

## **Executive Summary**

Spotted Duck Creamery is a small custard shop located on a small plot outside the city of Geneva. The main factor that draws customers in is its homemade custard made with duck eggs sourced from the ducks on the farm. This means that customers not only get to experience the richest custard around, but also get the chance to meet the ducks that are to be thanked.

## **Current Marketing Situation**

The current marketing situation of Spotted Duck Creamery is reliant on word of mouth and returning customers. Because the shop is on the more rural outskirts of town, only those either seeking it out or driving past it by chance would know that it exists.

## **Threats and Opportunities Analysis**

The main threat that Spotted Duck Creamery faces is posed by its competition. Other ice cream shops are closer to the heart of town, so customers might choose to visit them instead for ease. Another threat posed by competitors is a drive-thru window, which customers might also opt for. However, Spotted Duck Creamery has the opportunity to take advantage of the interactive experience that the ducks and the homemade custard process offer its customers. Of course, this means people need to be aware of these interactive opportunities. Although Spotted Duck Creamery already has a fabulous website that is easy to use and offers good information, the business could put more effort into creating more of a social media presence as a way of showcasing the experiences offered to draw in new customers.

## **Marketing Strategy**

Being that Spotted Duck Creamery makes its custard on-site, the shop can host various events, such as the release of a new flavor each month, customers voting on their favorite flavor of all, or even a contest where customers suggest flavors. Of course, winners would receive a prize such as a discount or a free scoop. Considering the ducks themselves are the main point of tension, events featuring the ducks would be a good idea, too, such as a duck naming contest, a viewing of baby ducks hatching, feeding the ducks, et cetera. Because the custard being made in-house is an additional point of tension, the creamery should also do events that focus on its custard-making process. Tours of the farm could be offered, and customers could even participate in making a batch of custard and bring a pint of it home with them.

## **Action Programs**

Because Spotted Duck Creamery is tucked into the more rural part of town, sitting on a quiet road next to plenty of open field space, the creamery needs to do everything in its

power to draw in customers who are by chance driving past it. Something that could be helpful is including signs ahead of where the creamery is located so that cars have a chance to slow down and stop there. Think about it like rest stop signs on the highway that tell drivers there will be a rest stop to the right in a quarter mile. Spotted Duck Creamery has a cute logo; however, the color scheme is pretty light. I suggest that the creamery simply work more eye-catching colors into its current logo. Given that there are plenty of little sheds and barns in the area, Spotted Duck Creamery could also make itself stand out by painting the building exterior a fun color that matches its logo, instead of leaving the natural wood finish that makes it look like just another structure along the road.

### **Budgets**

Overall, these simple changes are rather cheap. One of the most expensive action programs will probably be the signs telling drivers that the creamery is coming up shortly. This is because Spotted Duck Creamery will likely need to put the signs on property that it does not own. However, as long as the creamery is willing to pay the property owner to put a sign on their land, most property owners should be open to it.

### **Controls**

Measuring which action plans have drawn in the most customers can be as simple as asking customers checking out at the counter how they heard about the creamery and documenting what they say. Another option is to hand out a quick little survey along with orders when they are served. On the creamery's website, a similar little pop-up could ask customers how they heard about the creamery. Spotted Duck Creamery could even offer small discounts as an incentive for customers to complete the survey.