***Mac n’ Cones Food Truck***

December 9, 2014

**I. Introduction of the Product/Service**

**Mac n’ Cones Food Truck** is an up and coming mobile food facility selling homemade mac and cheese in handcrafted gourmet savory cones in San Francisco. Within the past 3 years, food experimentation has been on the rise and consumers have been actively seeking out alternative and experimental food and dining experiences. There has also been a significant increase in the demand for mobile food, with street food/food trucks trending upwards in the past year. People living in metropolitan cities lead busy lives and are constantly on the go. This also means that they usually grab their food and have their meals while on the move. The humble waffle cone was originally invented to hold ice cream. However, its potential is not fully expanded, as it should also be looked to as a portable and edible food container. These cones usually come in either in regular or chocolate flavors to complement the flavors of ice creams, and very few have experimented with creating savory flavored cones. Eating is a multi-sensory experience, utilizing as many senses as possible. People these days have discerning tastes and they are also visual eaters. Gourmet savory cones can help to enhance the taste of the food they hold, and give them that pop of color that make it striking.

Mac n’ Cones was first conceived when an avid mac and cheese lover was too lazy to add breadcrumbs onto her homemade mac and cheese, and was looking around for a ready-made crunchy element. She found a packet of readymade waffle cones and decided to scoop her mac and cheese into those waffle cones. She was amazed at how easy it was, how doing so allowed her to bring her mac and cheese on the go, and more importantly how the cones added another dimension to the mac and cheese. She started experimenting with savory flavored cones and serving them with her homemade mac and cheese at get-togethers and parties, which proved to be a great hit.

The Mac n’ Cones Food Truck will serve homemade mac and cheese in handcrafted gourmet savory cones and will beservicing the San Francisco Bay Area, spending majority of its time in the city of San Francisco. Customers are encouraged to create and personalize their very own *Mac n’ Cone.* The gourmet savory cone flavors are specially handcrafted to enhance the flavors of the homemade mac and cheese. They will also come in different striking colors, making it a visual treat. The preliminary available cone flavors and colors are Truffle (black), Tomato (red), Pesto (green), and Garlic (yellow). They will also be offered the option of adding gourmet toppings such as Bacon or Pancetta, Lobster Chunks, Garlic Roasted Broccoli, and Curry Roasted Cauliflower at an additional cost. All of our ingredients will be organic, locally and sustainably sourced, and are always fresh. Any leftovers will be donated to the local shelter, giving Mac n’ Cones a societal marketing orientation. The following marketing plan is written to promote Mac n’ Cones to the San Francisco Bay Area.

**II. Mission Statement**

To delight people with innovative food creations, to inspire and elevate the multi-sensory eating experience, and to show the world what the humble waffle cone can do.

**III. S.W.O.T. Analysis

Strengths**

1. Marketing Skills

2. Only dedicated gourmet savory cone food truck in SF

3. Priced competitively

4. Societal orientation (Locally sourced, Organic, Free trade, Cage free, etc.)

5. Experienced chef and baker on staff

6. Ability to attract vegetarians

7. Interactive buying process

**Weaknesses**

1. Little experience running a food truck

2. Time consuming to make cones

3. Expensive lease for food truck

4. Expense to purchase/clean/maintain equipment

5. Brand name recognition (new company, new brand)

6. Limited menu items

7. Unable to cater to lactose-intolerant/vegan/gluten-free customers

**Opportunities**

1. Rise in demand for mobile foods (food trucks are trending up)

2. Adventurous foodies growing in number (especially in SF)

3. Mac and Cheese is making a comeback

4. Not many savory cones places in the market

5. Partnership with Off-The-Grid (OTG) food truck markets and Roaming Hunger communities

6. OTG has its own marketing campaigns (free marketing/promotion)

7. Future expansion/collaboration with other food trucks that serve food which can be served in cones

**Threats**1. Existing competitors

2. Imitation of business idea by others

3. Savory cones may get too “mainstream”

4. Limited permits for Mobile Food Facilities by the *Department of Public Works*

5. Saturated food truck market

6. Unfavorable weather conditions

7. The “eat healthy” trend may affect business

**IV. Competitive Advantage**

Mac n’ Cones Food Truck’s competitive advantage is *product differentiation*. Being one of the very few places offering handcrafted savory cones in gourmet flavors, they also have the *first mover’s advantage* of being the only dedicated food truck in San Francisco to dish them out with homemade mac and cheese. Mac n’ Cones Food Truck has a *location advantage* of being based in the Bay Area, especially in San Francisco, where their target market corresponds directly to the demographics of its residents. *Strategic partnerships* have also been formed with major events and catering companies.

**V. Strategic Opportunity and Marketing Objectives**

As a brand new company and business concept, *Mac n’ Cones* Food Truck will be seeking to introduce their range of existing products into new markets. As such, the growth strategy and direction they will be adopting is *market development*. The marketing objectives of this business plan is as follows:

1. Sign on with *Off-the-Grid*, San Francisco/Bay Area’s premier food truck community, directory and event markets within first month of operations

2. Develop and launch a fully functional website within the first month of operations.

3. Attract 3,000 hits on the website by the end of first three months after its launch.

4. Set up social media accounts for Facebook Page, Twitter, Foursquare, LinkedIn, and Yelp within first month of operations.

5. Attain 300 Facebook likes and Twitter followers within the first two months of operations.

6. Attract 1,000 new customers in the first three months of operations.

7. Enter into contracts with at least 3 event companies and sign at least 5 catering contracts by the end of first three months.

8. Build and foster relationship with 5 food shelters by the end of first six months of operations.

**VI. The External Marketing Environment**

The external marketing environment consists of many factors that are important to marketing efforts. While it is typically difficult to control the elements of the external environment, knowing and understanding how they are changing (and their respective impact) can help to create an effective marketing mix that will meet the needs of Mac n’ Cones’ target customers.

**Social Factors**

Social factors are the changing attitudes, values and lifestyles that can influence the marketing mix. In the past 5 years, there have been changing attitudes towards food and innovation. People are now more receptive to innovative food products, ranging from new flavor profiles to trying something they usually would not eat. There has also been a re-emergence of taking classic dishes and putting a creative spin on them. Mac n’ cones will be a riff on the latter, where the classic dish of ‘Mac and Cheese’ is given a revamp and served in savory waffle cones that will seek to enhance the flavor profiles of this American comfort food. The rise of dual-career families have also created a huge demand for time-saving products and services, making food trucks a viable business to be in.

**Demographic Factors**

Demography is the study of people’s vital statistics such as age, race, ethnicity and location. These characteristics are strongly related to consumer buyer behavior and can help bring some focus to marketing efforts. Today, there are a number of basic demographic patterns that are influencing marketing mixes. The populations of developed and developing nations are aging rapidly. This pushes the age of retirement up and people are now working longer hours and years. As such, they are beginning to place more value and emphasis on experiences over material goods.

Mac n’ Cones main target market are the *Generation Ys*, also known as the *Millenials.* They are aged between 20 to 35 years, and currently make up the main bulk of the workforce in the targeted geographic location of San Francisco and the Bay Area. This group of people are generally very inquisitive, diverse, and heavy multi-taskers. They are also open to new experiences as long as they are time efficient, fulfilling, and fits their highly mobile lifestyle. It is also important to note that they have a high purchasing power of up to $200 billion annually.

**Economic Factors**By understanding the current state of the economy, marketers can shed some light on consumer mentalities and reactions to various products and services in the marketplace. The current economy is recovering from the 2007 to 2012 recession and is experiencing steady growth in the last couple of years. This means a marked increase in consumers’ income, and a rise in their respective purchasing power. As compared to the past, people today are consuming more than ever before and are now more willing to spend their dollars on products and services that fall beyond the category of ‘needs’, and more into the category of their ‘wants’.

**Technological Factors**

In today’s highly technological world, monitoring new technology is essential for businesses to not only stay ahead of its competition, but also to simply stay afloat in the market. Research and innovation are key elements that will be needed to produce Mac n’ Cones’ savory waffle cones and to keep coming up with innovative flavors that will excite and intrigue consumers. Digital natives also make up a bulk of the target market and marketing efforts will see a heavy use of technology such as social media to reach out to these people.

**Political and Legal Factors**

All marketing activities are subject to state and federal laws and the rulings of regulatory agencies. There are some political and legal factors that Mac n’ Cones should be aware of before launching into the market. In San Francisco, food trucks will need a *Mobile Foodservice Facility* (MFF) permit to sell food from public property legally out of a truck. The application will be provided through the City and County of San Francisco Department of Public Works. All food trucks will also need to setup a list of locations and notify businesses and residents within 300ft if and when serving at night. A *Health and Fire Inspection* will also need to be conducted on the food truck mobile catering vehicle. All mobile vending vehicles in California are required to operate out of a Commissary where they can store inventory, prepare food, (legally) dump water and store their vending units. California Food Safety Law also requires at least one employee to be certified as a food safety person by passing an approved examination. The certified person can be the owner, manager, chef, cook or any employee responsible for safe food handling and who will ensure that other employees use proper food handling techniques. This certificate

must be renewed every five years.

**Competitive Factors**

Being a brand new company and small business, there are many competitive factors that Mac n’ Cones will need to consider. While it is a relatively new concept, and there are a few brand, product, generic, and total budget competitors that Mac n’ Cones will be competing with.

***Brand Competitors*** are firms that market products with similar features and benefits to the same customers at similar prices. Some brand competitors Mac n’ Cones should be aware of are *Lublubu* and *Raw Daddy’s Fun Cone Food*. These are places that serve savory foods in cones as part of their main menu. The only reason consumers would choose their products over Mac n’ Cones is that they serve a wider variety of food items. However, they do not serve mac and cheese in a cone (Mac n’ Cone’s specialized product) and they are located in the South Bay, with *Lublubu* in San Jose and *Raw Daddy’s Fun Cone Food* in Palo Alto, all of which will take Mac n’ Cones’ target consumers almost an hour of traveling time to get to.

***Product Competitors*** are firms that compete in the same product class but market products with different features, benefits, and prices. Mac n’ Cones has to be aware of two product competitors, namely *3 Sum Eats* and *Brass Knuckle*. These food trucks offer mac and cheese as part of their menu, but they serve them up in a creative and different way – something Mac n’ Cones is aspiring to do. *3 Sum Eats* serves up their mac and cheese as a side dish *(Mac and Cheese Spring Rolls*) while *Brass Knuckle* serves the *Pulled Pork MC Hammer Sandwich* where the mac and cheese is essentially served in a pulled pork sandwich. In this case, consumers might choose their products over Mac n’ Cones simply due to their availability. However, consumers might prefer Mac n’ Cones’ product simply due to the fact that they are able to customize their food.

***Generic Competitors*** are firms that provide very different products that solve the same problem or satisfy the same basic customer need. ***Total Budget Competitors*** are firms compete for the limited financial resources of the same customers. Mac n’ Cones’ generic and total budget competitors are all the other food trucks that serve the traditional mac and cheese as a side dish, and who are operating within the same food truck market at any given day or time.

It is also worthy to note that none of Mac n’ Cones’ competitors are serving a range of flavored savory cones and this should be used a unique selling proposition (USP) to create good brand equity amidst the competition and to gain more market share.

**VII. Consumer Decision Making Process**

The typical consumer of Mac n’ Cones will go through a five-step purchasing process which will be further elaborated in the following:

**Need Recognition**

*Need Recognition* is the first step in the decision-making process. Consumers recognize a problem or a need when there is an imbalance between their actual state and their desired state. In this case, a need arises in Mac n’ Cones’ consumers when they are either hungry, craving mac and cheese, or when they are looking to try something new.

**Information Search (Internal/External)**

In order to satisfy their needs, consumers will need to begin looking for options. This second step of the five-step process is known as the *Information Search*, and it can be conducted both internally and externally:

*Internal Information Search:* An internal information search occurs when consumers recall and evaluate information stored in their memories. Information that have been obtained either through word-of-mouth or previous interactions with the product or service fall into this category. Consumers will also recall any advertisements and other previous marketing efforts that they have come across. As such, Mac n’ Cones will work on increasing awareness of its brand through not only social media efforts and community building, but also through excellent customer service that will leave a positive impression in consumers’ minds.

*External Information Search:* An external information search happens when an internal information search is not enough to convince consumers to make a purchase decision. They then seek information from the external environment. Mac n’ Cones’ marketing efforts will ensure that it maintains its online presence through websites and directories, and also work on physical presence through joining food truck directories and markets.

**Evaluation of Alternatives**

The third step in the purchasing process is the evaluation of all the information the consumer has gathered in the previous stages. At this point, the consumer will establish an evoked set that will consist of all the preferred alternatives they will eventually choose from, and make a purchasing decision.

*Consumer Involvement:* The level of consumer involvement required for each purchase mainly determines the extent of this evaluation stage. As Mac n’ Cones products are priced affordably and will only be satisfying a short term need, consumers will probably go through a limited decision making process and take a short period of time to make the purchase decision.

*Evoked Set:* Prospective consumers will develop a limited evoked set of possible alternatives of food trucks to purchase their meal from. This may range from a few mac and cheese places or be limited to the various food trucks within close proximity to Mac n’ Cones’ truck. For example, a potential customer who is craving something cheesy would have an evoked set that includes Mac n’ Cones, Cheese Gone Wild, and The Grilled Cheese Guys.

**Purchase**Following the evaluation stage, and the fourth stage to this process is the purchase decision. Consumers will evaluate all their preferred alternatives and decide on purchasing Mac n’ Cones’ products.

**Post Purchase Behavior**

The final stage to this purchasing process is the post purchase behavior. After consumers make their purchase, they are likely to evaluate it as well. Mac n’ Cones goal is to satisfy the consumers primary needs and expectations, and also to provide excellent customers service to ensure that they do not experience cognitive dissonance. Cognitive dissonance occurs when there is an inner tension and inconsistency between how the product fares, and the consumer’s expectations of it. Mac n’ Cones will constantly conduct customer feedback to ensure that it is living up to its consumers’ expectations of its brand and products, which will in turn develop loyal customers.

**Factors Influencing Consumer Buying Decision**

Apart from the five-stage purchasing process, there are also other factors that will influence the consumer’s choice in purchasing a product or service. In deciding to purchase Mac n’ Cones’ products, consumers are likely to be affected by either social factors or individual factors.

*Social Factors:* As Mac n’ Cones products are considered to be experimental, it might appeal to the *foodie subculture* and consumers that see themselves as part or this community.

*Individual Factors:* Individual factors such as the consumers’ self-concept, the collection of beliefs they hold about their nature, unique qualities and typical behavior, can also shape their purchasing decision. Consumers who see themselves as adventurous are more likely to purchase Mac n’ Cones’ products.

**VIII. Market Segmentation**

The ideal customers for Mac n’ Cones’ products are working professionals between the ages of 18 and 45. There will be no differentiation between gender, religion and ethnicity. They live and work in (or within close proximity to) metropolitan cities such as San Francisco, Los Angeles and New York. These people also have demanding work schedules and are constantly taking their meals on the go.

Although convenience is a big factor for them, these people rarely dine at fast food joints. This is because they are not only aware of the detrimental effects of consuming junk food, but they also value the eating experience. They seek out gourmet alternatives and pride themselves in having a discerning palate. These people are not too concerned with calorie counting and view eating as a pleasurable activity and not something to be nitpicky about. They are also bold and always open to experimental food. Some of them see even themselves as *foodies* or *foodie trendsetters.* Being able to portray themselves as adventurous people and to satiate their hunger quickly with style is their primary motivation. As consumers, they usually fall within the “Innovators” or “Early Adopters” segments in the *Innovation Adoption Lifecycle*.

The ideal customer is tech savvy and regularly uses the Internet and social media, such as Twitter and Facebook, as part of their daily lives. They also make use of review sites and directories such as Yelp to help them search for and evaluate their potential dining options.

**IX. Product Description**

*Mac n’ Cones* sells savory waffle cones filled with the classic macaroni and cheese. It is a ***tangible good*** that can be touched, held and consumed. The product can be further categorized into a ***consumer product*** that is bought to satisfy the individual consumer’s wants and needs. It is also considered to be a mix between types of ***convenience product*** as it is inexpensive and probably merits little shopping effort, and an ***unsought product*** because it is a relatively new type of food product that people might not know exists in the marketplace.

*Product Items, Lines and Mixes:* As *Mac n’ Cones* is a brand new company, the savory waffle cone and the gourmet toppings makes up the only ***product items*** in the relatively narrow width of its ***product mix***.

However, the depth of each of *Mac n’ Cones’* product lines are illustrated in following diagram:

|  |  |
| --- | --- |
| **Savory Waffle Cones** | **Gourmet Toppings** |
|  Regular Waffle Cone | Crunchy Bacon Bits |
|  Truffle Waffle Cone | Diced Pancetta |
|  Tomato Waffle Cone | Lobster Chunks |
|  Pesto Waffle Cone | Garlic Roasted Broccoli |
|  Garlic Waffle Cone | Curry Roasted Cauliflower |

*Improvement:* At the present moment, *Mac n’ Cone* is pleased with its initial product offerings, but a *product line extension/contraction* may be required in the future to cater to the consumers’ ever-changing tastes and preferences. This may mean developing new flavors for the line of savory waffle cones, increasing the line of gourmet toppings by approaching local organic producers, and even removing the less popular waffle cone flavors and toppings which will be obtained through customer feedback over time. *Mac n’ Cones* may also look at a *functional modification* by mass-producing and wholesaling the line of savory waffle cones to other shops.

*Brand:* The brand of *Mac n’ Cones* will be developed extensively in the initial periods of before and during its introduction into the market, and branding efforts will continue actively through its day-to-day operations. This is important for *brand identification*, *repeat sales*, and eventually *brand loyalty* – especially if *Mac n’ Cones* is looking at being the go-to brand for gourmet savory waffle cones. The company will also look at *co-branding* with the artisan producers of the locally sourced gourmet toppings as this might serve as a useful strategy to enhance the prestige and perceived value of *Mac n’ Cones.*

*Packaging and Labeling:* The consumers will only interact with the savory waffle cones when they are ordered and served. This means that they will not really be interacting and looking at its physical packaging. The only packaging that will come with the savory waffle cones is a paper napkin that will *contain and protect* the food product. It will also be labeled with *Mac n’ Cones’* logo and website for *promotional* and *informational* purposes. In line with the company’s environmentally conscious position, these paper napkins will be made out of recycled materials and will be locally and sustainably produced.

**New Product Development**

Although the savory waffle cones with mac and cheese are considered new products, there is a *new-product strategy* incorporated into *Mac n’ Cones* overall marketing strategy. The company will constantly be on the lookout for new product development such as innovating and creating new waffle cone flavors, and will employ approaches like customer suggestions and focus groups to ensure that there is always at least 5 to 10 idea leads going through the *new-product development process*.

**Product Characteristics and Rate of Diffusion**

*Complexity:* The degree of complexity involved in understanding and consuming *Mac n’ Cones’* food products is relatively low as it will not be difficult for consumers to comprehend to concept of a classic savory filling in a savory waffle cone, and to just take their first bite into this new food product.

*Compatibility:* As the experimental food and food truck scene is booming in San Francisco, the *Mac n’ Cones* food products will be extremely compatible to the culture of the target market. Because it is a new food product, existing product knowledge may be extremely low if not non-existent. However, the target market’s culture will negate this.

*Relative Advantage:* While *Mac n’ Cones* does not have direct competition, it still has relative advantage over its indirect competitors. In comparison to the regular macaroni and cheese, the *Mac n’ Cones’* product will have the added benefit of being portable. The *Mac n’ Cones’* product will also have and edge over the regular waffle cone with its extensive variety of enhanced flavors.

*Observability:* All of the *Mac n’ Cones’* food products are tangible goods that can be seen and tasted. The food truck is also located in the open where the target consumers are able to observe other customers who have already purchased the food products.

*Trialability:* During the initial stages of the launch, samples will be given out to the public increasing the trialability of the *Mac n’ Cones’* products.

**Product Life Cycle**

*Mac n’ Cones’* savory waffle cones are currently in the ***introduction stage*** of the product life cycle because they are new to the market. During this stage, the products are relatively unknown. The company will hence be putting in extra efforts for promotional activities during this period. The costs of production and distribution will also be relatively high. As such, almost no profits are discernible at this stage. During this introduction stage, *Mac n’ Cones* food products will likely be purchased by either the ***innovators*** who like to try new things and purchase products as soon as they hit the market, or the ***early adopters*** who are keen to experiment with a little more caution than their *innovators* counterparts.

**X. Product Placement**

As a mobile food facility, *Mac n’ Cones’* products will mostly be distributed physically at the food truck. Customers who are keen to cater will also be able to order the food products online at the website [www.macncones.com](http://www.macncones.com).

*Retail:* The food truck will be *Mac n’ Cones’* physical retail location where customers can obtain its products. The exterior of *Mac n’ Cones’* retail will look like most trucks that are big enough to prepare and dispense foods. As the truck can also be a moving advertising tool for *Mac n’ Cones,* it will be well designed to attract the attention of potential customers. The truck will have vinyl designs that double up as visual cues as to what products it sells. On one side of the truck, the vinyl design will be plastered with a macro and up-close shot of macaroni and cheese. On the other side, the vinyl design will resemble the checkered design on waffle cones. The brand name of *Mac n’* Cones’ will also be prominently displayed in the design of the truck, with the words “Homemade Mac n’ Cheese in Gourmet Savory Waffle Cones” in a smaller font to allow customers to know what food products to expect from this truck.

When in operation, the food truck will have two interaction points: the display and ordering window, and the payment and pickup window. Upon approaching the food truck, customers will be greeted with a clear display of the options of not only the flavor/color of cones, but also the toppings they can choose from. It will be ensured that the displays are visually striking with bright color combinations and kept clean of messes at all times. The customers will then be greeted and assisted by a *Mac n’ Cones’* staff that is trained to offer excellent customer service and to offer suggestions when requested. After ordering, they will be directed to the payment and pickup window that will be managed by another friendly *Mac n’ Cones’* staff.

*Online:* The website [www.macncones.com](http://www.macncones.com) will be *Mac n’ Cones’* online location. The website will be simply designed with bold colors and striking images of the waffle cones. It will also contain playful copy that reflects the company’s brand image and attitude. The website will be user-friendly and consist of only a few navigation buttons. There will be a splash page with *Mac n’ Cones’* logo which will also be a click-through to the information site. Besides containing all the pertinent information about the food truck’s business location and operation hours, the website will also offer a menu of the products it offers together with popular combinations. This section will rely heavily on well-photographed images of the food products to entice potential customers. They will also have the option of clicking “Order Now” if they wish to put in a catering order of upwards of 50 waffle cones.

When potential customers click on the “Order Now” button, they will be directed to an interactive web form where they are able to enter in the amount of waffles cones they will need, the flavors of the cones, and the toppings they will to have. The web form will also allow them to enter in other information needed to complete the catering order such as date, time, location, special requests and their contact information. Before they are able to submit their orders, there will also be an infographic explaining the catering process in a simplified manner. By this time, the customers should also understand that the order of cones and toppings will be a rough estimate and everything will be brought to the location unprepared. The cones will be made or filled on-site to ensure freshness and prevent sogginess.

Upon clicking on the “Submit” button, the customers will be redirected to back to the main page of the website. These completed online order forms will be sent to *Mac n’ Cones’* email where a staff member will contact the customer at the soonest possible to confirm the order and take down payment details.

**XI. Promotion**

Promotional strategies are required to inform, persuade and remind potential consumers of a product or service. Marketers often use these tactics to help influence the decision-making process. As *Mac n’ Cones* is a brand new business with a new-to-market product, the main objective of its promotional campaigns are to raise awareness, generate interest, and provide information. *Mac n’ Cones* is looking to engage in the following promotional strategies:

*Advertising:* Advertising is a mass media approach to promotion which can help *Mac n’ Cones* generate and raise levels of awareness. *Mac n’ Cones* will be looking to place print ads in foodie related magazines such as *Bon Appetit* and *Saveur*. The exterior design of the food truck will also serve as an outdoor and moving advertisement for *Mac n’ Cones.*

*Sales Promotion:* Sales Promotion refers to all price related promotional communications. While coupons and discounts are the most common forms of sales promotions, *Mac n’ Cones* is looking to establish its position in the foodie market as a high quality gourmet food item and engaging in those would portray the product to be of a lower quality. As such, *Mac n’ Cones* will only look into implementing a loyalty incentive program to customers in the form of a punch card – they will get a free waffle cone with the purchase of ten waffle cones over a period of six months.

*Direct Marketing:* Direct marketing is a form of taking the message straight to the consumer. With the help of a strategic partnership and collaboration with the *Off the Grid* and *Roaming Hunger* communities, *Mac n’ Cones* will be able to market directly to a bulk of its targeted audience. *Mac n’ Cones* will be sending email blasts with information about the new food truck coming to locations near them.

*Digital Marketing:* There are many new channels for promotional communication that are emerging constantly. As the world is moving into a Technology Age, digital marketing is gradually taking over. *Mac n’ Cones* will be focusing heavily on digital marketing efforts and maintaining a big online presence to reach majority of its target customers. The company website will serve as the hub of the *Mac n’ Cones* products with information about its company, products and contact details. In addition to that, *Mac n’ Cones* will also have an active social media presence on various platforms such as Facebook, Twitter and Instagram. Majority of *Mac n’ Cones’* target customers are very connected and will be within reach through these mediums. *Mac n’ Cones* will make full use these platforms to communicate details and any additional information, and to engage with them on a regular basis.

*Promotional Activities:* Promotional activities can help to communicate what the company is about through actions instead of words. In conjunction with *Mac n’ Cones* societal marketing orientation, it will be looking at sponsoring a few local events that relate to the causes it supports. Besides raising awareness for the *Mac n’ Cones* brand, these promotional activities can also show the public what the company believes in and help to build a positive brand image.

**XII. Price**

*Mac n’ Cones’* products are considered new-to-market and do not have intense direct competitors. This allows for it to employ a *profit-oriented pricing strategy* focusing on profit maximization. Profit maximization sets the prices such that total revenue is as high as possible, relative to the business’ expenses. Doing so means *Mac n’ Cones* will be charging the highest price that consumers are will to pay for its products. As *Mac n’ Cones* is the only food truck serving mac n’ cheese in a cone, and that the gourmet savory cones are the first of its kind, *Mac n’ Cones* will not have any trouble maximizing profits at this stage.

However, in the long run, potential competitors wills look to duplicate or replicate *Mac n’ Cones’ products* due to its predicted uniqueness and popularity. This may happen sometime over the growth and maturity stages, and that is when *Mac n’ Cones* will be shifting to a *sales-oriented pricing strategy* to stay ahead in the market.

 **XIII. Evaluation and Control**

Once the marketing plan is implemented, the company will be constantly evaluating its marketing strategies according to the objectives that were set out in section v. As a brand new company with new-to-market products, brand recognition and customer satisfaction are *Mac n’ Cones’* top priority. To measure that, brand recognition the company will be closely monitoring hits on the website and setting up polls at food festivals. To ensure customer satisfaction, the company will be regularly conducting focus groups and surveys to its existing customers. *Mac n’ Cones* will also be using these methods to control and develop new flavors that customers are asking for. An online social directory such as Yelp is also an avenue that the company will be watching closely to help in the evaluation and control process of its marketing strategies.