Day, the Spring and Fall Equinoxes, April Fool's Day, Cinco de Mayo, Mother's and Father's Day, Memorial Day, the Summer and Winter Solstices, Labor Day, Halloween, the Fourth of July, Daylight Savings, Veterans Day, and Thanksgiving Day. Additional activities to celebrate these holidays may also take place. This will help add diversity to the beverage options and give customers new drinks from which to choose.

2. Food:

Appetizers including mozzarella cheese sticks, tortilla chips and dip, and chicken wings will also be offered for customers that are hungry and do not want to leave to find food. These meals will help get rid of the hunger but will also allow customers to continue trying the multitude of drinks offered at The Mitten Craft.

### Pricing:

The Mitten Craft will offer relatively low prices along with great products, with all drinks being served (in glasses) ranging from \$3 to \$6. This affordable pricing will allow customers to purchase multiple drinks and try a variety of beverages and keep them coming back in the future.

### Specials:

#### 1. Student Discounts:

Because The Mitten Craft features breweries and wineries in Michigan, a special discount will be awarded to customers that show a valid Michigan college or university Student ID. Each WMU student will receive a 15% discount on their final bill and any other Michigan college student will receive 10% off. This discount will not affect whether or not the student can take one of The Mitten Craft cabs home as long as the total of the bill *before* the discount was above \$20.00. As long as the student purchases \$20.00 worth of food and beverages, he or she will be able to use the cabs provided by The Mitten Craft. Cab rides will be available until 3:00 am and start again at 3:00 pm.

#### 2. Safe Ride Home:

Every customer that purchases \$20.00 or more worth of products will be eligible for a free cab ride home to ensure the safety of the customers after alcohol consumption. If a customer does not purchase \$20.00 worth of product and still wants to use the cab service, he or she will only have to pay the difference between the \$20.00 and his or her total (i.e.: if a woman has only paid \$9.00 and wants to use the cab service, she will only have to pay \$11.00

for the cab so that her total is \$20.00). Cabs will be at the disposal of every customer residing within a 7 mile radius of the bar.

If one person is paying the bill, \$30 on the tab will allow that person and one other friend a free ride home. An additional \$10 must be added to the tab for every additional friend that wants a free ride home. This will encourage consumers not only to bring their friends to hang out at The Mitten Craft, but it will also encourage sustainability by saving gas and releasing less pollution into the air. Customers who value company efforts to “go green” will appreciate this step towards better sustainability in the community while supporting a good cause to not drink and drive.

#### 5. Happy Hours:

During the weekdays (Wednesday through Friday) from 2:00 pm to 5:00 pm (which will be known as Happy Hours), customers will be rewarded with 50% off of all specialty drinks. Business is usually slow during these times, so this deal will be an incentive for people to come in and will also help introduce more people to The Mitten Craft. Customers will have the opportunity to try drinks they potentially otherwise would not have bought and perhaps will order those same drinks (full price) again.

#### 4. Game Day Deals:

Whenever a Michigan team is playing or an individual from Michigan is competing and wins in any sport, the people sporting that team’s logo will automatically receive two free drinks: one for themselves and one for a person of their choice. The drinks won must be priced at \$4.00 or less.

Special Game Day Deals will take place during events such as the NFL Playoffs, the NBA Championship, the MLB Playoffs, the NHL Playoffs, the FIFA World Cup, and the March

Madness tournament. The special deals applying to these events will include brackets, with whomever has the most accurate bracket during each special winning \$126.37, the runner-up winning \$26.37, and the third place winner receiving \$12.60 on gift cards.

#### 5. Euchre Tournaments:

The first Friday of every month, beginning at 7:00 pm, an area of The Mitten Craft will be designated to hosting a Euchre tournament that includes anyone that pays \$5.00 to join a game. The tournaments will be held at separate tables, with the winners of each round playing each other until the final round has been played. The players on the winning team will each receive a \$26.37 gift card, representing January 26, 1837, the day that Michigan became a state in the US. The funds raised from the participants will be donated to a local charity chosen by the winning team.

#### 6. Thursday Specials:

Every Thursday, The Mitten Craft will have a “Beer of the Night” that customers will be able to buy for half off. It will also hold a “Bring Your Own Bottle Cap” event where, if a customer brings in the bottle cap of a Michigan beer that is sold at The Mitten Craft, he or she will receive one bottle of that beer for free. This applies to each customer once per day (for example: If a customer brings in 2 caps, he or she will only get one free drink). The “Bring Your Own Bottle Cap” deal will run until 10 pm.

## Customer Service:

### 1. Employee Certifications:

Each employee that works at The Mitten Craft and in the cab service will be required to be certified in CPR and have completed a free, online course outlining how to handle alcoholic emergencies and be “serve safe” certified in responsible alcohol service. These qualifications will be part of the employee training in the first two weeks of employment with the company. From this training, workers at The Mitten Craft will be best qualified to identify signs of sickness or alcohol poisoning and will be equipped to provide the best customer service possible and ensure that each customer emergency is dealt with appropriately.

### 2. Atmosphere:

The Mitten Craft will be a very open, relaxed bar with many windows, plants, a fireplace, and a couple of small, shallow waterfall fountains to give it a natural, outdoor feel. Strings of white lights and dimly lit overhead lights will create a calm mood. The floors, tables, and bathrooms will be cleaned often to ensure healthy conditions in the bar. The tables and bars will be made of wood with glass countertops that display maps of various cities, breweries, and wineries in Michigan. Pictures hanging on the walls will be of the companies whose drinks are served as well as other images, including the Michigan state flag. The music playing throughout the bar will be at a moderate level so that it is easy to hear but also easy for people to socialize. There will be stools, booths, and tables for customers to relax in, and areas where people can stand and play pool. Televisions displaying sports games (Michigan colleges or teams when available) will be set up around the bar so many of the seating choices will allow customers to view them.

Employees will be open and friendly to all people that come into the bar and will respect the wishes and privacy of every customer and do all that they can to satisfy their wants and

needs during their time in The Mitten Craft, providing assistance whenever it is needed.

Employees will be expected to be knowledgeable about the types of beers and wines served so that they are fully equipped to answer any questions customers might have. Thus, all visitors will feel welcome, accepted, and given the best service possible.

### Marketing:

By having a commercial, flyers, an upcoming website, and a Facebook page, The Mitten Craft is allowing itself to connect with people in all aspects of their lives, making it more likely that people will take an interest in the bar and stop by to see if it appeals to them. This will strengthen general knowledge about the bar, the relationship it has with its customers, and be useful in attracting a constant flow of new target customers.

### **Weaknesses:**

#### Schedule:

By not being open on certain days, there is a possibility that some profit could be lost, which would lessen the company's income because of the fixed costs that would still be incurred during the time the bar is closed, such as electricity, air conditioning or heat, security, and rent. Yet, if the company was open, the electric bill, employee wages and salaries, and water bills might be just as damaging to the business if there were not enough consumers to generate a proper amount of revenue.

### Food Products:

While The Mitten Craft will serve some appetizers, it will not have a very wide selection of food. This will deter customers that are looking for a place to sit back and have a large meal during the evening. The menu at The Mitten Craft will not offer appropriate lunch or dinnertime meals, which will eliminate most of the workers that are taking a lunch break and people looking for a place to eat dinner. People looking to catch up with friends, visitors, or those that are going out for the night will be more tempted to stop by..

### Pricing:

The cost of bottled drinks is slightly higher, ranging from about \$18 to \$30 per bottle. This expense can hopefully be justified by how high the quality of the drinks are and the wide selection from various locations in Michigan. Still, the high expenses will have to be offset by the strengths offered at The Mitten Craft.

### Entertainment:

#### 1. Activities:

The Mitten Craft is limited in the number of activities it can provide for its customers. Some of the other bars in Kalamazoo offer karaoke, ping pong, wine tours, trivia, DJs, a dance floor, and an outside area, and customers may see a lack of some of these features as a negative quality and be discouraged from visiting the bar.

## 2. Live Music:

Some of The Mitten Craft's competitors offer live musical performances, giving customers interesting presentations to watch and enjoy. This provides their consumers with new experiences so that their visits do not start to feel repetitive and boring. The Mitten Craft will not provide this kind of entertainment to its visitors, so it must find a way to make up its absence.

### Child-Friendly:

This bar will not be the kind of place one would bring young children because of the theme of alcoholic Michigan drinks. There are not very many food options for kids and there is not much entertainment to keep them satisfied for a long period of time. Children will be welcome but will probably find The Mitten Craft to be boring and will want to leave after a short amount of time.

### Advertising:

If the advertising strategies and designs used by The Mitten Craft do not end up appealing to consumers as much as expected, this could create a very large loss in money and could damage the image and the interest people will have when the bar first opens. The company must also try to distract people from other places that they could go, which requires much knowledge on human psychology, especially since not everyone in a target market is always attracted to the same features in ads. Not knowing how the target market thinks could lose The Mitten Craft thousands of dollars in profit.

### Competition:

Many competitors around Kalamazoo have already established their position in consumers' minds. Convincing people to try a new bar and change their habits and schedules could be a challenge. Other bars will also be able to provide customers with services or products that The Mitten Craft cannot, and these characteristics may draw more consumers in their direction and eliminate The Mitten Craft from their list of options.

## **Comparison of External Factors**

---

### **Opportunities:**

- The location will be very convenient for many future target customers
- The abundance of suppliers and their various offerings will create better networks to advertise the bar
- Tourists could become regular customers
- There is room to expand the bar's efforts towards sustainability
- Marketing can expand to locations outside of Kalamazoo
- Public Relations can be utilized to promote the bar's future events and ads

### **Threats:**

- Limited shelf space will keep the stock of drinks low if too many products are served
- Economic environment influences customer buying habits and revenue earned by the bar
- Natural environmental factors can create difficult situations that may disrupt the functioning of the bar

### **Opportunities:**

### Location:

The Mitten Craft is a bar in Kalamazoo located on West Michigan Ave between Weaver Ave and Dobbin Drive. This location is minutes away from Western Michigan University and easy to access from West Main and Stadium Drive. It is also extremely close to multiple apartment complexes such as West Campus Village, The Arboretum, Campus Court, The Bronco Club, and Kenbrooke Condominiums. Not only will this make The Mitten Craft easy to

access for many customers, but it will also make it easy for the cab service to drive many customers home in a timely manner. There are fewer bars on this side of Kalamazoo, creating a great advantage for The Mitten Craft to penetrate the desired market.

#### Suppliers:

The wide range of Michigan suppliers from which The Mitten Craft receives its beverages will be a great way to attract both Michigan residents and people from other states and possibly countries. By selling drinks from companies all around the state, The Mitten Craft will be helping to advertise those companies to customers and their quality drinks will help bring customers back. The bar can also use this advantage to promote itself at its suppliers' locations to attract more business from all around the state. The relationship between The Mitten Craft and its supplies provides an opportunity to gain more business for both parties.

#### Tourism:

Because it provides a taste of numerous Michigan wineries and breweries without the cost of driving all the way through the state, The Mitten Craft can become a great tourist attraction for people visiting Michigan. Businesspeople and family members of students are constantly entering Michigan and looking for things to do during their free time. It can also help travelers decide which wine tour or brewery they want to join or visit. It is an efficient, cost-effective way to learn about and experience many things Michigan has to offer.

### Sustainability:

As The Mitten Craft establishes itself in the community, it can gradually incorporate more sustainable practices into its operation. Solar panels to generate electricity, an easy way to collect and recycle all glass and plastic bottles used in the bar, switching to electric cars, and trying to minimize waste are all ways to reduce the business's carbon footprint. Creating tactics to waste less water and creating a compost pile are also great ways for The Mitten Craft to keep the environment clean and healthy.

### Marketing:

#### 1. Marketing Intelligence:

By visiting our competition, such as The Mix, The Library, and The Grotto, additional information about customer wants and needs can be observed and catalogued so that The Mitten Craft can try to incorporate those preferences into its offerings. Researchers can look up internal databases on the competition, observe customer behavior, and interview consumers to learn what is truly desired in a bar and to better provide for the target market. Our thorough evaluation of the competition located above is also a demonstration of the marketing intelligence currently had by The Mitten Craft.

#### 2. Giveaways:

The Mitten Craft could also begin giving away free items sporting its logo--such as cups, beer-openers, wine glasses, shot glasses, t-shirts, and lanyards. This would be an inexpensive way to spread the word about the new bar and hopefully catch the attention of people that otherwise would not have considered going.

Publics:

1. Media:

As the business gets started, additional commercials, articles, and newspaper and magazine ads can be created to distribute to the public media to inform more people of all that The Mitten Craft has to offer. As The Mitten Craft becomes more established and well-known in the community, the media will become less of a way to introduce it to the public and more of a way to inform the public of what is taking place at the bar that they will be interested in, like the holiday and game day specials.

2. Local:

Along with donating to charities once a month after the euchre tournaments, The Mitten Craft could begin hosting fundraising events for charities and people that need help around the community, like the homeless or public schools. An example would be to hold a fundraiser or for the surviving victims of the Kalamazoo shooting that recently took place. Events like these would communicate to people that The Mitten Craft cares about Kalamazoo and wants to contribute to the good of the community as well as providing a safe, comfortable environment for people to enjoy themselves.

**Threats:**

Limited Shelf Space:

Unfortunately, as much as we would like to offer *every* version of beer and wine produced in Michigan, there is not enough space to store enough of these so that they would not go out of stock if requested frequently. This will limit the number of options customers have

to choose from, and only offering the same drinks all the time could cause a loss in customer interest after a while.

### Economic Environment:

#### 1. Demography:

Because it is located in a less wealthy part of Kalamazoo, if the economy is in a recession, less people will want to spend their money and it will be harder to lure customers into The Mitten Craft. The decrease in business would greatly affect profits. The economic nature of many Kalamazoo residents may restrict profits, as well. Because The Mitten Craft is located in a less wealthy area, there is some risk in selling somewhat more expensive microbrews and wines. This would threaten the entire business if there was not enough revenue to keep the business running successfully.

#### 2. Gas:

Gas prices are constantly changing, and during some time periods can be very high. Generating enough business to cover the prices of driving customers home may become difficult sometimes, and this is not a service The Mitten Craft can get rid of because it is one feature that helps set it apart from other bars and create a competitive advantage. Balancing funds for the cabs will definitely be a challenge.

#### 3. Suppliers:

During economic troughs, suppliers may decide to increase the prices of their products. This would influence The Mitten Craft's purchases, the amount of various drinks held in stock, and could also force The Mitten Craft to raise its own prices. This would put The Mitten Craft at

a disadvantage, especially if its competitors do not respond to the economy in the same way. While people may be less inclined to visit, not raising the prices could cause The Mitten Craft to begin losing money and cause it to go out of business. Therefore, it will be a difficult balance to set prices that are reasonable for the economic environment and will keep customers coming through the door.

#### Natural Environment:

Michigan weather can be very unpredictable, which could make it difficult to receive all of the products from companies that are farther away from The Mitten Craft. Icy roads, blizzards, and even heavy thunderstorms are all possible threats to the timely delivery of drinks. The condition of the roads on which the products are travelling could also pose a problem if any of the glasses or bottles were broken because of potholes in the road. Drivers will have to be very cautious with their driving while delivering the beverages.

Additionally, The Mitten Craft offers a ride home to select guests, which could become difficult and dangerous if the road conditions are hazardous. While this would be a precise reason to seek a ride home for customers, this is potentially dangerous for our drivers and our guests. There will be a stipulation that the cab service only extends so far, however, so guests that live outside of a 7 mile radius will unfortunately have to seek another way home. No matter what, it is a priority to ensure that our drivers are taking every precaution necessary to keep both themselves and the patrons safe.

## **Marketing Strategy**

In order to choose the most effective marketing strategy, we had to know what the target market was for The Mitten Craft. Because Kalamazoo encompasses a multitude of different people in all walks of life, serious thought had to be given to our best-fit. Ultimately, it was decided that targeting younger residents was a better idea: one, younger adults are more apt to exploring new options; two, there are an abundance of young adults in Kalamazoo because of it being home to Western Michigan University; and three, micro-brewing has become trendy for this demographic as it is even an area of study at some colleges (including Kalamazoo Valley Community College).

To market to the targeted customers, a substantial portion of The Mitten Craft's advertising has to occur in the form of discounts (because college students love to save money), commercials (because young people love watching TV), and free apparel (because young adults are always interested in getting free stuff). Additionally, by having safer ways of transportation, The Mitten Craft will also appeal to those that are wary of the consequences of spending a carefree night out with friends and not paying attention to their alcohol intake. While it is still important that customers drink safely and wisely, with the offer of a ride home, people will have to worry less about consuming too much. The Mitten Craft is willing to offer most of these benefits--and even more--in order to gain a decent share of the market and continue to grow later.

The bar's unique qualities will also draw in older adults, which may be cause to expand the target market, and thus, the marketing strategies currently being used by The Mitten Craft in the future. As the bar becomes a more popular place for touring consumers to visit, whether they are stopping in the city for business or passing through to visit a homesick student, addressing this market will create a change in the marketing strategy. However, this change will

be worth the effort if The Mitten Craft can effectively reach this difficult market. Possible methods in which to do would be with the use of billboards, more widespread/mass-marketed commercials, and mailed coupons and brochures. There is also the potential that the younger generation will enjoy the establishment enough to advertise to their friends and family through their own positive experience, which is not only free advertising, but would be perceived as more credible and believable than our own advertisements would be.

## **Marketing Mix:**

### Product:

The Mitten Craft's products consist of a selection of Michigan-made beers, wines, as well as select liquors. It also has a small selection of appetizers for customers to eat while enjoying their drinks. One service that The Mitten Craft is known for is its cab service. If customers spend a minimum of \$20, they are eligible for a free cab ride home within a 7 mile radius in order to ensure that the guest not only gets home safely, but is able to come back and enjoy The Mitten Craft in the future.

### Price:

The Mitten Craft uses a psychological pricing strategy, making customers think that they are not only receiving a good deal but getting more out of it. The pricing at The Mitten Craft is competitive and fairly reasonable considering their main target market is college age adults who face financial struggles with tuition. Additionally, prices are focused on being affordable for tourists who come in to enjoy Michigan-made affordable beers and wines.

Place:

The bar is located on West Michigan Avenue between Dobbin Drive and Weaver Avenue. It is walking distance from Western Michigan University's campus and easy to access from Stadium Drive and West Main. The location is near many popular apartment complexes such as Campus Court, The Bronco Club, and The Arboretum. With The Mitten Craft's location being so close for many students, this makes its location ideal for going out on the weekends.

Promotion:

The Mitten Craft's promotion strategy revolves around the target market. It promotes its discounts mainly toward students as well as tourists who want to enjoy a night out. It also utilizes advertising through newspaper and social media in order to gain a following using these marketing tools that can draw many customers. Furthermore, The Mitten Craft will employ the use of personal selling and public relations. Through the use of multiple press releases and knowledgeable, competent employees that sell the products personally to guests, The Mitten Craft will break through to consumers as a unique, superior experience. Building and positioning a brand to customers with a specific focus on the latest deals is key to gain returning customers in our specific target market. Thus, it is pertinent that employees inform customers of the latest deals in addition to the use of commercial advertisements on TV and radio stations.

## **Promotional Strategies:**

1. Press Releases:

### **FOR IMMEDIATE RELEASE:**

**Contact:** June Smith

**Company:** The Mitten Craft

**Phone:** (269) 374 8890

**Fax:** (269) 323 1278

**Email:** Mitten.Craft.Bar@icloud.com

**Facebook:** <https://www.facebook.com/theMittencraft/>

### **Michigan Beer and Wine Bar Set to Open Near Campus during Welcome Week 2016**

The Mitten Craft, a specialty bar serving primarily local microbrews and wines, is set to open August 25, 2016, just in time to welcome returning WMU students. The bar will be located on West Michigan Avenue between Dobbin Drive and Weaver Avenue— walking distance for most students. Uniquely, however, with a tab of \$20 or more over the course of the night, The Mitten Craft offers a free ride home.

“We want this establishment to be a sort of “home away from home,” said June Smith owner of Mitten. “Broncos, Spartans, Wolverines, anyone; we are all Michiganders, and we want you to enjoy yourself and get home safely!”

Though the focus will be on Michigan-made beers and wines, there will be liquor as well, and the bar will serve some select bar food. Promotions will include (but are not limited to) student discounts for all Michigan students and game day deals. The bar will feature beers and wines from places spanning from Petoskey to Niles. The great diversity in selection of beverages will make The Mitten Craft a distinctive, original bar for people from all over to taste some of the best Michigan has to offer--without the expense.

**- END -**



**FOR IMMEDIATE RELEASE:**

**Contact:** June Smith

**Company:** The Mitten Craft

**Phone:** (269) 374 8890

**Fax:** (269) 323 1278

**Email:** Mitten.Craft.Bar@icloud.com

**Facebook:** <https://www.facebook.com/theMittencraft/>

**The Mitten Craft Bar Pairs with the Kalamazoo Gospel Mission for Fundraising Event**

The Mitten Craft, a new Kalamazoo bar that serves Michigan-made beers and wines, held a charity event this past Saturday at the Kalamazoo Gospel Mission to help increase awareness about the expansive homeless population in the city. The bar's owner, June Smith, and many employees of the new establishment, as well as Gospel Mission workers, were parked outside of the Gospel Mission's main building holding a \$4 wine-tasting event and selling \$10 Michigan craft beers to citizens to raise money for the charity. Donations of food, clothing, and furniture were also encouraged and accepted enthusiastically. Information about the homeless population in Kalamazoo and how the Gospel Mission services hundreds of people every year was emphasized during Smith's 'Thank You' speech.

"All of us, from The Mitten Craft and the Kalamazoo Gospel Mission, are so grateful to everyone that was able to make it out to support this wonderful cause today," Smith stated at the event.

The Mitten Craft also made a pledge to hold an event for the Kalamazoo Gospel Mission at least once each year. The company emphasized its commitment to the community and to helping to keep as many people as possible safe and comfortable. The Gospel Mission has been a large factor in assisting those in need for years. The organization was honored to be acknowledged and encouraged everyone to enjoy themselves and to always reach out a helping hand. A senior employee highlighted, "The only way we can truly make a change is by being the change, inside and out."

**- END -**

## 2. Commercial:

The Mitten Craft Commercial URL: <https://youtu.be/mkk3s5D-aFo>

### Script:

“Experience The Mitten Craft, Kalamazoo’s bar of choice. Choose from a selection of Michigan-made beers and wines, and alcoholic beverages.”

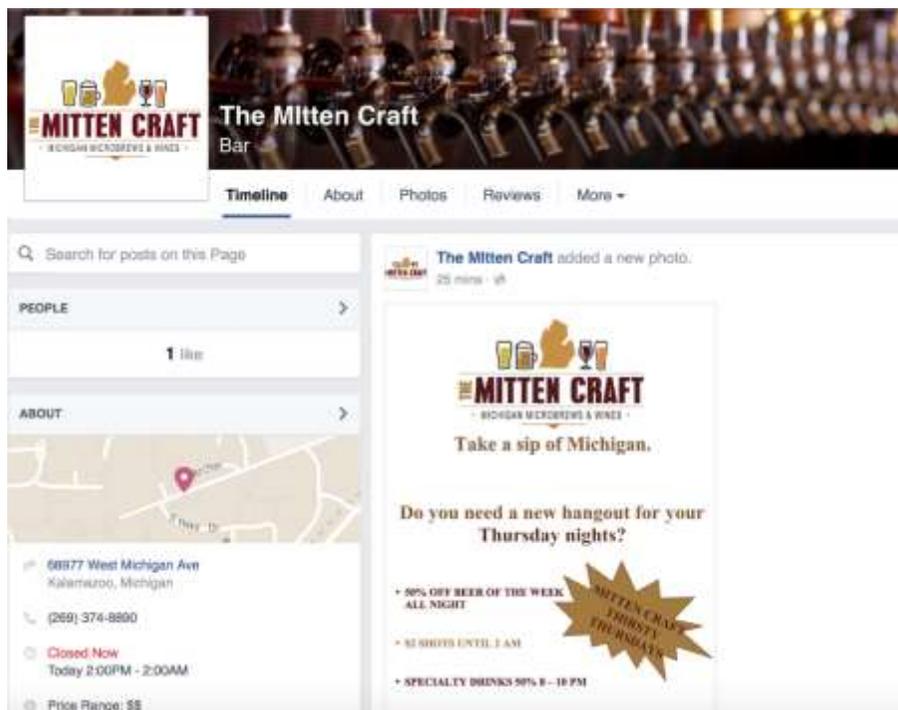
“Like discounts? All Michigan students get 20% off with a valid ID.”

“Located on West Michigan Ave. Be sure to check out our cab service where, if you spend \$20, you get a free ride home! We want you to enjoy yourself and get home safely!”

TEXT: This August, come join us for our grand opening.”

## 3. Facebook:

The Mitten Craft Facebook Page URL: <https://www.facebook.com/theMittencraft/>



Menu

Bar

PHOTOS

The Mitten Craft added a new photo.  
25 mins ·

**EVERYDAY SPECIALS**

- STUDENT DISCOUNTS 10% WINE 15% ANY MICHIGAN COLLEGE
- SEE TAB GETS YOU AND A FRIEND A FREE CAR RIDE HOME\*
- HAPPY HOUR 2 - 7 PM 50% OFF SELECT SPECIALTY BEERS AND SELECT WINES
- \$1 WELLS AFTER 4 PM

\*TAXI FOR ADDITIONAL FRIENDS - 1 MILE RADIUS

Share

The Mitten Craft  
25 mins ·

REVIEWS

Tell people what you think

★★★★★

English (US) · Español · Français (France) · Português (Brasil) · Deutsch · Italiano

Privacy · Terms · Cookies · Advertising · Ad Choices

Facebook © 2016

Share

The Mitten Craft added an event.  
29 mins ·

**AUG 25** **GRAND OPENING**  
Thu 2:00 PM in EDT · The Mitten Craft · Kalamazoo, MI, United St...

Like Share

4. Flyers:

Grand Opening:



**THE MITTEN CRAFT**  
- MICHIGAN MICROBREWS & WINES -

**Take a sip of Michigan.**

**GRAND OPENING SPECIALS**

**ONE DAY ONLY!**

- **BUY ONE BEER GET THE SECOND 50% OFF!**
- **\$2 DRINKS ALL DAY!**
- **IF YOU BRING IN A BOTTLE CAP OF ONE OF THE BEERS ON TAP, GET THAT SAME BEER FOR FREE**
- **50% OFF PITCHERS WITH A STUDENT ID**

Everyday Specials:



**Take a sip of Michigan.**

## **EVERYDAY SPECIALS**

- **STUDENT DISCOUNTS: 15% WMU 10% ANY MICHIGAN COLLEGE**
- **\$30 TAB GETS YOU AND A FRIEND A FREE CAB RIDE HOME\***
- **HAPPY HOUR 2 – 5 PM 50% OFF SELECT SPECIALTY DRINKS AND SELECT BEERS**
- **\$3 WELLS AFTER 8 PM**

**\*ADD \$10 PER ADDITIONAL FRIEND – 7 MILE RADIUS**

Thirsty Thursday:



**Take a sip of Michigan.**

**Do you need a new hangout for your  
Thursday nights?**

- **50% OFF BEER OF THE WEEK  
ALL NIGHT**
- **\$2 SHOTS UNTIL 2 AM**
- **SPECIALTY DRINKS 50% 8 – 10 PM**

**MITTEN CRAFT  
THIRSTY  
THURSDAYS**

## References

### Source:

U.S. Small Business Administration. "Michigan Small Business Profile." 4 February 2015. *U.S.*

*Small Business Administration*. Document. 22 March 2016.

