

# Four P's

## A. Product:

Jersey Mike's submarine sandwiches are regarded as "A Sub Above."

They are best known for their authentic taste which is typically served Mike's Way with lettuce, onions, tomatoes, oil, vinegar, and spices. Their bread is always freshly baked each day in their store and they only use top quality brand meats and cheeses. When you order your sub, it is always prepared right in front of you. Since Morocco is mostly Muslim and it is forbidden for Muslims to eat pork, we will have to replace the pork items with turkey, beef, or chicken. Our target market audience are primarily males between the ages 25-40 years old because male consumption of sandwiches are higher than females. Sports in Morocco are heavily dominated by men, such as soccer and golf. That is why we need to have the location of our store near a soccer stadium or a golf course. We are looking for men who are hungry after their athletic activity and have a desire to eat. Morocco has an international-level golf course in Rabat near where we are planning to open up our Jersey Mike's. This will likely attract our target market to our store. Our secondary target market are mothers who need to grab a quick lunch for their kids. Jersey Mike's is the perfect place for a mom to order her sub, watch it be freshly made, and bring it home to her hungry kids.



## **B. Price:**

The price for most of the Jersey Mike's submarine sandwiches would be \$5.80 or 53.34 Moroccan Dirham. Moroccan Dirham has to be 9.20 in order to equal a United States dollar. The price of products that are sold in Morocco will be lower than other Jersey Mike's stores in the United States because because the income of a middle class citizen in the U.S. is \$250,000 a year compared to the Moroccan citizens that make a profit of \$8,400 a year. The majority of citizens in Morocco make \$400 to \$700 a month or 3678.88 to 6438.04 Moroccan Dirham. The price of the sandwich will cover the labor costs, rental cost of the store, and the amount of money to pay for the ingredients. The sandwich will also help pay for the the initial costs that it took to open a Jersey Mike's. The price it cost to open a Jersey Mike's store is \$234,343, which includes the franchise fee and the total cost for all of the equipment.

The people in Morocco are mostly Muslim which does not allow the people to eat pork. We will have to exchange the pork items on the menu and change to chicken and beef products such as turning a pork sausage to a chicken or beef sausage. The replace for chicken will cost about less than \$1.50 less since organic chicken cost \$2.69 but pork cost \$4.14 per pound. The items are going to be transported locally from the area from a local supermarket called Carrefour market which we will order fresh ingredients weekly to ensure freshness to the customers and it will save money since we do not have to order internationally.



The plan is to spend about \$1,500 on the ingredients every week which includes the vegetables such as lettuce and tomatoes and protein such as chicken and beef. The minimum wage of the workers are \$1.46 an hour which there will be five workers at the store at a time. The cost of the rent for the location will be about \$1,304 a month for a 1,614 sq. feet store which is the preferred size for a Jersey Mike's.

The amount of sandwiches that the store wants to sell each day is at least 125 sandwiches to the customers. The amount of money that is planned to make a week is about \$5,075. The amount of the money that will go to the workers a week is \$562.10 and \$1,500 will go to paying for ingredients. Another \$326 will go to paying a fourth of the rent until the whole month is paid for. That will leave \$2,686.90 left in profit for the week which will benefit the in advertising and paying for the costs for opening a Jersey Mike's. The profit that will be made a month would be \$11,499.93 and the total profit that would be made in a year would be \$137,999.18 a year. The total amount of money that will be made in a year would be \$260,652 (not profit amount) which includes all fees and profit.



### **C. Place:**

The new Jersey Mike's location is in Rabat, Morocco. The address is 1050, Av el Massira, Amal 5, CYM, Rabat, 10040, Morocco. It is located around multiple schools, cafes, pharmacies, sports fields, grocery stores, and the beach. This way Jersey Mike's can attract tourists and locals. Just down the street is Carrefour Market. This is where we could purchase all the ingredients for our products. At Jersey Mike's, the products are made fresh, and then sold to the target market and all other customers. Our customers will be able to walk into the store to purchase their sandwiches and to order their products on Jumia Food. Jumia Food is similar to the idea of Uber Eats or Doordash, in which, you order food from any restaurant, and have it delivered to your door. This process is all off the phone or any mobile device. This app is available for download on mobile devices and delivers restaurant food to your door.



## **D. Promotion:**

In order to get the target market, which is males between the ages of 25 and 40, to notice and want to eat at Jersey Mike's, we are going to promote through advertising, public relations, and sales promotions.

To advertise, we will have 30 second commercials playing on Morocco's most popular television channel, 2M. One can watch sports, news, films, and listen to music on 2M. A 30 second commercial costs 17,500 Moroccan Dirham, or about 1,903.14 U.S. dollars.

To create public relations, we plan to partner with popular athletic figures from Morocco, such as Adel Taarabt from the Moroccan men's national soccer team. Studies have shown that over a third of all the money globally spent on advertising is spent on sponsorships. 70% of that money is spent on sport sponsorships, which goes to show how well partnering with famous athletes has worked in the past.

Lastly, we will get the target market in the door through sales promotions. Studies have shown that customers are more likely to buy products when they are on promotion. We plan to do a lot of sales promotion to get customers through the door. Some examples of this would be free sub coupons, buy-one-get-one incentives, and the same "Shore Points" program that is available in the U.S. With "Shore Points", a customer earns a certain amount of points for each sandwich purchase, based on the size of the sandwich. Once



enough points are accumulated, they can be redeemed for free subs. This gives people a reason to keep coming back to Jersey Mike's and is extremely effective.

