

Marketing Plan for Baby Boomers Website

Student's Name

Name of University

Executive summary

1.1. Website

New beginning for baby boomers is a website designed to offer a variety of activities and materials to meet their daily challenges of health insurance, treatment, and retirements. It will be available the internet and focus will be to reach all the baby boomers. It will be in English language, which is the common language as a start-up. Expansion plans are necessary to keep the website competitive (Berry & Doug, 2004). The website will give translation to other languages commonly used for the purpose of expansion. It will aim at reaching the baby boomer population to help them recognize their potentials for healthy independent living.

1.2. Services

The website will have a homepage with hyperlinks to other areas of specification, such as chat rooms, socialization, dating, open discussion, retirement, insurances, and health forums. Additionally, the website will be unique in that it will provide instant possible answers for the health issues that this generation face. Doctors, lawyers, and counselors will be present online for 24 hours to assist in any field. The website will be to solve any pressing issues of the boomers at any time that they arise. Through materials and services provided on the website health issues, physical fitness, and wealth to the baby boomers will be tackled. They will be provided with video recordings, music, and reading materials.

1.3. Market analysis

In the United State, the baby boomers are approximately 79 million. It is 29% proportion of the total population in the U.S. (Macunovich, 2000). Targeting this group

would be necessary and advantageous at the long run since it covers a significant percentage of the population. The website will seek these customers locally for start-up and internationally for expansion effort of the website.

1.4.Strategy and implementation

The website will do various online advertisements in the major site to reach its target group. Other adverts will be printed in the adverts, air media coverage locally, launch the website official. Brochures will be distributed in the market and major workplaces where the target groups are likely found. The main goal is to make 1% profit above other websites through reaching the baby boomers and providing the necessary services to them.

1.5.Management

In the website, there will be three people in the management team. The manager will be Vance Brown who is a graduate in management. He will supervise the development of the website, provide directions and feedback that will ensure the team is working towards a common goal. Branson Williams, a computer engineer, will be the technical expert who will be in charge of the technical developments. Lastly, Vanice Garner a student in IT department will be the web designer in charge of the website development.

1.6.Financial plan

Revenue will be dependent on the purchase of materials and services from customers. We wish to break even within the first three months of the year in operation. The second quarter of operation is expected to give at least \$45, 000 profit margin which will be generated through purchase of materials and payment of services offered in the

website. The goal is to provide detailed materials that will provide answers to all the clients' questions. We believe through provision of detailed material we will attract more customers and increase our profit margin to \$63, 000. This means we will be well known and in a position to attract a large group of customers.

1.7. Resources

The website will be keep upgrading its services from the internet sources and other consultant firms. For more resources, the site will encourage those who are ready to offer their advisory services and consultation through preparing extra links for them in the website. We have sourced for the best consultants and advisors who are competent and ready to help customers at a reasonable price. 40% of the income that is generated from the website will be used for more development.

2. Marketing analysis

2.1. Target customers

The target of the website is to reach the baby boomers and provide solutions to their health and retirement challenges that cause frustration. We will provide health forums that address those chronic conditions that they are exposed to and retirement advise on investments or retirement schemes. This means that we will give them health solutions since these are

2.2. SWOT analysis.

- 2.2.1. Strengths -The manager and the technical expert have experience in the field development and management. The web designer is a student in the department of website development and has the required expertise.

2.2.2. Weaknesses -The consumers may not be ready to adopt the services we offer.

2.2.3. Opportunities -A large group of baby boomers who are in need of services offered.

2.2.4. Threats -Cost effectiveness of the services is not guaranteed. The target group may be reluctant to adopt the services we offer them.

3. Strategy and implementation

3.1. Service development

The website targets the generation of baby boomers unlike most of other websites that provide recreational services in targeting the youths. The major purpose will be to provide health, physical fitness, and wealth. This will be through our health forums that will deal with different health conditions the baby boomers may be having. Additionally, there will be financial advice on how they can invest after retirement. The website will look attractive to the user and will be easy to maneuver around it. There will be a feedback page where the users will give their views on what they find fulfilling. The feedback will be used to develop the website to be more attractive. Based on these evaluations the website will be upgraded to suit them. The target group is expected to seek information about health issues and insurances since majority of them have those chronic health conditions. Additionally, they are near retirements and will need financial advice. The website will address the above challenges of the baby boomers in details. We want anyone who visits the website to feel fulfilled and happy that he finds answers and solution to his problems, may it be health, physical fitness or retirements. Every website

should aim at delivering content that is desired by the target population (Luther, 2001).

The website will aim at delivering content that is desirable to the customers.

3.2. Marketing strategy

All the necessary contents will be organized according to the audiences' needs since we clearly understand what they want through the research we conducted on the baby boomers and the challenges they face in their day to day operations. The website will be keen to put what is necessary for the audience after testing what they really need. The necessary information will be organized and categorized according to the needs of the users. Descriptive titles are necessary to link to the specific categories of choice (McDonald, 2007). For easy tracking of information on the category of choice, there will be at least two links. The website will be restricted to the baby boomers who are the target group for the sake of their confidence. We will monitor the website and optimize it for the queries of customers. We will ensure that from the day we launch the website it will be attractive enough and easy to use. This will help in reducing the cost of advertising since we aim at pleasing the first users who we believe will be eager to share it with their friends.

3.3. Sales strategy

Prices of products and services provided are evaluated on the bases of other prices of same or similar products in the market. We have gone slightly lower with comparisons to other competitors in the market to attract more customers. The site will deliver its services at any time that the clients needs them. The website will provide payment alternative for customers and will accept payment via major credit card. The first

ten members to register will be given a 10% bonus for every ten people they introduce to the website through the group registration forum that will be provided.

3.4. Marketing mix

The 4Ps of marketing, put into considerations the place, price, promotion and product (Berry & Doug, 2004). The placement of the website will be available on the internet and locally available to the target group of baby boomers. Prices will be significantly affordable and attractive to the users. Products will be materials and services such as health forums, consultation, discussion, and social activities that the boomers generation need. Promotion of these services will be available to all registered members. Registration will be free though it will be restricted to this particular age group. The first ten members to register will get a 10% bonus for every ten people they introduce to the website. Those who introduce at least fifty members will get an award of free subscription to all materials and services in the website.

3.5. Operations

The website will be in operation around the clock to cater for all customers globally. The operations will extent to all days whether public or seasonal holidays. In the cases of website upgrading, there will be a three-day notice prior to the date of interruption. We will seek for directions from experienced website operators so that our website can remain competitive. We will aim at being realistic and avoid overcharging our clients. Additionally, we have noted that many baby boomers visit the Central Football club for recreation activities. Therefore, we will launch the website in the club on the 15th march, 2011. We will distribute brochures in the club and the surrounding businesses on daily bases for one week prior to launching day.

3.6. Goals

The website has numerous goals it wishes to attain:

- Provide health forums, materials, retirement consultancy and physical fitness materials
- Provide solutions to customers' questions about health issues and financial advice.
- Provide the above services at a reasonable and affordable price to all the customers who need these services.
- Find alternative payment methods through accepting major credit cards and other banking modes convenient for the clients.
- Have all the health, insurance and retirement schemes materials that are necessary for the customers.

4. Management

4.1. Organizational structure

The website will not need many staff members since it is in its start-up. The three staff members will be in charge of management and the running of the website. The three staff members will give assistance to each other in the best way of running the website.

4.2. Leadership

Vance Brown will be the manager in charge of all the operations of the website. He will oversee the website on a daily bases based on the feedback of customers. He will ensure that the necessary information and materials are available to customers. He will also direct other staff members toward the expectation. Branson Williams a computer engineer will be the technical expert will be in charge of the technical developments. He will handle any technical problems that may arise on the website. He will ensure that

customers will be able to maneuver on the website without difficulties. Vanice Garner will be the web designer in charge of the website development and running. He will do the posting of the necessary information and materials. He will also upgrade the materials as they emerge.

4.3. Staff members

New beginning for baby boomers website will need only three staff members for a start. The manager, web designer and the technical expert will be the staff of the website. Other experts will not be necessary since the available staff will handle everything. As the website grows, and expand there will be a need for more staff. This will not be a problem since there are many graduates with the expertise needed.

5. Financial analysis

5.1. Requirements

The website will require development on the bases of the feedback from the clients. The staff members will gather all the necessary information needed and seek to find online doctors, and other advisors. We have raised \$48, 000 from equity capital. \$40, 000 will be used to purchase the necessary information and books that will be provided to the clients online. The remaining \$8,000 will be used to pay consultants and other advisers. The target is to have extra cash from customers' subscriptions. Any subscription of extra materials than what we provide will be charged with a ten percentage rate higher. Other funding will not be necessary since this will put the website on the run.

5.2. Use of funds

The funds that generated from the services provided will pay the staff team on the ratio of 4:3:3 after deduction of 40% income for upgrading materials needed. The 40% will be used to source for extra service and materials from other expertise.

5.3. Cash flow projection

The website will collect the necessary payments from customers who subscribe for special consultation on the bases of serious health issues that need follow-ups. On the other side, those who wish to have materials on various issues will purchase them for a measurable and reasonable price. These costs will be used to sustain the website and upgrade it.

5.4. Assumption

The assumption is that the habits of consumers on the bases of their demands for the services provided will grow as years pass by and they reach retirement in large numbers. This is because most of the consumers will be retiring as the year unfolds onwards. The projections are founded on the assumption that in future days' baby boomers generation will need investment advice and other retirement schemes more often. Additionally, we assume that the website will be in a position to meet the high demands. Upgrading of the website will be done as days go by for the sake of remaining attractive in the market. The assumption here is that it will generate traffic to the site due to the good look, which will attract an audience to use it.

6. Evaluation

6.1. Evaluation

After investment of the website, the website will be evaluated to seek necessary way forward and development. Questionnaires will be posted to the home page for the

registered members to answer on the bases of the website. Their responses will be evaluated and used as feedback by management team in improving and eliminating what may cause dissatisfactions to customers.

6.2. Control budget

We will ensure to always have a balance between expense and revenue. This means that we try to operate over the breakeven point. We will also have to control the expenses to be below the revenue. It will be necessary to use a control budget that is used to evaluate the expenses verses the revenue (Berry & Doug, 2004).

6.3. Variance analysis

This will be another way of evaluating the budget by comparing the actual cost and the standard cost. Variance analysis will help controlling the productivity of the website and eliminate unnecessary costs. It will also help us to operate along a standard cost with the focus of getting similar actual costs (Luther, 2001).