

## 1. Executive Summary

Red Spade Enterprises is a Marketing & Growth Management company that specializes in analytics & premiere marketing proposals to propel our clients to maximize their growth potential while reducing their expenditures. We assist with marketing music, films, artwork, video games, book, and other platforms available. We provide custom marketing plans for each project and have relationships with distribution companies, merchandising companies, & Public Relation firms to enhance your project. We have been a Marketing & Growth Management Company for 2 years and have credentials and certificates in management, marketing, analytics, promotion, and many more. Red Spade Enterprises wants to work with you to assist in making calculated forecasted predictions and move forward in your business plans.

## 2. Situation Analysis

### 2.1. S.W.O.T.

**Strength:** Strength: Networking Avenues & Platforms, Team Leading Skills, Building A Current Clients, Public & HR Relations, External Customer/Vendors Relationship, Background in Marketing & Certifications, and Experiences in Retail & Entertainment, Having Innovative Product Range, Growth Potential, and Providing Our Clients with Content Aggregation to their project.

**Weaknesses:** First Marketing Business, Being a Home Business, and Companies that have “Board of Directors” and “Managers” to Convince Them to Use Our Service Since They Already Have a Marketing Department. Providing inadequate research or an ineffective advertising campaign that fails to produce sales or any dominance in their business structure.

**Opportunities:** Gaining Clients, Personal Relationships With Each Client, Exposure & Promotion, Target Audience (Small Businesses), Expanding Our Clients Demographics, Organizational Structure, Our

Clients Helps Us Develop New Marketing Tactics, and Sports Marketing and Development. Affiliate Marketing to gain social media and online exposure. Join and connect with companies that promote marketing and ad campaigns/partnerships like LinkedIn, mytheresa, Mediabase, MediaNet, and many others.

**Threats:** Being A Flourishing Start-Up and Our Competitors Finding Our Market Price-Point, and Expanding too Fast to Reach New Clients in Affected Capacities Before Researching and Analyzing Our Growth. Failing to adapt to the speeding times of new marketing tactics, ideas, branding concepts, and using obsolete ways of thinking.

### **3. Marketing Mix**

#### **3.1. Product**

We plan out and implement a company's marketing strategy. They often do market research and optimize their ROI. We also enhance the sales and profits of our clients by not only providing more exposure but also by providing targeted exposure, which means reaching potential customers who are likely to be interested in the product or service being offered. Social media and networking opportunities will increase our client's presence in their market. Assist in production of social media, website & content optimization.

##### **3.1.1. Customer Base**

We pay attention to the number of employees, their revenue streams, geographic scope and location, type of business, their decision-making process, and their budget. Identify opportunities to expand our client's current imprint with cross-sell and up-sell promotional events.

##### **3.1.2. Target Audience**

Small Businesses and Talented Individuals with planned goals that need to be implemented. Understand the main issues surrounding

our clients and resolve liabilities. We will examine the “4 P’s” of marketing to find have our potential clients. Segmenting will help determine how to deliver our services as well as our clients business. We would do business with small companies and individuals looking to put together a project that will be cost effective and will provide successful results to their brand.

### 3.2. Price

Our prices will be based on a “tier” system. Our clients will have options to pick their desired preference. Each tier will have a set amount of conditions and packaged plans to correspond with the clients needs. We have an array of package services we provide. We have bundled together some our best features, like our basic package, like our “Silver Package”, to our luxurious “Custom Package”, which tailors the needs of our clients to reflect the marketing, promotional, and advertising strategy we would provide. Consultation fee will apply when Red Spade Enterprises has any business conversation or any interactions after thirty (30) minutes. We would be receiving donations from follower that fund our movement. Majority of our donated funds will go to the company up keeping, accounting, equipment, research, development, ad campaigns, distribution and investments to gain more clients while servicing new clients and previous clients who contributed to Red Spade Enterprises.

### 3.3. Placement

Our placement would be upon our geographical location. We would like to currently remain within a 15-mile radius of our location. This would give us a great home base location and huge relationships with businesses in the Charlotte-Metro Area. We would like to expand with our placement in the next few months by alerting our social media followers, if they would like to use our services to reach our audience in different regions. Grow and expand our online and in our home location in the next two (2) year to give us room to make

find sponsorships and donations to keep our clients excited for more joint/co-ventures with potential investing companies and corporations.

#### **4. References**

(2016. April, 19) The Whole Brain Group: Five Simple Steps To Create An Ideal Customer Profile. Retrieved from:

<http://blog.thewholebraingroup.com/steps-to-creating-an-ideal-customer-profile>

(Business Website)

<http://djassassin5nc.wixsite.com/redspadeenterprises>

[https://twitter.com/\\_RedSpade/](https://twitter.com/_RedSpade/)

<https://www.linkedin.com/in/redspadeenterprises>