

MKTG 438 Final Project  
December 2025  
Client: Mai Vang



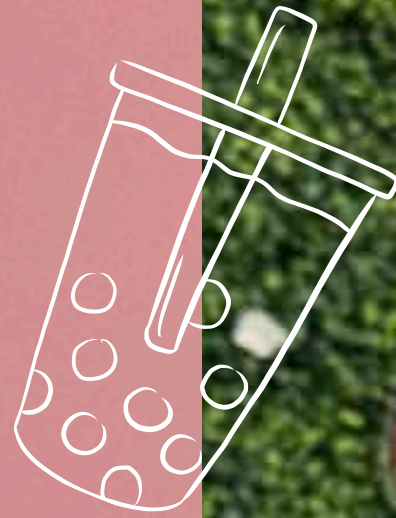
**SWEET BOBA HOUSE**

# **STRATEGIC MARKETING PLAN**

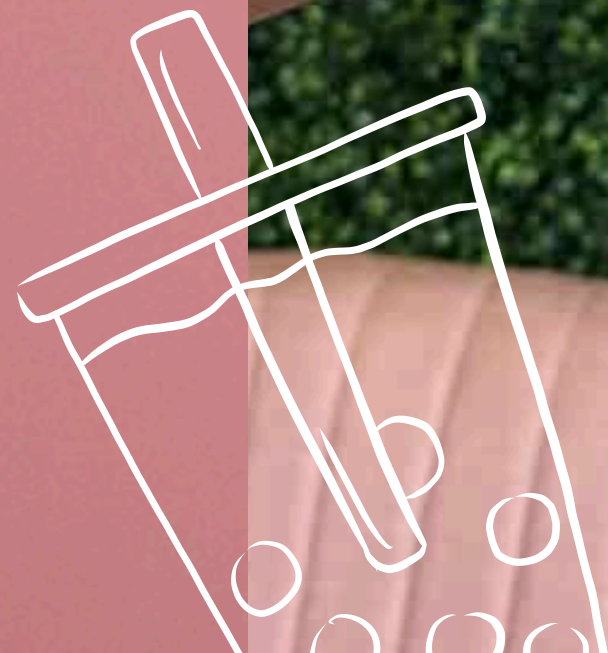
PREPARED BY DAVID CUNAT, MAKAYLA MUCH, KYLA  
OVERSKEI, LEA ROSNER, AND JULIAN TYLER

# TABLE OF CONTENTS

- 01 GOALS AND OBJECTIVES
- 02 PRODUCT STRATEGY
- 03 PRICING STRATEGY
- 04 DISTRIBUTION STRATEGY
- 05 PROMOTION STRATEGY
- 06 MARKETING IMPLEMENTATION



*Your sweet  
Boba spot!*



# MARKETING GOALS AND OBJECTIVES





# **GOAL #1: CREATE BRAND AWARENESS**

## **OBJECTIVE 1: COMMUNITY PRESENCE**

- **Attend at least 6 community events** a year and collect email signups to boost community presence

## **OBJECTIVE 2: SOCIAL MEDIA GROWTH**

- **Post 3-4 times a week on each platform** to increase FB followers by 30% and TT engagement by 20%



# **GOAL #2: MAINTAIN YEAR-ROUND CUSTOMER BASE**

## **OBJECTIVE 1: SEASONAL MENUS/LIMITED PROMOTIONS**

- **Launch a seasonal drink menu and limited promotions** every quarter to increase off peak sales by 10% each year

## **OBJECTIVE 2: CUSTOMER RETENTION**

- **Create a simple app** to enhance digital loyalty program and drive 15% repeat-purchase growth



# GOAL #2: ESTABLISH COMPETITIVE ADVANTAGE

## OBJECTIVE 1: VALUE PROPOSITION

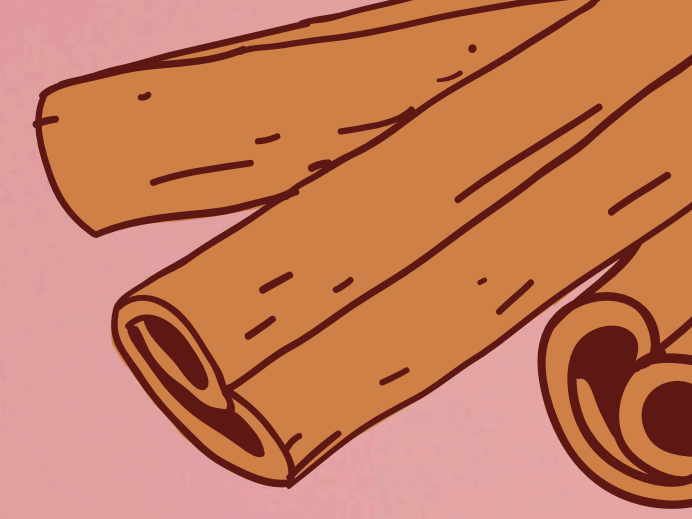
- Continue to **differentiate from competitors** with friendly brand voice, storytelling, and community initiatives both in person and online

## OBJECTIVE 2: PERSONALIZATION

- **Roll out new personalization features** according to customers' needs to drive a 10% annual lift in ticket sales

# PRODUCT STRATEGY





# STRATEGY

## OPPORTUNITY

Food Items:  
Sides: Donuts, Croissant  
Main: Bagel with  
Toppings  
Drinks:  
Vegan or Sugar Free



## RECOMMENDATION

Seasonal Winter Flavors:  
Peppermint, Gingerbread,  
Cinnamon  
Boba Flights  
Farmers market exclusives



# PRICING STRATEGY



# STATE OF PRICING

- STANDARD, CONSISTENT & APPROPRIATE
- SIMILAR ACROSS DRINK CATEGORIES
- CLEAR CUSTOMIZATION COSTS, AVOIDS COMPLEXITY
- CUSTOMERS PREFER TO SPEND \$5-\$6 ON A SPECIALTY DRINK





# PRICING OPPORTUNITY

## STRENGTHEN VALUE COMMUNICATION

Clarify what customers are paying for  
(freshness, craftsmanship, personalization)

Reinforce the focus on customization &  
quality

Helps build product value

## CLEAR & CONSISTENT PRICING

Maintain stable, predictable pricing  
(year-round loyalty)

Builds trust as reliable “go-to” shop

Sets transparent expectations



# PRICING RECOMMENDATIONS

## VALUE TRANSPARENCY

- Highlight what goes into the price
  - Premium ingredients, freshness, craftsmanship
- Connect add ons / customization tiers to the quality behind them
- Helps customers clearly understand the value they're paying for

## PRICING VISIBILITY

- Use clear, attractive pricing displays in store + online
- Make customization costs simple + intuitive to follow
- Strengthens brand identity + improves overall ordering experience

## CUSTOMIZATION

- Encourage customers to build drinks tailored to their tastes
- Reinforce personalization as a differentiator in the market
- Supports long term goals by deepening engagement without altering the pricing structure



# DISTRIBUTION STRATEGY





# CURRENT STATE OF DISTRIBUTION

- **IN-STORE PURCHASES AND ONLINE ORDERS**
  - No delivery services
- **LOCATED ON CRAIG ROAD**
  - Strong visibility in high-traffic area
  - Not a walkable location

# DISTRIBUTION STRATEGY

## OPPORTUNITY

Sweet Boba House has strong visibility but lacks convenience features. Customers want faster, easier ordering options. Expanding distribution can capture more demand and help offset seasonal slowdowns

## REC. #1

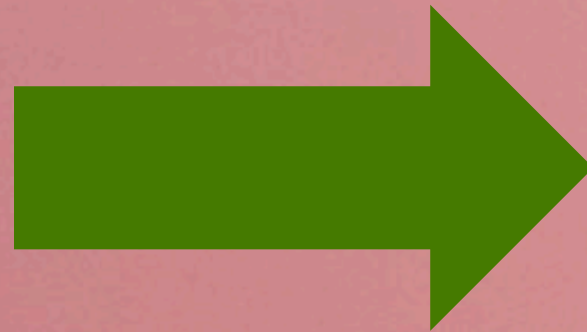
- Delivery platforms (DoorDash, Uber Eats)
- Curbside pickup
- Will reach new customers and boost winter sales when in-person traffic drops.

## REC. #2

- Explore future drive-thru location
- Short-term pop-ups
- Booths at farmers markets and other vendor events

# FUTURE DISTRIBUTION VISION

**SINGLE LOCATION,  
IN-STORE MODEL**



**MULTI-CHANNEL DISTRIBUTION SYSTEM**

- Delivery services
- Pop-up locations
- Drive-thru or curbside

**THIS EXPANDED APPROACH WILL INCREASE CONVENIENCE, IMPROVE CUSTOMER ACCESS, AND SUPPORT YEAR-ROUND SALES GROWTH—ESPECIALLY AMONG STUDENTS AND BUSY FAMILIES.**



# PROMOTION STRATEGY



# CURRENT PROMOTIONS

## CHRISTMAS Boba Menu



**Winter Wonderland**  
cotton candy smoothie, tapioca, whipped cream

**The Mistletoe**  
Cranberry-green apple fruit tea, kiwi & strawberry popper

**Gingerbread Cinnamon Tiger**  
Gingerbread-cinnamon milk, tiger style BS, crushed gingerbread snaps, creme brulee cap

**Sparkling Christmas Punch**  
Pomegranate-cranberry bubbler, rainbow jellies, & orange cream cap

**Rhouldolf's Cocoa-Candy Cane Frappe**  
Frozen hot cocoa & candy cane frappe, tapioca, whipped cream, candy cane dust

**Gingerbread-Spiced Chai MT**  
Gingerbread & spiced chai milk tea, BS popper, cake cream cap

add Seamoss for 0.50!!!

## Rhouldolf's Cocoa Candy Cane Frappe



Add a serving of Seamoss for 0.50!!

Rhouldolf's festive treat! Hot cocoa meets candy cane in a frappe, finished with whipped cream, chocolate drizzle, candy cane dust, and a cherry on top.

## Thankful for our Bubbly Bobaristas!

**THE DENISSE**  
ALL THE COMFORT OF COZY CINNAMON, BANANA BREAD, THE CALM OF MATCHA, AND THE JOY OF DESSERT AS A BOBA— WITH TAPIOCA BOBA AND OUR VANILLA CAKE CREAM ON TOP!

**THE JOEY**  
NUTTY TARO MEETS SWEET BANANA AS A SILKY MILK TEA SERVED WITH CRYSTAL BOBA! A COMBO THAT SOUNDS MONKEY, BUT OFFERS A SWEET SURPRISE THAT MAKES YOUR TASTE BUDS DANCE!

**THE BRIE**  
SWEET & NOSTALGIC IN A CUP — A MILK TEA INSPIRED BY WHITE RABBIT CANDY, WITH A TOUCH OF RICH & MILKY CARAMEL NOTES, SERVED WITH TAPIOCA & COFFEE JELLY! A DRINK THAT WILL REMIND YOU OF YOUR CHILDHOOD.

**THE KOURTNEY**  
CANDY BUT AS A BOBA!! THIS IS MANGO HI-CHEW AS A FRUIT TEA TOPPED WITH A SCOOP OF MANGO POPPER! REFRESHING, LIGHT, AND CRISP!

**THE KALI**  
COCONUT MATCHA- CREAMY COCONUT MEETS EARTHY MATCHA — SMOOTH, REFRESHING, AND PERFECTLY BALANCED, SERVED WITH TAPIOCA

**Sweet BOBA HOUSE** 2602 CRAIG ROAD  
EAU CLAIRE, WI 54701

# CURRENT PROMOTIONS

**Sweet**   
**BOBA HOUSE**

**FREE BOBA!**

If your name is Isaac or Abby, your small boba is FREE today (11/12/25)!!!

(limit one per customer, must have a valid ID to show proof of name)


2602 Craig Road  
Eau Claire, WI 54701


**FRESH BOBA? FRESH CAR!**  
**EARN \$2 OFF YOUR NEXT WASH!**



**WE'RE PROUD TO BE NEIGHBORS IN EAU CLAIRE**  
**-ENJOY THIS SPECIAL OFFER FROM US BOTH!**

**3 STEPS:**

**1**  **BUY ANY ITEM FROM SWEET BOBA HOUSE**  
YOU'LL GET A SPECIAL PROMO CODE ON YOUR CUP OR RECEIPT

**2**  **OPEN THE SNAPPY CAR WASH APP**  
UNDER MENU - TAP 'PROMO CODES' AND ENTER YOUR CODE

**3**  **SCAN THE APP AT THE PAY STATION & ENJOY \$2 OFF!**

**BUY 1,  
GET 1  
25% OFF**

DON'T MISS IT



BLACK FRIDAY ONLY!

Offer valid 11/28/25, BOGO, get a second of equal or lesser value at a discount

**Sweet**   
**BOBA HOUSE**

# PROMOTION OPPORTUNITY

EXPAND PRESENCE ON TIKTOK AND INSTAGRAM

UTILIZE FRIENDLY AND CUSTOMER FOCUSED  
BRAND VOICE ACROSS PLATFORMS

ENGAGE WITH COMMUNITY



# PROMOTION RECOMMENDATIONS

## STUDENT DISCOUNTS

## SEASONAL & LIMITED TIME DRINKS

## COMMUNITY PARTNERSHIPS

## DIGITAL LOYALTY PROGRAM

- Sweet Boba House App
- Digital Loyalty Cards

## SOCIAL MEDIA ENGAGEMENT

- Behind-the-scenes
- Challenges & contests
- User generated content
- Instagram and FB ads
- Social media intern

# MARKETING IMPLEMENTATION



# IMPLEMENTATION SCHEDULE

Year 1: 2026

Q1	Q2	Q3	Q4
<ul style="list-style-type: none"><li>• Promote hot beverages</li><li>• Launch january specials (boba flights)</li><li>• Prioritize loyalty program</li></ul>	<ul style="list-style-type: none"><li>• Grow Instagram +30% &amp; TikTok engagement +20%</li><li>• Attend 3+ community events</li></ul>	<ul style="list-style-type: none"><li>• Launch new summer drinks and back to school specials</li></ul>	<ul style="list-style-type: none"><li>• Launch winter seasonal drinks</li><li>• Partner with DoorDash/Uber Eats for delivery</li><li>• Run holiday marketing campaign</li></ul>

# IMPLEMENTATION SCHEDULE

Year 2: 2027

Q1	Q2	Q3	Q4
<ul style="list-style-type: none"><li>• Expand loyalty program (referrals + bonus points)</li><li>• Refresh website/social storytelling</li></ul>	<ul style="list-style-type: none"><li>• Add bakery items or boba sampler options</li><li>• Participate in farmers market or other vendor events</li></ul>	<ul style="list-style-type: none"><li>• Host community and UGC contests</li><li>• Expand on back to school deals and discounts</li></ul>	<ul style="list-style-type: none"><li>• Winter menu update + reusable cup discount</li><li>• Holiday promotions with other local businesses</li></ul>

# IMPLEMENTATION SCHEDULE

Year 3: 2028

Q1	Q2	Q3	Q4
<ul style="list-style-type: none"><li>• Create a Sweet Boba House App</li><li>• Run January exclusive specials</li><li>• Send mailers with coupons</li></ul>	<ul style="list-style-type: none"><li>• Launch summer drink line based on customer feedback</li><li>• Test pop-up locations</li></ul>	<ul style="list-style-type: none"><li>• Farmers market presence</li></ul>	<ul style="list-style-type: none"><li>• Expand delivery and holiday campaigns</li><li>• Host fundraisers for local schools or nonprofits</li></ul>



# THANK YOU FOR LISTENING!

WE ARE VERY IMPRESSED WITH YOUR PROGRESS,  
BUSINESS MODEL, AND MARKETING EFFORTS AND  
WISH YOU SUCCESS IN THE FUTURE

PLEASE REACH OUT WITH ANY QUESTIONS OR FOR MORE MATERIALS