

 	<b>DESCRIPCIÓN BIBLIOGRÁFICA DEL TRABAJO FIN DE ESTUDIOS IKASKETEN AMAIERAKO LANARI BURUZKO BIBLIOGRAFIAREN DESKRIBAPENA</b>	PC 934 ANX1
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Campos OBLIGATORIOS / NAHITAEZ bete beharreko eremuak	
AÑO / URTEA (20xx): 2015	Trabajo Fin de Grado (TFG) / Gradu Amaierako Lana (GAL) <input checked="" type="checkbox"/> Trabajo Fin de Máster (TFM) / Master Amaierako Lana (MAL) <input type="checkbox"/>
Título del TFG/TFM / GAL/MALaren izenburua: <b>Marketing Plan of the clothing store Hanami &amp; Co</b>	
Autor (Apellidos, Nombre) / Egilea (Deiturak, izena): Alberdi Navarro, Amaia	
Director / Zuzendaria: M <sup>a</sup> Luisa Villanueva Orbaiz	UPNA / NUP <input checked="" type="checkbox"/> Otro (Indicar) / Beste bat (Jarri)
Codirector, si existe / Zuzendarikidea, halakorik badago 	UPNA / NUP <input type="checkbox"/> Otro (Indicar) / Beste bat (Jarri)

Inglés Ingelesa	<b>Abstract (Resumen de 100-250 palabras)/ Abstract (Laburpena 100-250 hitzetan)</b>
	<p>This project summarizes a complete marketing plan for the business Hanami &amp; Co, a small clothing store located in San Sebastian that was created two years ago by three young enterprisers. With the development of this plan the intention is to make the owners of the store realize which are the weaknesses and strengths of their business. As well as how they should handle them and propose them with some tasks to take advantage of the opportunities that the external environment offers and try to avoid the threats that this environment reflects.</p> <p>The main objectives to be achieved with the performance of this plan are focused in a period of one year comprising between July 2015 and that same month in 2016. These objectives include; increasing total offline annual sales in 20% respect to previous years' annual sales, increasing online sales in 25% in that same period, and increasing their total number of current clients, which also involves increasing people's awareness of the existence of the store and increasing customer's level of satisfaction. In order to achieve these objectives some tasks to be carried out by the store's owners are going to be proposed:</p> <ul style="list-style-type: none"> <li>-Firstly, to increase people's awareness of the store some communication promotions, organizations of events and partnering with other local companies will be proposed.</li> <li>-With the objective of increasing their current customer's satisfaction and also to increase sales, they are going to perform a fidelity program in which clients will receive a fidelity card with which they will be offered special discounts and invitations to events.</li> <li>-Online sales will be promoted applying special discounts only on the website of the store, once a month.</li> <li>-In order to have a clear knowledge of their customer's satisfaction, they are going to pass a satisfaction survey twice, first before the marketing plan has been implemented and then, once the plan has been carried out, to value its impact.</li> </ul> <p>The total predicted budget for the implementation of this marketing plan is around 2,600€.</p>

**Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)**

Marketing Plan, Clothing store, Small enterprise.

**Campos OPTATIVOS / AUKERAKO eremuak**

Castellano Gaztelania	<b>Abstract (Resumen de 100-250 palabras) / Abstract (Laburpena 100-250 hitzetan)</b>
Euskera Euskara	<b>Abstract (Resumen de 100-250 palabras) / Abstract (Laburpena 100-250 hitzetan)</b>
Otro Idioma Beste hizk. bat	<b>Abstract (Resumen de 100-250 palabras) / Abstract (Laburpena 100-250 hitzetan)</b>
Castellano Gaztelania	<b>Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)</b>
Euskera Euskara	<b>Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)</b>
Otro Idioma Beste hizk. bat	<b>Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)</b>