

STRATEGIC MARKETING

414-KMS-AS

MARKETING PLAN

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EXECUTIVE SUMMARY

Bota Bota , Spa – Sur – L'eau In Old Port has just built a new product “ Summer Relaxation Package” and is going to launch it into market during 5months from May to September of year 2016. Therefore, the company asked Marketing Department do Marketing Plan before the campaign is launched into market. Nowadays, young generation travels more and spends more for their vacation as well as wellness and remarkable increase of US arrival to Canada last year, our campaign will focus on young people from 18 – 40 years old in Canada and in border states of US like New York, Pennsylvania, Massachusetts, Virginia because we realize they are really potential markets.

Our company has strengths including a nice historical location – Old Port nearby Old Montreal, touristic area, unique property – a ship is transformed into spa on St. Laurence River, diversity of product, updated Social media. Besides, US economic outlook is healthy so American people travel more and spend more. According to new trend of travelling, young people travel more and spend more for their vacation and wellness as well.

Beside the strengths and opportunities, our company is also existing weakness such as high price of service, lack of all-inclusive packages, weak dollars and collapsed oil prices, a rise of unemployment in Canada. Moreover, the company has to face to strong competitors in area like Scandinave Spa Vieux Montreal, Rainspa and Strom Spa Nordique Nun's Island.

Facing to such strengths, opportunities and threats, Marketing Department will launch the campaign beginning from April to September 2016. Our advertising will be posted on TV, on some Canadian and US magazines. We also advertise our products through online marketing including buying key words “Bota Bota” and “Montreal Spa” on Google to take advantages of SEO, banners on websites of Tripadvisor, Youtube. Besides, we also deliver flyers in Old Montreal, Old Port, Underground City and Saint Catherine street.

Beside, the advertising and direct marketing, we also offer 10% discount for 2 couples booking together and CAA members, free Yoga class for early booking.

All marketing activities above aim to gain 10% of sales increase, attract new clients, persuade past clients to come back and increase brand awareness of customers.

INTRODUCTION

Company information

Bota Bota began its life on the water as a ferryboat named The Arthur Cardin. The Emond Family acquired the ship in 2008 with the crazy idea of transforming it into a spa. It is anchored at quays of Montreal's Vieux Port, at the end of a wooden bridge and garden. It offers therapeutic water circuit and spa treatments as well as the calming views of the St. Laurence River and Old Montreal. Bota Bota, spa-sur-l'eau officially opened its doors in Old Montreal in December 2010.

Products/Services

The company offers its services including Massage Therapy, Facial Treatment, Body Treatment, Mom to be Treatment, Spa and hotel package, Manicure & Pedicure, Yoga Pilates, Water Circuit, Restaurant and Gift Cards.

SITUATION ANALYSIS

Global trends

Wellness is about making healthy lifestyle choices and maintaining one's well-being both physically and mentally. In recent years, more people around the world have begun to recognize the importance of wellness – a trend which has seen the value of the industry increase year-on-year. In 2013, the market size of the global wellness industry amounted to more than 3.4 trillion U.S. dollars. The beauty and anti-aging segment was by far the largest, constituting around a third. The various segments making up the wellness industry are diverse and include, among others, healthy eating and weight loss, fitness, alternative medicine and the spa industry.

Another segment of the wellness industry is wellness tourism. Wellness tourists are those traveling within their own country or to other parts of the world in order to carry out activities which may help them to improve their quality of life. Like the wellness industry

itself, wellness tourism is becoming more popular and its market size is forecasted to reach approximately 680 billion U.S. dollars by 2017. Travelers who have experienced wellness tourism emphasize its positive effects on the mind, its ability to reduce stress and its promotion of physical health.

Political analysis

The peace, political stability and safe, security ambience in Canada are the added points for inbound travellers especially American market.

Economy analysis

Economy of Canada

A weak dollar is clear-cut bad news for Canadian consumers. On balance, it looks to be a mediocre year for consumer spending in 2016. In addition to the weak dollar and collapsed oil prices, a rise in Canadian unemployment to 7.1 per cent from 6.6 per cent a year ago reduces spending rate in general and reduces leisure trips in private.

Economy of United States

The U.S. economic outlook is healthy. The US dollar is reigning supreme in global foreign exchange markets, The GDP growth rate will remain within the 2-3% ideal range. There isn't too much inflation or deflation. The unemployment rate will be 4.7% in 2016, 2017, and 2018. That's lower than the 5.0% rate in 2015. With such healthy economy, Americans are probably good spenders.

Technology

Nowadays, with strong development of information technology including internet, Wi-Fi, etc. it allows people to access the website of the companies and make bookings online easily and quickly through computers, tablets, mobile phones, etc.

The clients and the company could interact with each other through social media like Facebook, Twitter, Youtube, Blog, LinkedIn, etc. According to recent ITB World Travel Trend Report, number of active Facebook users has reached an estimated 1.5 billion people around the world.

Tripadvisor is one of the credible websites that clients could get best advices through comments and photos of other clients.

Location and community analysis

Bota Bota locates in the Old Port - the historical Old Port offers Montrealers and visitors access to a wide variety of activities including Old Montreal, the Montréal Science Centre, with an IMAX Theatre, and the Montreal Clock Tower. It offers riverfront access for walking, cycling, roller - blading. It is also located at the eastern end of the Lachine Canal, which has itself been extensively refurbished as a popular destination for cycling, roller-blading and pleasure boating. Cultural events take places here including the Festival Montréal en lumière, Igloofest, the Matsuri Japon festival, Jardin de Lumiere, Dragon Boat Race Challenge, Montreal International Jazz Festival, Montreal Grand Prix, Festival Go Velo Montreal, etc.

Primary competitor analysis

Scandinave Spa Vieux Montreal

Located in the heart of Old Montreal in Quebec, the urban spa preserves the ancient tradition of Scandinavian baths. Authentic and contemporary, the spa provides the ultimate relaxation experience combining the benefits of thermal therapy and massage.

With such unique location and ancient tradition of Scandinavian baths, Scandinave Spa Vieux Montreal is really a strong competitor of Bota Bota. The price is nearly the same as price of Bota Bota. However, Scandinave Spa won many design awards such as:

- Governor General's Medal in Architecture

- 1st prize in the category of Commercial or Corporate Interior Design at the Prix d'excellence en architecture 2011

Rainspa

Spa is located on the 3rd floor of Place d'Armes Hôtel & Suites, just a minute of walking from Basilique Notre-Dame de Montréal, 3 minutes from the Palais des congrès de Montréal (convention centre), and 1.3 km from Downtown. Although it does not possess a romantic, river view as Bota, Bota, it is closed to convention center which is convenient for people attending conferences as well as visitors visiting Notre Dame Cathedral and area around.

Strom Spa Nordique Nun's Island

It is officially opened in 2009. Just five minutes from downtown Montreal, it locates on the shores of Lac des Battures, Strøm Nordic Spa create a unique relaxing experience of high quality, in a beautiful natural environment close to urban areas, promoting the healing of body and mind. It is also on Top 5 of spa in Montreal. The price is the same as Bota Bota price.

Market potential analysis

Nowadays, young people around the world are travelling more and more. They spend more and exploring new destinations according to the travel experts at last year's World Travel Monitor. Wellness tourism is becoming more popular and it is forecasted to reach approximately 680 billion U.S. dollars by 2017. Travelers who have experienced wellness tourism emphasize its positive effects on the mind, its ability to reduce stress and refresh physical health.

Services

The company offers its services including Massage Therapy, Facial Treatment, Body Treatment, Mom to be Treatment, Spa and hotel package, Manicure & Pedicure, Yoga

Pilates, Water Circuit, Restaurant and Gift Cards. The price of its service is quite high. For example: Swedish massage is \$95 per hour, Body massage is \$ 110 per hour. Besides, existing spa and hotel packages does not include food and drink. Therefore, the company will build an all -inclusive package in order that clients have many options.

Positioning

When talking about Bota Bota Spa, what occurs in my of customers is that it offers its clients the healing benefits of a spa while being lulled by the natural movements of the St Lawrence River with its enchanting ambiance, and Old Montreal as a magical backdrop.

SWOT

Strength

- Bota Bota locates in historical site – Old Port nearby Old Montreal, touristic area
- Unique property – a ship is transformed into spa on St. Laurence River
- Products are diverse so clients have many choices
- Social media like Facebook, Twitter, You Tube, etc. is developed and updated

Weakness

- There is no all-inclusive packages
- Price of service is quite high

Opportunity

- US economic outlook is healthy so American people travel more and spend more
- Young people travel more and spend more for their vacation and wellness as well
- The peace, political stability and safe, security ambience in Canada

Threats

- Weak dollars and collapsed oil prices, a rise of unemployment in Canada
- Strong Competitors such as Scandinave Spa Vieux Montreal, Rainspa and Strom Spa Nordique Nun’s Island.

MARKETING STRATEGY

As mentioned above, in recent years, more people around the world have begun to recognize the importance of wellness – a trend which has seen the value of the industry increase year-on-year. In 2013, the market size of the global wellness industry amounted to more than 3.4 trillion U.S. dollars. Moreover, young people around the world are travelling more and more. They spend more and explore new destinations according to the travel experts at last year’s World Travel Monitor. Wellness tourism is becoming more popular and it is forecasted to reach approximately 680 billion U.S. dollars by 2017.



Overnight Arrivals

	Dec. 2015		YTD 2015	
	Arrivals	% Change ('15/'14)	Arrivals	% Change ('15/'14)
🚗 Automobile	518,639	15.3	7,476,381	9.9
✈️ Air	276,483	6.6	3,633,875	6.4
🗺️ Other	36,871	0.6	1,364,244	4.8
US Total	831,993	11.6	12,474,500	8.3

Source: Statistics Canada, International Travel Survey.
Note: The figures are preliminary estimates and are subject to change.



The statistic from CTC reveals number of US arrivals to Canada in 2015 is 12,474,500. It increases 8.3% compared to last year.

Basing on the new trend of travel industry – young generation travels more and spends more for their vacation as well as wellness and remarkable increase of US arrival to Canada last year, our campaign will focus on young people from 18 – 40 years old in Canada and in border states of US like New York, Pennsylvania, Massachusetts, Virginia .

Marketing objectives

The objectives for this marketing campaign gains 10% of sales increase, attract new clients and persuade past clients to come back, increase brand awareness of customers.

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