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Grado/Gradua  ✔
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Año  Urtea
2019  PLAN DE MARKETING EMPRESA DE PELUQUERÍA

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Abstract (resumen de 100-250 palabras)
Ada Williams Peluquería is a company that currently tries to maintain a differentiated position in terms of quality of service, but in the internal study some weaknesses have been observed, which are intended to counteract, and for this in this marketing plan have been marked The following objectives:

- Economic objectives: increase sales by 10%, that is, by € 12,000.00 per year.
- Non-economic objectives: increase brand awareness in order to achieve a 10% increase in new clients and thus be able to change the composition of its consumer portfolio.

The marketing plan seeks a penetration strategy in the market, that is, same service in the same market and thus be able to achieve a more balanced composition of clients and for this the following strategies will be used:

- Communication strategy: this will help us to increase the knowledge of the Ada Williams brand in Navarra's provincial capital, as well as to approach our new and existing target audience.
- Distribution Strategy: this will be via web or telephone and will allow to increase the flexibility of the service at home, always creating value and maintaining the delicate and pampered care of the client.

It is hoped that these strategies can help bring the company closer to the target audience and face the competition. The marketing plan uses control mechanisms to know if these strategies are fulfilling the objectives set. For this purpose, knowledge and satisfaction surveys will be used, as well as analysis of the sales.

Materias o Palabras claves (máximo 5)
Marketing Plan, Barbershop, hairdresser, services, styles.