

Marketing Proposal

Mission:

Our mission here at Firecracker Moving Co. is to expand and move businesses from one location to another through hard work, honesty, and perseverance. We are the bridge that helps local owners share their talents with the rest of the world. We are Firecracker Moving Co.

Summary:

Jersey Mike's is well known for its fresh ingredients, and ordering a sandwich with "Mike's Way." Jersey Mike's will be a new edition to the people of Morocco. The money that is used in Morocco is Dirham. The amount of money that people make in Morocco is less than the people in the United States because of the difference in economy. The minimum wage in Morocco is \$1.46 which is a big difference compared to the minimum wage in the United States. The majority of people in Morocco are Muslim which requires the followers not to eat pork. The sandwiches that have pork ingredients will have to be substituted with chicken which will lower food costs and will be more appealing to the Muslim community. The amount of profit that will be earned a month is projected to be \$11,499.93 which is including the food and rent costs. The amount of money that will be made a year will be \$137,999.18 which is the profit amount. The first few years of opening the business, the profit amount will go to paying the original cost of opening a Jersey Mike's. After the due has been paid fully, the rest of the profit can go to advertisement which will attract new customers and also benefit the owner from the profit that is earned.

The new location of this franchise is 1050, Av el Massira, Amal 5, CYM, Rabat, 10040, Morocco. It is in a central location great for locals and tourists to come for a bite. Also, it is near many hotspots such as the beach, shopping centers, and housing. This makes it an ideal



location for customers that might be craving the popular number 7 turkey and provolone. Our new location is also next to Rabat's international-level golf course which will help bring in our target market. The target market we are projecting to are mainly males between the ages of 25-40 years old. We are also targeting mothers because Jersey Mike's is the perfect place for a mom to quickly order her subs, and bring it home to her hungry kids.

In order to be able to help business expand internationally through our services, we are going to show the people of Morocco how much better their lives will be with Jersey Mike's sandwiches. We want all people in every social class to be able to experience the joy that comes along with eating from Jersey Mike's, and we believe that the reasonable prices and the guaranteed freshness will allow this to happen.

We know that our company is the perfect fit for helping Jersey Mike's make this transition, as we are capable and willing to put in the necessary time and effort to allow the international franchise to prosper. We have put a lot of time into researching how to make this franchise thrive, and are confident in our choices of location, advertising, and menu alterations.



Timeline:

March 24, 2018 - Sign contract

March 26, 2018 - Purchase land for new restaurant in Morocco

April 5, 2018 - Send U.S. designers to Morocco to layout the restaurant

April 20, 2018 - Complete Insurance and business license for the city or Rabat

May 1, 2018 - Begin “Coming Soon” and “Grand Opening” Billboards

May 7, 2018 - Begin construction of interior

June 12, 2018 - Hire employees

July 5, 2018 - Train employees

July 10, 2018 - Ship sandwich making equipment from U.S. to Morocco

July 20, 2018 - Finish all interior set up of restaurant

July 22, 2018 - Inspection from county health department

July 23, 2018 - Hand out flyers in new location to advertise grand opening

July 25, 2018 - Stock store with food and ingredients from the market

July 30, 2018 - Opening day of Jersey Mike's

July 30, 2020 - Open another Jersey Mike's franchise in Morocco

