



ALCHEMY

KITCHEN

Marketing Plan



GOALS

- *Identify Features and Benefits for Students*
- *Identify Student Profile*
- *Marketing Objectives, Strategies, and Tactics*

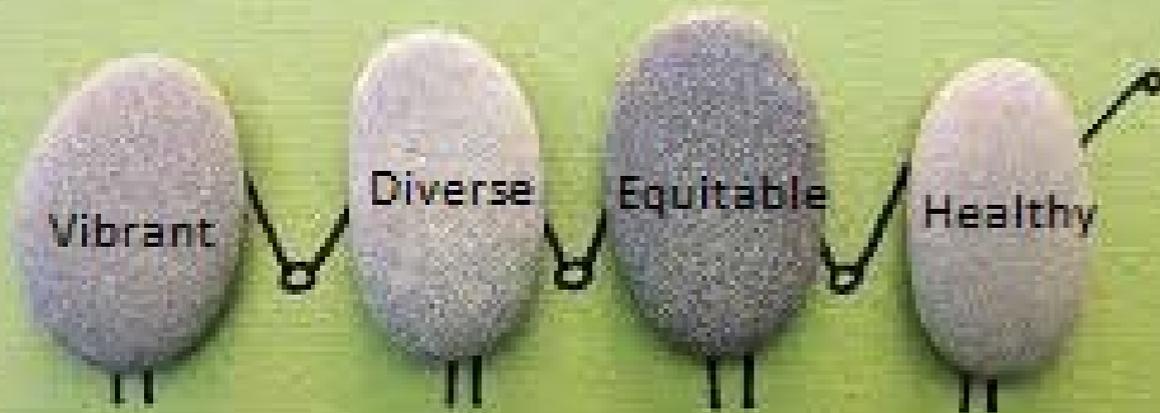




FEATURES & BENEFITS

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- ▶ To serve and provide resources for the under-served and under-resourced community of the greater Sacramento area
- ▶ Offer a 10-week food training program for food entrepreneurs
- ▶ Access to a food incubator program upon completion of the program
- ▶ Teach the basics of starting and growing a food business
- ▶ Offer mentorship and opportunity for specific questions and advice one-on-one
- ▶ Office and classroom both conveniently located in Sacramento



STUDENT PROFILE

- ▶ Aspiring food entrepreneurs who seek to become financially independent
- ▶ Committed full time students who want to make their business a priority
- ▶ Emphasize and support local food businesses
- ▶ Dedication to starting or growing a food business
- ▶ Located in the greater Sacramento area
- ▶ Available once a week for 3 hours in the Summer (10 weeks)

MARKETING OBJECTIVES

- ▶ Raise awareness through local media for greater exposure to the public e.g., radio or mail
- ▶ Emphasize benefits provided by completing the program
- ▶ Emphasize core values of the program such as being a non-profit organization aimed at community growth and development
- ▶ Serve the community by offering the tools for aspiring food entrepreneurs to achieve financial literacy and independence

MARKETING STRATEGIES

- Offer free information session and pamphlet/brochure at food or entrepreneurship related events
- Acquire potential student information at information sessions and through Google Analytics to further assess and acquire potential students
- Follow-up with e-mail to ensure student interest and engagement while allowing time for consideration
- Increase outreach to local colleges and other not-for-profit programs in the Sacramento area

MARKETING TACTICS

- ▶ Local mail or radio advertisements to raise awareness about the program
- ▶ Local events and promotion to reach local audiences such as farmer's markets
- ▶ Create interest through print flyers, weekly e-mails, and social media platforms
- ▶ Utilize social media outlets to highlight program and student success stories i.e., student spotlight



It is time to take your food business ideas to the next level

