



**LAUREA**  
UNIVERSITY OF APPLIED SCIENCES  
*Together we are stronger*

# A marketing plan for Running Kidsland

Yimeng, Lei

2017 Laurea

Laurea University of Applied Sciences

## A marketing plan for Running Kidsland

Student's name: Lei Yimeng  
Degree Programme in: Business  
Management  
Bachelor's Thesis  
October, 2017

Lei Yimeng

**A marketing plan for Running Kidsland**

Year	2017	Pages	26
------	------	-------	----

---

The main objective of this thesis was to create a marketing plan for Running Kidsland. The Running Kidsland shops are located in an arcade of different shopping malls. The company rents a large space and offers a penny arcade for children with indoor entertainment activities for children. Running Kidsland needs a marketing plan to increase its sales and do various promotional activities to gain more visibility.

The theoretical framework of this thesis report focuses on relevant marketing theories such as the marketing mix, communication mix and marketing analysis. The information is used to support the marketing plan. The marketing analysis of the Running kidsland was introduced to understand the company's situation and position in its marketing.

The marketing plan focuses on internal and external situations of Running Kidsland. Specifically, it focuses on customer participation, membership system, pricing tactics and marketing channels.

As a result of the thesis project, Running Kidsland now has a marketing plan. The marketing plan can be used as a framework to improve the company's weaknesses and develop its opportunities and advantages.

Keywords: Marketing plan, marketing mix, communication mix, marketing channels

## Table of Contents

1	Introduction .....	5
1.1	Background.....	5
1.2	Case Company .....	5
1.3	Thesis Framework.....	5
1.3.1	Objective.....	5
1.3.2	Structure .....	6
2	Service marketing Mix .....	6
2.1	People .....	6
2.2	Price.....	9
2.3	Physical service environment .....	10
2.4	Place .....	12
3	Service marketing communications mix .....	12
4	Market analysis .....	14
4.1	Segmentation and targeting.....	14
4.2	Competitor analysis.....	14
4.3	SWOT analysis .....	15
5	Marketing analysis for Running Kidsland.....	15
5.1	Objective .....	15
5.2	Competitors.....	15
5.3	Target market .....	16
5.4	SWOT analysis .....	16
6	Marketing plan.....	18
6.1	Marketing Mix .....	18
6.1.1	Customer participation and automated membership system .....	18
6.1.2	Price tactics .....	19
6.2	Marketing channels .....	20
6.2.1	Website.....	20
6.2.2	Social media marketing.....	21
6.2.3	Partners .....	22
7	Conclusion.....	22
	References .....	24
	Figures.....	25
	Tables.....	26

## 1 Introduction

### 1.1 Background

A marketing plan is a method, which can be applied by most market-focused organizations.

The thesis presents a marketing plan for a project of company x. The project named Running Kidsland is about kids' education and entertainment. It is a new project in the company. It contains different small activities.

According to a requirement of company x, the writer focused on marketing in the marketing plan. Moreover, because of confidentiality agreement of the company, the financial aspects were not discussed in this report.

### 1.2 Case Company

Running Kidsland shops are located in an arcade of different shopping malls. The company rents a large space and offers a penny arcade for children with indoor entertainment activities for children. The penny arcade is for kids from 3 to 8 years old. It imitates a real beach included sand. In a different shopping mall, our project offers different themes.

There are also some toys with a specific theme, such as sport, animals or ocean, for kids. It also provides tools to play sand such as tiny plastic shovel and bucket. Kids who under 3 years old are not able to play in it, and children who over 8 years old are too old to play because they will be bored playing in it.

If customers are interested in the service, they can ask for the information in reception. After they purchase the ticket, their children can play in our place.

### 1.3 Thesis Framework

#### 1.3.1 Objective

The purpose of the thesis is to create a marketing plan for Running Kidsland.

It aims to realize strengths and weaknesses of this project, and to improve it through the weaknesses existed. It also clarifies a reference point for planning various activities in Running Kidsland.

According to company's demand, the marketing plan main focus on marketing mix and marketing channels.

### 1.3.2 Structure

The Thesis structure is divided into six parts. It will be explained in detail as following figure.



Figure 1: Thesis structure

The first chapter gives general background information of case company and the objective. The second chapter, service marketing mix, provides essential theory in four aspects named people, pricing, physical service and place. The third chapter focuses on communication mix which includes advertsing, sales promotion, events and experiences, and digital communications. The next one, chapter four, concentrates on marketing analysis. It explained segmentation and targeting, competitor analysis and SWOT analysis. The most important one is marketing plan for Running Kidsland. In this chapter, it will be wrote from three parts which are company introduction, marketing analysis for Company X and marketing plan. In the final chapter, the conlution and recommendation are presented.

## 2 Service marketing Mix

### 2.1 People

Service organization and customers can be two separate entities. Service employees is the tool to bond the two entities together. They who are responsible to contact with customer

play an important role in customer service experience. Service personnel deliver on the service promise in the service marketing, and they present the service organizations and promote service for the companies. They are the one who have to work in the marketing and have customer participation in service process. Service employees deliver quality and value of service to customers as well. Briefly, they are the most essential people in service business.

Service is invisible, therefore service provider is the visible element of service to some degree. Service personnel influence the customer's evaluation of the service and service companies directly from their appearance, behavior, social interaction and expertise and so forth. The idea of employees performing role is not complicated. The organizations will predetermine employees' role which presents on the formalized job description depending on service process. They just need to do their job on the basis of companies' requests. Some organizations specify exactly roles such as the place to stand, the words to say and the tasks related to the performance of service. (Kasper, Gabbott and Helsdingen 2006)

The service manager has to consider four aspects included selection, training, performance and reward if they want to have excellent employees.

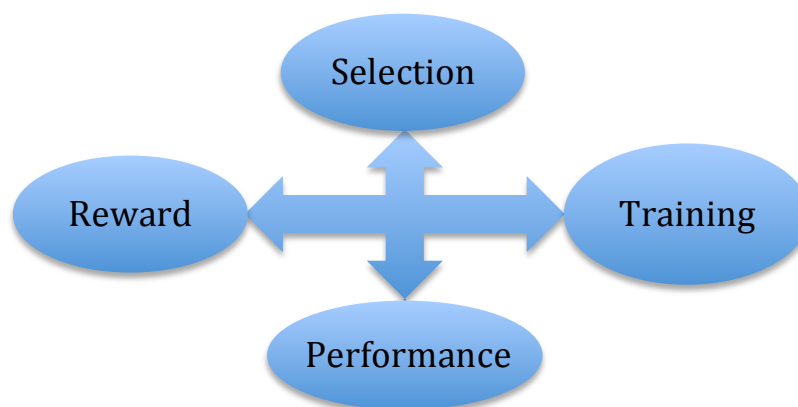


Figure 2: Generalized staff management framework (Kasper, Gabbott and Helsdingen 2006)

The figure shows the generalized staff management framework. It presents four aspects, and the details will be introduced below.

Firstly, the selection will be explained specifically. Not everyone is a good service provider. Some people are good at technical skills but have bad communication skills. Some have excellent communication skills but no technical skills. Thus, it is important to find right people and to arrange them in the right position. Service manager needs to consider how to select employee carefully. There are some activities to help the service manager identified suitable front line employee, such as interview, tests and playing a role in extreme situation. All in

all, those who are responsible for selecting potential employee have to have a clear idea of the ranges of the skills and arrange staff in the right position.

Secondly, service personnel have to be trained. A training on standard process is necessary such as getting familiar with resources. Those resources include record keeping, databases and so forth. Moreover, there are advanced trainings include dealing with angry customers, handling stress and improve performance. It is a liability to put employees without training in front of customers. Service employees contribute to the service evaluation. A bad training will destroy consumers' experiences and reputation of organizations. (Nabi 2017)

Furthermore, company need a performance criteria because the criteria, to some degree, can control behavior of service employees. There are various methods to make criteria. Some companies rely on feedback from customers, employees and supervisors. Some organizations rely on management observation. Above all, a completed criteria need to a large number of consulting material. Importantly, every employees must clear understand the criteria.

Lastly, it is rival to reward service personnel appropriately. It can motivate employees to create more value to company. It is necessary to reward and promote those strongest service performers contributed to the organization. The reward can be monetary or non monetary. It must benefit to employees. Some companies are asking employees themselves. It can create employee loyalty.

From customer participation perspective, on the other hand, customers is not bystander in some service. They are involved with the service employees in helping to deliver their own service. This service includes selecting specific events, sharing knowledge or contributing their own labor.

From the point of view of the company, customer participates some tasks, which not only is it able to speed up the service process, but it also can reduce staff density. For example, in airport, customers need to check-in on machine by themselves. it means company hired part of customers in service process after introducing customer self-service technology. It can reduce cost and improve customer satisfaction. Generally, If customers are not satisfactory in service process that they are participated in, they blame themselves partially.

There is a problem that customer may not want to be participated in their own service delivery. Therefore while company considers to introduce customer participation, customer's demand should be considered as well. However, there is a way to solve it, which is to reward customers for their contributions.



Reward can be from various different aspects, such as time saving, monetary saving and psychological or physical benefits. A good example is Nordea Bank automated teller machine. When students pay rent to HOAS company from service desk, the Bank charges five euro as service fee. Students also need to wait for a long. However, if they pay money in bank automated teller machine, the Nordea bank will not charge extra fee. Some customers may not realize those rewards for customer participation, therefore company need to clarify those to customers and then customers can get involved in. (Wilson Zeithaml and Bitner 2012)

## 2.2 Price

Price is one of the most essential elements of marketing mix for service organizations. For a service provider, it is a challenge if or how adjusting price bases on customer demand. It takes a large number of material to clearly understand customer behaviours. Marketers realize that customers usually collect price information automatically and interpret price according to their own knowledge from prior purchasing experience, advertising, friends, family members or online resources. Different locations and marketing where customers purchase have a huge influence on price. (Kotler, Kekker and Lu 2009)

There are various tactics of effective segmented pricing which include buyer identification, purchase location, time of purchase, purchase quantity and service bundling. Figure 3 shows segmented pricing tactics. They will be explained in detail as following.

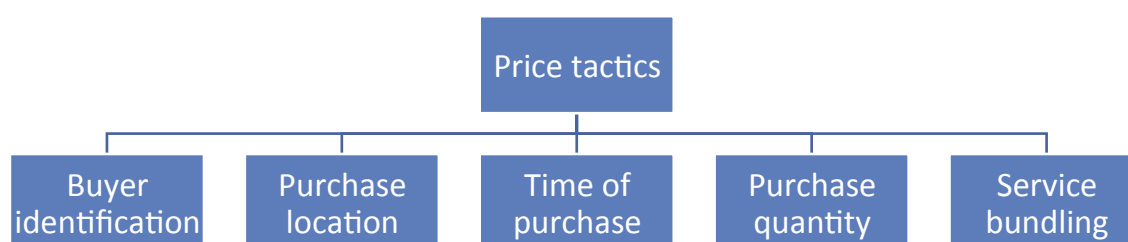


Figure 3: Segmented pricing tactics

First one is buyer identification. it is difficult to acquire segments information and to identify the buyer (Kasper, Gabbott and Helsdingen 2006). On one hand, senior discount, kids' price and price for students are all different types. On the other hand, some service companies are very difficult to identify their customers in details, such as airlines and hotels, but they can know customer information from booking data, departure data and so forth (VeraSage Institute 2017). Moreover, salespeople are the best position to judge the proper tariff in a sales

talk. They evaluate the purchasers' willing to pay and personal consumption and gather those data together. Salespeople would know what product's price will be purchased by the customers. (Hogan and Negle 2006)

Secondly, Customer who perceive different values and who purchase at different locations can be categorized by purchase location. (Hogan and Negle 2006) Meanwhile, It is normal to charge different fee at different locations in most service industries. For example, in some country, doctors tend to set price according to customers' price sensitivity. The remuneration is not same in personal clinic and hospital. (Kasper, Gabbott and Helsdingen 2006)

Furthermore, customers who purchase in different marketing at different times can be segmented for pricing by time of purchase. A good example is theatre segmentation. firms segment by discount at midday to attract people who can attend at that time such as pricing sensitive retire people, students and unemployed workers. The purpose is to sell unoccupied seats to price sensitive people attracted by discount. (Hogan and Negle 2006)

Quantity discount tactics are used by service department frequently. There are four tactics named volume discounts, order discounts, step discounts and two-step pricing respectively (Kasper, Gabbott and Helsdingen 2006). To be specific, volume discounts mean customers' total purchase in the same time rather than the amount purchase at any time. (Hogan and Negle 2006) Firm purchasing a large number of office chairs or tables in shop are naturally offered lower price than individuals buying one office chair or table. As for order discounts, it encourage customers buying large orders rather than small orders. Step discounts lure buyers to purchase more service because every next block of volume will be bought at lower price. Last one is two-part pricing, it includes different aspects to buy a singer service, such as car rental company. consumers must pay fee for renting a car, and they also need to pay extra money for mileage. (Kasper, Gabbott and Helsdingen 2006)

In terms of service bundling, it is a common tactic for segmented pricing. Consumers and suppliers both are benefit from it. Pricing of bundling service should lower than the sum of separate items. For instance, factory combines products with free service. Generally, bundling can be chosen, thus customers can purchase separate service but the price is higher. (Kasper, Gabbott and Helsdingen 2006)

### 2.3 Physical service environment

Physical service environment is customer service experience. It is the service environment. There are two ritual effects of the service environment included individual behaviours and social or exchange behaviours. (Kasper, Gabbott and Helsdingen 2006)

In a physical environment, individual behaviour responses can be divided into two opposite features named approach and avoidance. As for approach environment, people wish to spend time, to explore every aspect and to find positive social changes. By contrast, avoidant environment means people want to stay away from the environment. They do not explore and avoid social interaction. The key is to adjust environment, to enhance positive attraction considering every aspect of environment, such as background music. (Kasper, Gabbott and Helsdingen 2006)

While customer individual behaviours is important, social exchange behaviours play a equally essential role. The social exchange behaviours are relevant with the design of the environment. In terms of consumers, joint tasks can encourage social contact between customers such as check-in self-service. Employees can interact with each other often in open plan service areas. Customer-employee interaction can be enhanced by environment such as serving area and removing avoidance behaviour. (Kasper, Gabbott and Helsdingen 2006)

There are grouping of feature of service environment used by creating customers and services employees' experience included atmospherics, physical layout and tangible service evidence. Atmospherics refer to background environmental conditions, such as heat, light, sound and smell. As can be seen, they can influence people by five senses with physical experiences. The most common one is music. Customers have different experiences at the same place through selection, tempo and volume. People would like to spend time and money to a comfortable place. Better atmospherics is able to make customers stay longer and spend more. (Kasper, Gabbott and Helsdingen 2006) In terms of spatial layout, every service environment is different because they have specific purpose such as hospital. Environment in hospital does not make people enjoyable and comfortable but it is functional and medical workers can work more convenient. Last one is tangible service evidence. Any service which customers and organizations have interact with each other will have tangible components, even if it is the only service provider. A service environment provider is signal which is the most direct communication, such as name of a company, instructions and directions. People will observe physical environment from various quality material and color to estimate the quality of the service.

A final consideration is online service as service environment. The same set of design considerations mentioned before can be applied to website. For example, a website must be functional and customers can use it easily. It should include ordering and payment facilities. Moreover, the color scheme and feel of site, should be communicated. (Kasper, Gabbott and Helsdingen 2006)

## 2.4 Place

'Place' is especially important to service marketing because offer cannot be stored and offer has to be produced and consumed at the same service location (Bhattacharjee 2006). It is a main strategic decision to choose a service location. It is one time decision, and it has influence on all organizations and its internal and external customers in the long term. The service location has affected by type of service, its degree of flexibility and the attitude of the consumers. (Bhattacharjee 2006)

If service companies select a high level of accessibility, the location should be accepted a high price consumption. A high level of accessibility can promote service sales and reduce promotion demand. By contrast, a low level of accessibility need high level of promotion. Customers are able to realize the service offer. (Bhattacharjee 2006)

There are some examples of accessibility objects. First one is to locate retail stores near high pedestrian traffic. Second one is to set up ATMs in major petrol bunks to cater to high vehicular traffic. Last one is to set up a mall which is within twenty minutes drive from at least five major residential areas. (Bhattacharjee 2006)

The firm should have sociological knowledge, such as degree of urbanization, suburbanization, population density cluster and customer type. Specifically, different residents are from different class, low class, upper-middle class or upper class. (Bhattacharjee 2006)

## 3 Service marketing communications mix

Marketing communications mean company tries to inform and persuade customers directly or indirectly about their products and service that they sell. It presents the reason of purchasing, instruction, using time and shop location to proper buyers. Figure 4 shows four features in service communication mix.

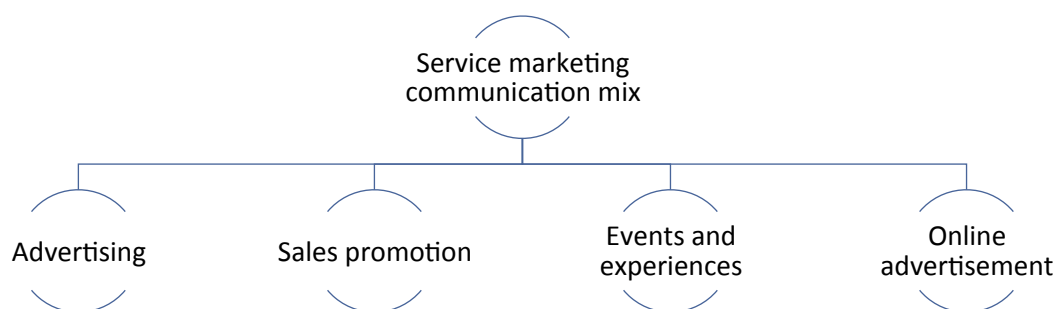


Figure 4: Service marketing communication mix

Advertising is non-personal presentation and promotion of ideas, products and services which is paid by sponsors. It can be used to forge a long term image for a product or a service such as Coca-Cola. It is everywhere and can reach customers living in different areas effectively.

For advertising, setting relevant objectives plays an important role. An advertising goal is a specific communication task completed at an achievable level with a specific people in a specific period (Kotler, Keller and Lu 2009). Advertising objectives can be divided into four characteristics which include informative advertising, persuasive advertising, reminder advertising and reinforcement advertising. Informative advertising aims to new products or existing products with new features. It can create new knowledge and awareness of the new products for purchasers. Persuasive advertising mainly focuses on persuading buyers to purchase a product or service by creating liking and performance. Reminder advertising is to stimulate consumers to buy goods or services repeatedly. Reinforcement advertising is to convince existing buyers that they have a right decision.

In terms of sales promotion, it is a key in many marketing campaigns. If advertising provides the reason to buy, sales promotion provides an incentive to purchase. Sales promotions include tools for customer promotion, trade promotion and sales force promotion such as sample, price off and so forth. The tools can achieve different objectives. Sellers use incentives to attract new customers, to reward loyalty consumers and to increase repurchase rate of occasional buyers. Sales promotion often attracts brand switchers. They seek to low price and good value. Sales promotion does not aim to turn the brand switchers into loyalty purchasers. It can catch their eye and they will purchase frequently.

As for events and experiences, a well-chosen events or experience can make customers participate in because the activities are live. It is kind of 'soft promotion'. Developing successful sponsored events involves choosing the appropriate events, designing the optimal sponsorships program for the events and measure the effects of sponsorship. Start by choosing events opportunities need to clarify the audiences and preference and to enhance brand image. Moreover, many marketers believe that marketing program determine the success of an event sponsorship. A sponsor can create an event by marketing program such as banners, signs and programs. Finally, there are two ways to measure sponsorship activities named the supply-side method and the demand-side method. The supply-side method is to expose the brand potentially by media. The demand-side method is to report exposure from customers (Kotler, Kekker and Lu 2009).

Last but not least, online advertising is becoming a serious rival to traditional sorts of communication. People spend more time online than do watching TV. Social media such as Facebook, Instagram, Weibo and Wechat is a good tool to promote products or service online. (Kasper, Gabbott and Helsdingen 2006)

#### 4 Market analysis

##### 4.1 Segmentation and targeting

Segmentation is to divide the number of consumers into different groups. A marketing segment consists of a group of customers with common characteristics, demands, purchase behaviours and consumption patterns. All famous marketing segmentation variables such as gender, revenue or demographic variables and psychographics can be applied in the model of the strategic pathway. Segmentation can base on one variable but it is most common to combine different variables. (Wirtz 2017)

Targeting is to determine which parts are most interested in after segmenting and evaluating each part, and to focus on serving them well (Wirtz 2017).

##### 4.2 Competitor analysis

Analysing competitors can help marketer understand market dynamics better. It can avoid being blindsided to participate what competitors do, to create more practical marketing plan and to identify current rivals and possible rivals in the future as a new entrant. (Wirtz 2017)

#### 4.3 SWOT analysis

SWOT analysis includes strengths, weaknesses, opportunities and threats respectively to evaluate a company. It can distil wealth data to show the critical items from internal and external, as a result of which a business realizes where it should pay attention.

Marketers take the data they have gathered and distill it into a SWOT analysis showing the strength, weakness, opportunity and threat of their organizations. They also conduct a SWOT analysis of each competitor and consider the possible influence on each firm's marketing. (Wirtz 2017)

### 5 Marketing analysis for Running Kidsland

#### 5.1 Objective

The company is new. It needs more people to know Running Kidsland. However, it is a small company so they do not have a large number of money to do promotion. This is the reason that the objective is to help company to create a marketing plan from marketing mix and marketing channels.

The marketing plan should easy to apply and to follow. It should help Running Kidsland to improve its weaknesses, to develop its strengthes and to seek its opportunities in the future. The Running Kidsland is able to start to see more and more engagement and be able to reach more consumers by improvement of marketing mix and affordable promotion channels.

#### 5.2 Competitors

The indoor playground becomes more and more popular in China. There are a plenty of kids' playground which competed with Running Kidsland.

The mojour competitor is the playground located nearby. A good example is Ocean Ball Carnival. It is a place being filled by ocean ball. Its price is a little bit cheater than Running Kidsland. However, the location is not good. It is in B floor. People cannot find it when they go shopping. Thus, it has to promote its service to let purchasers know where they are.

Another competitor is company which will imitate the idea of Running Kidsland in the future. If there is a similar project but much cheapter, customers will consider to choose its service although the service quality of Running Kidsland much better than its.

### 5.3 Target market

In this project, it imitates a real beach included sand. Kids who under 3 years old are not able to play in it, and children who over 8 years old are too old to play because they will be bored playing in it. Therefore, the main targeting group of Running Kidsland is children from three to eight years old.

In general, Running Kidsland is supposed to target all kids in the city, but it would be too wide targeting group and it is hard to advertise them who are not live in nearby. Another reason is that people will not drive for at least one hours to play in Running Kidsland. Thus, targeting group need to be separate to two segments. One of the segments is people who go shopping with their kids in the shopping mall center occasionally. Those customers can leave their kids in the playground and go shopping alone or with friends. Their children have a place to play and meet new friends.

The main target group is residents who live around the shopping mall center. They do not need to drive from far away to find a entertainment place for their kids. They can just come to the shopping mall center by walk. The short distance is one of reasons that they are willing to let kids play in Running Kidsland.

All in all, the Running Kidsland has two type of target group which are family going shopping in the shopping mall center and residents who have kids. The target group is main medium or high level of consumption which are able to afford the price of tickets.

### 5.4 SWOT analysis

Running Kidsland is a place that children can play together. It locates in the atrium of shopping mall. It main serves people who live around the shopping mall and who purchase in the shopping mall. There are some families going shopping together so they want to leave their kids in our shop. In this situation, parents can go shopping without their kids, and kids can make friends and play in our shop.

	Helpful	Harmful
Internal origin	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• First indoor beach playground</li> <li>• Quality of service</li> <li>• Different theme decoration</li> <li>• Fair price</li> <li>• Good location</li> <li>• Comfortable environment</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Small company</li> <li>• small space</li> <li>• limited ideas and innovation</li> <li>• limited marketing promotion</li> </ul>



	<ul style="list-style-type: none"> <li>• Easy to pay</li> </ul>	
<b>External origin</b>	<p><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"> <li>• Happy events</li> <li>• Digital communication channels</li> <li>• Various cooperative partners</li> </ul>	<p><b><u>Threats</u></b></p> <ul style="list-style-type: none"> <li>• Competing children’s playground- Ocean ball Carnival</li> <li>• Cheaper price</li> <li>• Service is easy to be imitated</li> </ul>

Table 1: SWOT analysis of Running Kidsland

Table 1 provides a table of SWOT analysis of Running Kidsland. The figure lists its strengths, weaknesses, opportunities and threats. A detail information analyses as follow.

First and foremost, there are seven advantages of Running Kidsland included a completely new type of service, quality of service, different theme decoration, fair price, good location, comfortable environment and easy to pay. To be specific, Running Kidsland locates in the shopping mall center. It is the first indoor beach playground for children. Because it is in the shopping mall center, they environment of the playground is excellent. It will not be restricted by weathers such as raining, snowing or even 40 degree temperature. The music is enjoyable in the shopping center and the light is brighten, Therefore the company do not need to worry about physical environment. Moreover, it has quality of the service. The sand in the playground has been disinfection and sterilization. Service personnel has to clean the playground every day. The price is fair. Consumers can pay for tickets by three ways included cash, wechat and alipay. The Running Kidsland playground has a QR code for paying tickets. When customers scan the code, they can pay online by their phone. It is very easy to handle.

What is more, Running Kidsland has four weaknesses in small company, small place, limited ideas and innovation and limited marketing promotion. As the manager said, there is a limited when children all came after school. Limited space causes crowed in the playground, and some activities cannot be hold because of it. Sometime, customers just walked away if there are too many kids. It is a small and new company. It does not have more promotion for Running Kidsland. All it has is to present the place and when people are interested in this playground they buy the ticket and play in the playground. It causes that less people know about this playground. As for limited ideas and innovation, there is no activities in the playground. It is just offer a place for kids to spend their time. For long term, it will be a boring place even if it has different theme decoration per month. The playground needs to hold more activities to attract people.

Furthermore, the opportunities of the Running Kidsland are to create happy events, to use digital communication channels and seek various cooperative partners in the shopping mall center. As mentioned before, the playground has many customer after school but in the mid-day it needs to attract more customers. Happy events can help achieve it. In terms of digital communication channels, the company can promote the Running Kidsland online such as Wechat and Weibo. It is a good idea to create its own website, therefore purchasers are able to understand more knowledge and information about the project. In the shopping mall center, there are various shops named English class, art school, music school and so forth. The Running Kidsland can cooperate with them. They can held teaching events in the playground. It is win-win idea. They can promote their class in the playground, and playground can attract more consumers to come and join the events.

Last but not least, the archenemy of the Running Kidsland is competitors. For instance, there is a similar kids' playground called Ocean Ball Carnival, which is nearby the Running Kidsland. It has cheaper price. Some people think it is too many kids in the Running Kidsland so they just go to other playground. Another threaten is that the service is easy to be imitated. Some other companies do the research and they consider that the Running Kidsland is a brilliant idea to catch buyers. They will imitate this project and launch a similar one.

## 6 Marketing plan

### 6.1 Marketing Mix

#### 6.1.1 Customer participation and automated membership system

Running Kidsland has a completed system to hire employees which included selected, training, performance and reward. The Company interviews people face to face. After the employees are hired, they are trained for three days. When their sale record reaches or exceed the sale objective ruled by the company. They can get monetary reward.

However, the Running Kidsland should plan some customer participation activities. For instance, the Running kidsland have QR code for paying the ticket. It can be developed to self-service system. When Customers scan the QR code, they will pay the money to self-service system. Once the system received money, purchasers can come into the playground. All purchase process can be automatically.

Another idea is that employees can organize kids to help them re-organize the playground. The Running Kidsland need to change different themes as mentioned before. It is very hard to find small toys in the sand. The service personnel can hold an activity and give the reward. For instance, if kids find seven different toys and give them to service employees in the sand,

they can take any of the toys at home. It would be easier to the personnel cleaned the playground. The children would be happy to have a toy. Customers will be satisfied and it can increase customer loyalty.

As for automated membership system, it includes an article containing readable data to identify a user. It is a server for storing the profile data of the customers, receiving customers request to providers and offering new products or services to purchasers. (Google Books 2017) The automated membership system is similar as loyalty cards. It offers points accumulation, cash back and discount plans. The different one is that consumers do not need a real card. They just need to register their information in the membership system. Customers' cell phone turns into loyalty card.

If customers enroll in the membership system, their information will be record automatically. After that, if Running Kidsland offers package tickets in the future, they can use the ticket in every shop in whole project. The system has a benefit for customers. When customers purchase in the system, they can get points.

#### 6.1.2 Price tactics

Based on theoretical knowledge, the Running kidsland can apply those price tactics. A good suggestion for time of purchase will be introduced below. Parents have to pay their entry ticket if they want to company with their kids in Running kidsland playground. Company can consider that the parents can free to entry in the playground in the midday which there is just a few kids in it.

There is another suggestion for quantity discount. The company can offer four different packages to attract people from different segments. The first one is one-time ticket. It has kid tickets and family tickets. Those tickets are for customers who rarely go to the place that Running Kidsland located or who just travel in the city. The second type of ticket is five times package included one kid and one adult. This one is cheaper than one-time ticket. It is for consumers who are interested in the Running Kidsland but not to come often. The third one is 10 times ticket. It is for the buyers who plan to come occasionally but they are not live nearby. Last one is for residents who live around in the Running Kidsland playground. It is a seasonal ticket. It is the cheapest one. Customers can come every day within three months. It is a typical volume discounts. When purchasers buy more services, they get more discounts.

Moreover, setting price need to consider location as well. For example, if the running kidsland will move to another city who has low level of consumption. Its price need to adjust according to local marketing price.

## 6.2 Marketing channels

### 6.2.1 Website

Running kidsland does not have a website. Nowadays most people search information on Internet and they are like to check certain detail for a company. Thus, it is essential to have a website. The suggestion is to spend time and money to design an informative website. Customers can easily find information about Running Kidsland. Although the social media has information about it, some consumers trust actual website more and it also can create a professional image for Running Kidsland.

When the company creates a website for Running Kidsland, it needs to pay attention about some aspects such as Font, space, information, pictures and key words for searching. The website should be able to deliver useful information to customers and it needs to be able to read. Therefore the font should not be too small and space should be set properly.

The information on website should include address of different Running Kidsland playground, types of tickets, the way to buy the tickets and what activities included. The pictures can attract customers and show the real environment of the playground. The most useful part is key words. Clever key words can help company be searched more easily in search engine. If customers can find the company in the top of searching results, the company has more advantage than its competitors.

There is a figure 5 showing sample of Running Kidsland's website. It is just a suggestion sample and it includes basic features of the website.

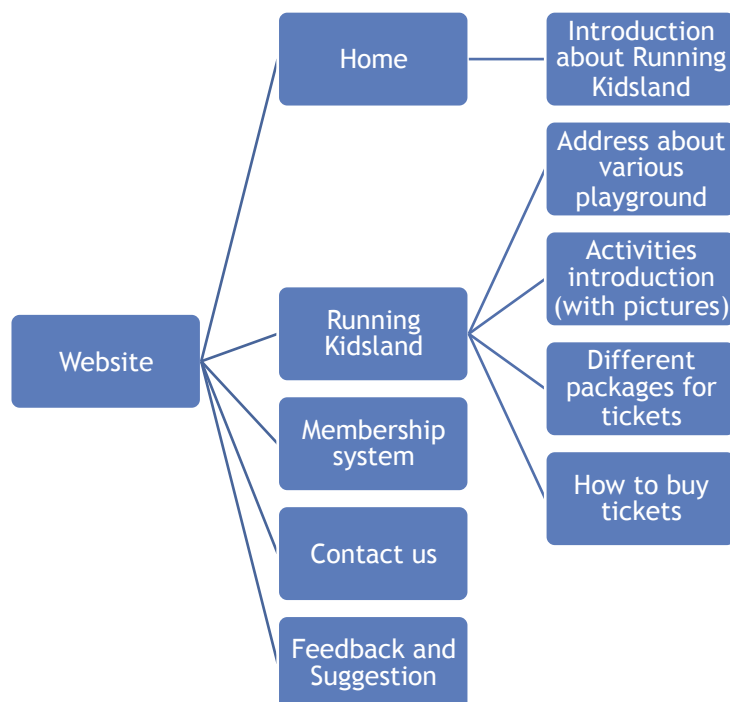


Figure 5: Sample of Running Kidsland's website

### 6.2.2 Social media marketing

This section introduces the plan of social media marketing. Because of developing of online purchasing, it is able to reach a large number of target group. However, the social media tools are completely different in China. Facebook and Instagram do not be used by Chinese. They have their own social media platform named Wechat and Weibo. Wechat subscriptions are the most popular in China.

The Running Kidsland already has a Wechat subscription but the information is rare and it updated slow. The main suggestion is to update the subscription pages frequently. Adding pictures of different themes and activities to attract customers. Moreover, Updating upcoming events is beneficial to appeal to consumers. When the location changed, the information should post immediately to keep reputation of the Running Kidsland. It also can launch a 'Happy Hours' section to ask parents to post pictures or videos of their kids when they play in the Running Kidsland. Another customers can vote best pictures or videos and the best one will get reward from the playground.

Furthermore, Wechat subscription also offer a payment platform. Customers can pay directly on Wechat subscription. Another suggestion is that the Running Kidsland should add entrance of payment, thus people can purchase the tickets at home. When they come to the playground, they do not need to wait for a line to pay.

### 6.2.3 Partners

As mentioned in Chapter 5.4, the Running Kidsland has opportunities to find various cooperative partners from different platforms. There are three suggestions to Running Kidsland to seek its partners.

First suggestion is that Running Kidsland can find its partner in the shopping mall center. In China, some teaching classes located in the shopping mall center such as English teaching class, music school and art school, therefore the Running kidsland can cooperate with them. A good example is English teaching class. The English teaching class can hold an activity in Running Kidsland playground to teach kids English from games. If customers are attracted by those activities, they are willing to purchase the tickets. The cooperation can be once a month. Every week will hold different classes in the playground. The company does not need to spend money to hold different activities to attract people. It only provides the place to other partners, and their activities will attract buyers to purchase tickets and join the activities. The cooperation partners also promote their courses in the Running Kidsland.

Second suggestion is to cooperate with shopping mall center. The Running Kidsland offers for example 1000 one hour free experience tickets to shopping mall center, and shopping mall will offer one hour free parking hour to every customers of the Running Kidsland. Those customers can exchange Running Kidsland's purchasing receipt into one hour parking tickets. It is kind of bundle service. It bonds product services and free service of parking. It is also a promotion way and the company does not need to spend any money for it.

Last one is to offer an one hour free ticket to an online company that sale different kinds of service product tickets to customers. Online service platform is more and more popular. The customers search everything online, and parents have their own preference platforms to buy different services for their children in China. The Running Kidsland provides an experience chance to the online platform company. This company will sale the ticket to its customers and they will do all promotions for Running Kidsland playground. It brings customers for the playground. Customers come and try the service. If they are satisfied, they will consider to buy more services.

## 7 Conclusion

The objective of the thesis is to create a marketing plan for Running Kidsland. The marketing plan should be clear and easy to follow. The Running Kidsland would understand this plan and apply it to this project.

In the beginning, the thesis introduces the main theory of marketing mix, communication mix and marketing analysis. After determining the marketing conditions, the marketing plan was written. The marketing plan focuses on marketing mix and marketing channels. The channels are mainly for free or just need to spend fewer budgets to achieve because of current situation of the company. The marketing plan based on the theoretical background at the beginning of this thesis. And all suggestions based on the current situation of the company. It would be consider as a trustworthy plan and the Running Kidsland can use it and get benefit from it.

## Reference

Bhattacharjee, C. (2006). *Services marketing*. New Delhi: Excel Books.

Google Books. (2017). *Patent US20110302016 - Automated membership system*. [online] Available at: <https://www.google.com/patents/US20110302016> [Accessed 20 Oct. 2017].

Hogan, J. and Negle, T. (2006) *Segmented Pricing: Using Price Fences to Segment Markets and Capture Value*.

Kasper, H., Gabbott, M. and Helsdingen, P. (2006). *Services marketing management*. 2<sup>nd</sup> ed. Chichester: Wiley.

Kotler, P., Kekker, L. K. and Lu, T. (2009). *Marketing Management in China*. Jurong: Pearson Education South Asia PTE Limited.

McDonald, M., Payne, A. and McDonald, M. (2006). *Marketing plans for service businesses*. Oxford: Butterworth-Heinemann.

Nabi, M., Syduzzaman, M., Munir, M., Nabi, M., Syduzzaman, M. and Munir, M. (2017). *The Impact of Human Resource Management Practices on Job Performances: A Case Study of Dhaka Bank Pvt. Ltd., Bangladesh*. [online] Article.sapub.org. Available at: <http://article.sapub.org/10.5923.j.hrmr.20160602.03.html> [Accessed 23 Oct. 2017].

VeraSage Institute. (2017). *Segmenting Customers for Price Discrimination*. [online] Available at: [http://verasage.com/resources/recommended-reading/segmenting\\_customers\\_for\\_price\\_discrimination/](http://verasage.com/resources/recommended-reading/segmenting_customers_for_price_discrimination/) [Accessed 1 Oct. 2017].

Wilson, A., Zeithaml, V. and Bitner, M. (2012). *Services Marketing*. 2nd ed. New York: McGraw-Hill Education Limited.

Wirtz, J. (2017). *Winning in service markets*. Hackensack: WS professional.

Wood, M. (2014). *The marketing plan handbook*. New York: Pearson Education Limited.



## Figures

Figure 1: Thesis structure .....	6
Figure 2: Generalized staff management framework (Kasper, Gabbott and Helsdingen 2006) .....	7
Figure 3: Segmented pricing tactics .....	9
Figure 4: Service marketing communication mix .....	13
Figure 5: Sample of Running Kidsland's website .....	21

## Tables

Table 1: SWOT analysis of Running Kidsland.....	17
---	----

