# Happy Sandwich

Marketing Plan

About Our Firm

* Happy Sandwich is a café where customers can buy coffee and healthy sandwiches with different toppings
* The sandwiches will consist of whole wheat-buns and different choices for fillings including tomato, salad, cucumber and cheese (there is possible expanding of products)
* The customers are students and teachers of our school
* Some characteristics that make our company special: promoting ecological ideas, no plastic packaging, providing vegetarian options
* The location of our café is Tampereen lyseon lukio (the school)
* The café will be held during breaks or on special events
* Competitors include Vuokkokerho´s (a school club) snack bar and Tampereen Ateria
* There are no legal requirements because we stay on the school area
* Later on, shares will be bought by members (each worth 5 euros)
* Everyone is responsible for their own assigned area
* The events, where we have been participating:
  + 4.10.2016 Opening of Finno-Ugric exhibition
  + 10.9.2016 Finnish-British Society
  + 3.5.2016 Café
  + 13.4.2016 Our first café

Marketing Strategy

* Different events have different products
* The main products are the sandwiches will consist of whole wheat buns. Two different choices: tomato, salad and cucumber and cheese or without cheese.
* Also we have had: pizza, brownies and cookies.
* The prices of products will range from 1 to 2.50 euros
* We will try not to lose money and keep a balance between profit and loss
* There will be advertising on school walls, public notice and notice boards

Improves

* We could put into a market new sandwiches, drinks and vegan sandwiches
* Renew our action and make it more powerful
* More events, where we would go to sell our products.