

LA CANTERA RANCH RESORT
VALLEY VIEW, TEXAS

MARKETING PLAN

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Executive Summary

The center of our study and rival research is La Cantera Ranch Resort, producing \$1.22 billion as annual revenue.

We worked to focus the future threats and the competition that Horseshoe Bay Resort, Seven Elms Resort and Tanglewood Resorts will commence in long (next 1-3 years) and short term (next 3-6 months). In this case, in order to consider the competitors' degree of threat, their future moves we fulfilled a pair-wise two-step competitor study that included comparison and research of market commonality, resource similarity, resource similarity, intentions, ideas, comparative resource differences, historical moves the counter moves for all competitors that are mentioned above versus La Cantera Ranch Resort.

After we completed our research, we landed on a conclusion that presently, La Cantera Ranch Resort is standing in a direct competition with many of its competitors and their strategically made moves should not be ignored, because of their parallel geographic expansion plans, product offerings and targeted consumer base. In order for La Cantera Ranch Resort to lead this competition, the resort should focus not only on their geographical expansion in United States, but also on planning to have international expansion by enhancing and planning cooperative arrangements with other industry competitors, improving operational efficiency to minimize costs and making technological advancement to maximize revenue.

2. Background Information on Industry

Texas is the largest state of the continental United States its size offers plenty of options for attractive and elegant ceremony locations. The urban areas and natural beauty of the state blend in to create an aesthetic and a variety of environments which are ideal for every type of wedding you are planning in mind. The historic buildings, outdoor scenery, classic bed, gorgeous churches and breakfasts, Texas is always there to boasts a plethora for ceremonies and sites that will be making every couple's dream wedding to transform into a reality. Outdoorsy couples can desire a garden and it will be their or other attractive site, whereas religious or traditional couples will have not to worry where they can choose from an abundance of majestic churches across the state. Those couples who are looking for an indoor or outdoor wedding can have their choice of resorts, galleries, hotels, halls and other beautiful locations.

To have your ceremony and reception at a hotel or resort is a trendy choice for many couples contributed by many reasons. In the State like Texas there are many guests wanting to stay near the wedding site, having your reception in a resort makes catering easy as some places give discounts if you hire them to cater the affair. Many resorts present and offer services with decorations, and also provide the tables, chairs, silver ware, dishes and other items you may need to rent at other venues. Whether you want a, casual buffet, sit-down dinner or just cake, a resort is an effortless choice for a reception if you don't want to look over about overseeing a lot of details.

Texas is a great state which to hold your ceremony! It will make you stop and to stop and stay, longing for a perfect wedding. If you're a native Texan or not it will always be a perfect destination for a wedding. Texas has the romantic setting and perfect weather. There are many important questions to answer when deciding what type of wedding you want? But when you know a location in TEXAS, it makes it a bit easier. Do you want a pastoral, Western wedding or a ceremony that is upscale and stylish? Do you want inside or outside, sunset, evening or morning? Do you want it to be a big-city glamour or down-home country? The place offers them all.

With 22 million acres covered with forests, and landscape that are ranging from Gulf beaches to Appalachian cliffs, Texas is an expected choice for outdoor weddings. Talking about outdoor options in this place there are ranges from Hill Country to the Gulf Coast, grassland and lakes that walk to the South Texas Plains. It is indeed a wonderful state for starting a perfect new life together – indeed a great state for a wedding!

The Texas Wedding culture is growing with the time and developing to comprise the best Texas wedding asset, resorts here are committed to design and help you plan your perfect day. Most of the resorts have developed a guide, within the guide; you'll be finding tips on everything that includes a wide range of options like from choosing a caterer to obtaining a marriage license. There is a new marriage license law in Texas, resorts arrange adequate amount of information for the clients to educate them regarding the incoming laws and their abidance. This mounting resource also proposes tips on finding the perfect ceremony site, flowers, rental limo's and more. Most importantly, it has designs to help ensure the special day goes off without a hindrance, and that the happy wedded couple is left with memories to last over a lifetime.

According to a research an average wedding goes off costing about \$40,000. This figure gets bigger every year. It includes the engagement rings and the honeymoon. It will be of pertinent use to mention the different segments of an average wedding as to check the industry's distribution of a cost over a complete wedding.

Ceremony: The Ceremony expenses cost over \$3,500 or about 5% of the total budget for a wedding. Almost 45% of the cost of the ceremony is attributed to the rehearsal dinner. Site decorations, ceremony location, officiate, and other accessories make up the remaining costs for this category.

Flowers: There is no wedding without them, and they can cost up to two thousand dollars. The biggest cost here is the flowers which are used as decorations. The rest of the cost goes to bridesmaid and bridal bouquets along with the flowers for the flower girls, and corsages.

Gifts and Favors: These are enduring favors and gifts presented to friends and family members. This will amount to at least \$2,500. The gifts for bridal party can go over \$600. These wedding favors are a vital tradition which will cost about \$600.

Reception: For a wedding, the largest expenditure is the cost of the reception. This is about 35% of the total expense (or \$15,000 of the total expense) and over three thousand dollars or round are spent on bartenders and beverages. Other expenses include the hotel rooms, the rent for the venue and the wedding cake.

Video and Photo: these accounts for 12% of the total cost. You will pay about \$1,500 for the videographer, while paying about \$2,300 for the photographer. Another \$970 is for music and entertainment (which is not included in this total).

The Attire: This is your big day and you want to look your best, which isn't cheap. In total, attire costs about \$2,500 or 5% of the total budget. Nearly 40% of that total accounts for the bride's dress. The groom can look trendy and good in his tuxedo and a few accessories that range within \$500.

The stationary and transportation costs are not included here. They are about \$1,550. Concluding the industry's overall all trend it will be significant to know that arranging a wedding at our resort is not the only matter to consider but to make it happen the way our clients want it is the actual achievement.

3. Company Introduction

La Cantera Ranch Resort is offering a blend of enjoyment and culture. The resort started about 2 years ago and is a little child to walk with, making him learn the facts of the on going industry and to cope with it. The resort has renovated a 40 acres ranch and has endless no of amenities to offer. The resort is currently dealing with the weddings and quite affordable packages to follow, lodging services with some complimentary amenities, bridal luncheons, parties, horse boarding, RV hookups, ranch activities, romantic rendezvous, seasonal activities, youth activities, camp fires, hay rides, corporate events with the necessary amenities. In short the resort has developed a lot in the course of time but still a splendid path has to form for the new ones to follow.

Property Amenities

- Business Center
- Free High-Speed Internet
- Free Parking
- Pets Allowed
- Restaurant
- Room Service
- Swimming Pool

Personal Goals:

- Participation in a panel at American Hotel, Lodging Association conference in 2012
- Speaking at more than 10 events for the year 2012

Business Goals:

- Total annual revenue to exceed \$11.5 million in 2011 and \$13.5 million in 2012
- Average \$ per customer transaction to exceed \$1,800 in 2012
- Exceed 20,000 leads in 2011

Business Goals:

- Annual revenue to go beyond \$11.5 million in 2011 and \$13.5 million in 2012
- Average amount per customer transaction to surpass \$1,800 in 2012
- Compete 20,000 leads and exceed the same number in 2011

Strategic Goals:

- New blog editors in 2010
- New public relational agencies in 2010
- Target 10,000 or above individuals every year through direct mail
- Establish and retain 3 focus groups in 2010, 6 in 2011, 10 in 2012

Purpose

This marketing plan will be the proposal of La Cantera Ranch Resort's organization as resort that goes beyond meeting customer's prospects and expectations irrespective of the highest customer service and proposed amenities. La Cantera Ranch Resort will devote itself to this constancy while finding new ways to surprise the new visitors with its hospitality in order to develop experiences that are worth even more than its wealthy clientele pay. The Resort considers that luxury must be a bit pleasantly capricious to be actually rewarding.

4. External Environmental Analysis Introduction

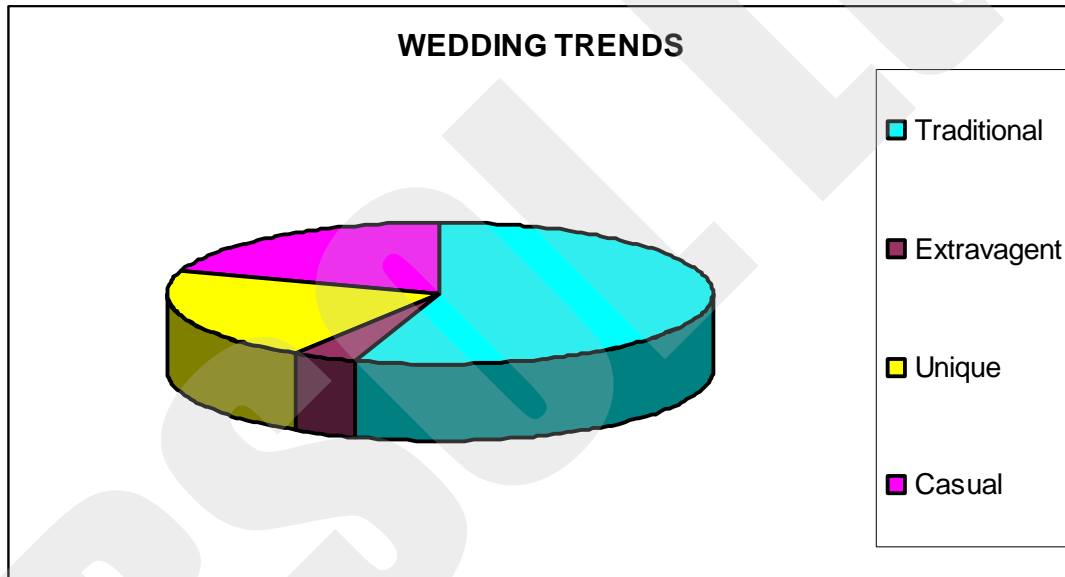
Strong competition between competitor firms marks the external environment of an organization. Competitive dynamics engage the moves and counter moves performed by the competing firms.

A wide range of factors control an organization's choice of strategy. Some of these factors are internal such as resources, acquaintances, and capabilities. Other factors, however, arise outside of the business. These factors may be a threat in the attainment of the organization's objectives or on the other hand, present opportunities that could benefit it. External forces affect the types of products and services an industry develops and offers the nature of its marketing strategies and positioning, its relationships with retailer and suppliers, the nature of associations it forms, and its coordination and relationships with customers.

La Cantera Ranch Resort is covered with all kind of restaurants. It has an immense environmental pressure to deal with. The resort is facing a crowd around it. The crowd includes impressive restaurants with high-level dealing. Since we are targeting the weddings we are more interested to look into a break through all the former wedding resorts.

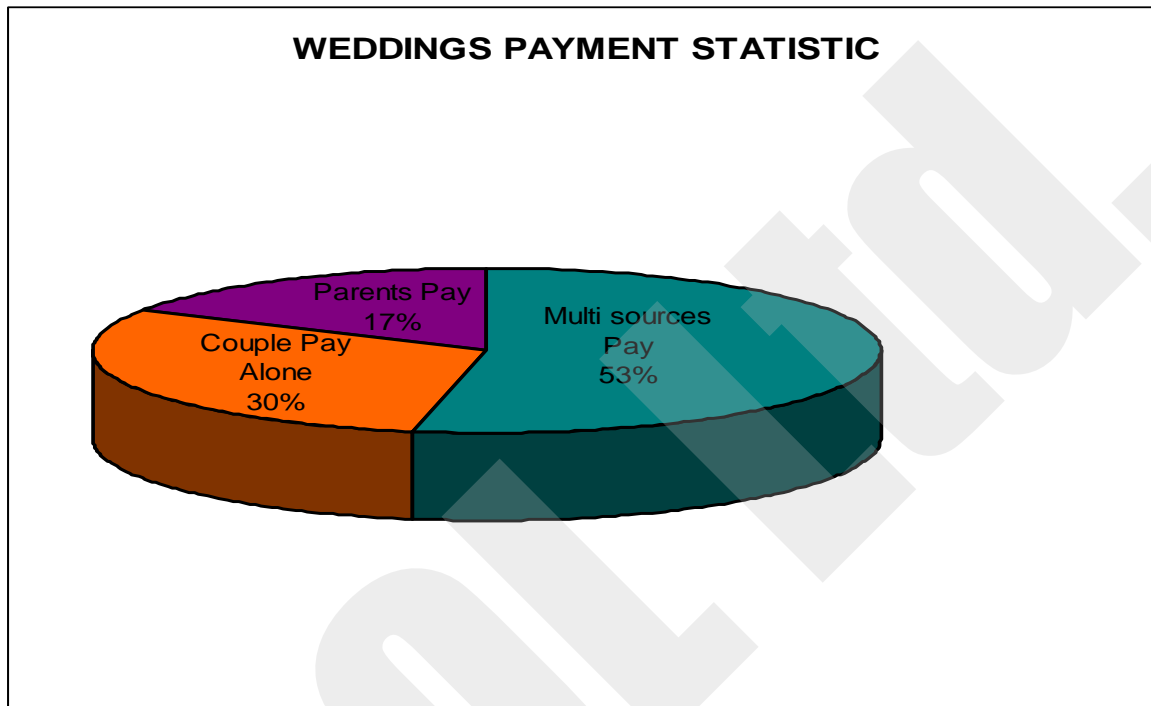
It will be very important to know few statistics showing the wedding trends in the state. The following chart is showing the trends of a wedding categorized into the four forms.

- Traditional
- Extravagant
- Unique
- Casual



(Source: www.costofwedding.com)

Texas therefore is inclined to have a traditional wedding thus our focus must be the tradition. A number of people are thus interested to have a unique wedding which very considerate of all, as every one wants the big day to be special and memorable. The number of extravagant weddings is a little less but not ignorable. The chart concludes the traditional environmental trend and thus the revenue lies in the spirit to keep the tradition alive.



(Source: www.costofwedding.com)

Wedding payment statistic is information deciding the favorable trend. Since the large amount of weddings is paid by the multi source it is therefore noticeable to say that to refer our resort will not be a problem. The next group is occupied by the couples. Since couples are the entities who are going to start their life and thus they are budgeting their wedding in a manner so that they could get enough amount as a saving for their upcoming life.

Favorable trends:

- Low risk to defeat a payment
- Diversity in the marketing to capture different people
- Complimentary services for the paying members
- Referrals for the other couples as an economic package.
- High revenue turn over for well off couples
- High revenue turn over for well off parents to pay

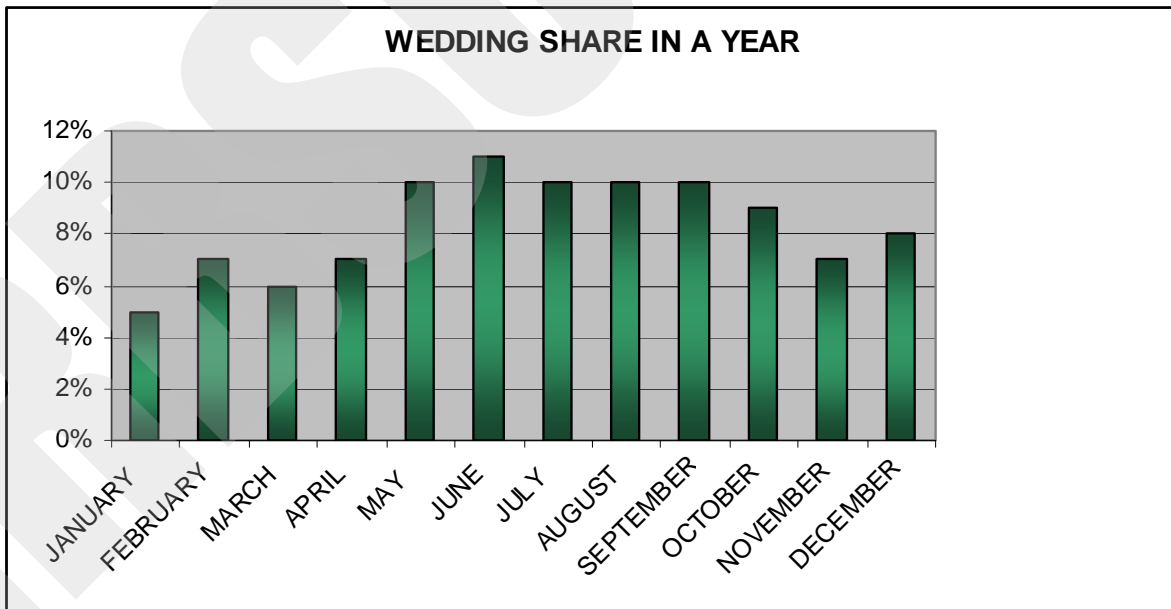
- High levels for accommodating large number possibilities in case of multi source

Non favorable trends:

- Less turn over in case of couples.
- Low budget to accommodate a couple in case of mediocre.
- Free time jealousy in case of multi source
- Risk of a scandal to blow in a diverse gathering.

In addition to above, interesting information is extracted, educating us about the number of weddings and their share over a year.

The stat below reveals that the maximum numbers of weddings are in the month of June and then in May, July, August and September. Since June is the month of summer holidays we may now extract the favorable and non-favorable trends as:



(Source: www.costofwedding.com)

Favorable trends:

- Summer holidays providing share to other activities
- Promotion of the resort as a place to spend holidays
- Referrals
- Promotion in case of tourism

- Additional packages for the tourists to plan their wedding

Non favorable trends:

- High risk of scandals
- Security problems
- Risk of miss-managing the summer amenities

5. Competitive Analysis:

La Cantera Ranch Resort is located at North shore Lane- Valley View, Texas. The resort is accompanied by many of its competitors. The main objective is to analyze whether the Resort is lying in a thick competition or not. Few of the competitors are listed as:

NAMES	Property size (acres)	Amenities	Pricing practices (in USD)	Reservation systems
Wildcatter Ranch Resort & Spa	1500	Wedding planners, honey moon packages, family accommodation	25,000-65,000	Online, telephonic, at person
Horseshoe Bay Resort	435	Wedding planners, out door specialties, pool side arrangement	20,000-55,000	Online, telephonic, at person
Seven Elms Resort	400	Saloons, bridal wear, wedding planners, indoor & out door accommodation	25,000-60,000	Online, telephonic, at person
Woodlands	700	lagoon pool, indoor & out door	30,000-70,000	Online, telephonic,

Resort		accommodation, wedding planners, vide range of arrangement		at person
Tangle wood Resort	450	Wedding planner, indoor & outdoor accommodation, bridal wear suggestions and saloons.	36,000-50,000	Online, telephonic, at person
Dixie Dude Ranch	725	Country side and traditional arrangements, wedding planners, indoor and outdoor accommodation, complementary packages.	35,000-75,000	Online, telephonic, at person

Wildcatter Ranch and Resort is to be found in the southeast of historic Young County. Structured in 1856, Young County is one of the few or only county in the state that has had such a historical past. Wildcatter Ranch too is the ideal locality for any upcoming occasion, be it your next corporate meeting, event, or destination wedding. With technologically well equipped meeting rooms, wifi internet, and enormous team building opportunities, we are the perfect Dallas/Fort worth Conference Center.

Horseshoe Bay Resort gives meaning to living a luxury life; it is the only AAA 4-Diamond resort on Lake LBJ. With watchfully lowered and shaped lakefront, featuring full services marina for weddings, exuberant yacht club for superior dining and 16 tennis courts of professional standards, the resort which was once just a small Hill Country property, was transformed by its visionary owners. It has the honor of being a premiere golf heaven featuring a par 72 putting course and three championship Robert Trent Jones Sr. golf courses! A spa & fitness club, tiered tropical and lagoon pools with waterfalls, and even a relaxing whirlpool to accommodate 27-people. Elegant villas and a luxury Marriott hotel with a capacity of 385-rooms, combine with high-tech condos at The Waters; arrive by land, water or via the resort private airport and jet center.

Open Season: Year Round

Kids Allowed: Yes

Pets Allowed: Yes

Restaurant Onsite: Yes

Conference Facility: Yes

Seven Elms Resort targets to fill a niche not presently capitalized, a reasonably priced (less than \$130 per night), resort-type establishment. To differentiate and to become a “boutique style resort” Combined with an on-site lounge, an indoor and outdoor pool bar, a grilled food service and a morning continental breakfast offering.

Open Season: Year Round

Kids Allowed: Yes

Pets Allowed: Yes

Restaurant Onsite: Yes

Conference Facility: No

The **Dixie Dude Ranch** is an extremely pleasant Resort. The Resort is spread over 72 acres and is providing hill side coverage for the clients. The resort has the advantage of creating “COW BOY” scenery. Clients in love with adventures has the leverage to hold on to their wedding is such places.

Open Season: Year Round

Kids Allowed: Yes

Pets Allowed: No

Restaurant Onsite: Yes

Conference Facility: No

Woodlands Resort provides meeting of national forest, water features, a private lake and pure elegance. With two championship golf courses and the Forest Oasis Waterscape - a vacation in itself with a 30-foot Forest Tower, double helix water slide, waterfall, underwater marine mural, lagoon pool and more 1- or 2-story guestrooms, suites and spectacular Executive Suites

Open Season: Year Round

Kids Allowed: Yes

Pets Allowed: No

Restaurant Onsite: Yes

Conference Facility: Yes

Tanglewood Resort is one hour north of Dallas – directly along Hwy 75 and the new extension of Highway 289 – Tanglewood Resort features a majestic tower, 120 hotel rooms, suites overlooking Lake Texoma and one- or two-bedroom vacation villas, three swimming pools, a fitness center and more. The resort offers packages for just casual, weddings and provides relaxation for the couples coming from outside the state. This offer has shown a great contribution in their annual turn over.

Open Season: Year Round

Kids Allowed: Yes

Pets Allowed: Yes

Restaurant Onsite: Yes

Conference Facility: Yes

6. External Environment Forces

6.1. Economic Forces

Following is a table providing the employment rate of TEXAS.

Gender	Texas		
	Pre-2009 (percent)	Post-2009 (percent)	Percentage
Male	73	71	-2
Female	56	54	-2
Young	54	49	-5
25-54	79	78	-2
55+	36	38	2
White	66	63	-3
Black	62	58	-4
Hispanic	63	62	-1
Other	65	65	0
Less than h.s.	45	42	-2
High school	67	64	-3
College+	78	76	-2

(Source: Bureau of labor statistics)

- Fewer Jobs, Still Looking
- The relative difference to cover
- The overall population willing to worked reduced
- The labor force declined during the pre-2009 period
- Population growth outstripped labor force expansion.

Before 2009, Texas labor force participation exceeded the overall figure of U.S for the individuals falling under all the age categories.

The role of the market has been largely ignored in existing research into the development of resort areas. This paper argues that a new approach to the issue of resort development is required and proposes a new model, the Resort Development Spectrum. The model is based on the operation of the market specifically focusing on the operation of the supply side. Tourism development in resort areas is found to occur in four phases commencing with local tourism and concluding with a fourth phase where the resort develops a strong international profile. A possible fifth phase of decline, stagnation or rejuvenation is also postulated. The model does not find that growth is automatic or even sequential through the phases.

The regression analysis indicated that among the macroeconomic variables

- money supply,
- the growth rate of industrial production
- expected inflation, the change of unemployment rate
- the yield spread

Only money supply and the unemployment rate significantly explained the movement of resort stock returns. The empirical results of this study may be used as valuable information for local and global stock investors who seek an investment opportunity in the hospitality industry.

Positive forces includes the

- the current economy
- Employment attractions in resort
- Increase in the wages
- Comparatively falling inflation rate

- Relief from the stressed out life and a need to spend money
- Nearest located Resort an affordable alternative to a flyaway destination.

6.2. Political Forces

Political culture in even Texas is much diversified and rich, the certain and catchy glimpse of national flags, dedicated and pacing parties, individuals collaborating to develop and fight against any political injustice. The political trend in Texas has shown a good continuity which is remarkable.

On the other hand, all non-macroeconomic forces like

- selected presidential elections,
- the 921 earthquake
- the 2003 Iraqi war
- the outbreak of SARS
- sports mega-events
- the Asian financial crisis
- the 911 terrorist attacks

All of the above influences left a significant effect on the resort returns.

The political forces around the resort have proven quite resilient over many decades and even centuries. The dominant political trend has a ideological capabilities those who favor

- Reasonably low taxes
- Stumpy services rendered by government
- Business policies

The favor of increasing taxes has always caused a problem and a threat to the political parties and is considered as a political suicide. It is remarkably a favorable trend.

Thus the factors effecting politically are

- Private Finance Initiative
- Transportation
- Privatization
- Regulation
- Policy on Overseas Trade
- Tax Policy
- Location/Planning
- Regional and religious policies
- Privatization of the companies
- Employment Policies with the contracts
- Accusation in case of certain procedures
- Equal Pay or sometimes a Discrimination
- Policies defining the notices and dismissal
- Joblessness
- Health
- Safety
- Benefits along with the annual holidays
- Disability Discrimination
- Usability and Accessibility
- Harassment and Victimization

The non favorable political impacts include the employment policies as the employment of the staff is quite crucial, their up dating trainings can cost quite an amount. The transport facility provided to them is an additional expense. The disability discrimination can cause a scandalous threat to the resort. The terrorist activities all over the globe have a very devastating impact on the natives and also on the tourists.

Legal and regulatory forces:

Sheri and Stritof have highlighted the following requirements generally for Texas State. However, they may vary depending upon the county. Being a wedding planning resort we have to get the following documents to apply for license of our client getting married.

“In Texas, you will need one valid form of ID such as driver’s license, certified copy of your birth certificate, U. S. passport, military ID card, and your Social Security number. In Texas, couples are encouraged to attend a premarital education course that is at least four hours duration. It must be finished during the year preceding applying for a marriage license. Effective September 2008, the license fee will be waived if a couple takes an 8-hour premarital preparation course that covers important marital skills and issues such as conflict management and communication. If divorced within thirty days, law requires a certified copy of your divorce decree stating the 30 day waiting period is waived. Waiting Period in Texas is 72 hours (3 days) waiting period that can be waived for active duty military personnel. Fees and Other Tests costs \$31 - \$41 cash, while these fees may vary from county to county. Blood tests or medical examinations are not required in Texas. If you are between 16 and 17 years old, you may apply for a marriage license in Texas only if you have written parental consent on an official form in the presence of the county clerk or if you have received an order from the Texas district court authorizing your marriage (**Sheri and Stritof, 2009**)”.

“Moreover, a child support statement is generally included on the marriage license application, in which client undertakes that s/he is not presently delinquent in the payment of court-ordered child support. In case of Renewal of Vows or Secret Marriage Remarriage, a county clerk must issue a marriage license to a couple who is already married to each other. For Proxy Marriage in Texas, any adult person can apply on behalf of an applicant who is unable to appear personally before the county clerk. An affidavit of absence form must be provided. If you are incarcerated and are unable to be

present for your wedding ceremony, you can also request a Prison Proxy form (Sheri and Stritof, 2009)”.

“Persons authorized to perform weddings in Texas include licensed or ordained Christian ministers, priests, Jewish rabbis, officers authorized by religious organizations, justices of the supreme court, judges of the court of criminal appeals, justices of the courts of appeals, judges of the district, county, and probate courts, judges of the county courts at law, judges of the courts of domestic relations, judges of the juvenile courts, retired justices or judges, justices of the peace, retired justices of the peace, and judges or magistrates of a federal court of Texas (NCSL , 2010)”.

“The license is valid in Texas for 30 days. One Copy of Certificate of Marriage has to be submitted at **Bureau of Vital Statistics, Texas Department of Health**”.

“For a marriage to be declared an informal marriage under Common Marriage Law in Texas, a couple has two options: Either sign a declaration of their marriage under oath and submit the Declaration and Registration of Informal Marriage form asking for full names, woman's maiden surname, addresses, dates of birth, places of birth, social security numbers, and relationship information. Or live together as husband and wife in Texas. Individuals under the age of 18 may not enter into an informal marriage (NCSL, 2010)”.

“It is called an "informal marriage," rather than a common-law marriage. Under § 2.401 of the Texas Family Code, an informal marriage can be established either by declaration (registering at the county courthouse without having a ceremony), or by meeting a three-prong test showing evidence of

- (1) An agreement to be married
- (2) Cohabitation in Texas
- (3) Representation to others that the parties are married.

A 1995 update adds an evidentiary presumption that there was no marriage if no suit for proof of marriage is filed within two years of the date the parties separated and ceased living together (**Black's Law Dictionary 277**)”.

7.1. Consumer Legislation

- Security and protection to the clients
- Sales rate and taxation
- Terms of references
- Rate of goods and amenities supply
- Food quality and reliability
- Food or product name and Labeling
- Consumer Credit
- Unsolicited Goods
- Consumer Safety
- Health aspects in case of epidemic
- Accurate marriage laws to follow
- Marriage license to be valid and registered at the event

7.2. Security and Safety Issues

Challenge is to protect travellers as they move across this huge industry using:

- Rail
- Airports
- Hotels and restaurants
- Cruise ships
- Buses
- Airport security seen as priority, so attracts investment
- But this may leave traveller exposed to risks at other points in their journey
- Expense of technological solutions to detect terrorist

The favourable impacts are the rules and laws to be followed in the legislative manner. The resort will promote the validity and abidance of all the wedding laws and their registration. This practice will definitely insure the clients that they have reached the right place where their desires are meant to be accomplished in a legislative manner.

Non favourable impact is the security of the clients and increasing terrorist acts all over the world. The resort has to insure all the customers that the security measures have been arranged in case of any misfortune. The practice will require a complete budget to purchase all the necessary equipments providing the best technological solution to spot and catch the accident there and then.

Technological Forces:

- New transportation methods
- New models of cars
- Fresh and up dated DJ system covering the entire scene
- Decorations in accordance to new interiors
- Interaction with the clients through the web and mobile
- Continued growth of e-commerce
- Data base of all the clients
- Clients account
- Advertisement though communities on internet
- Digital techniques for the photography
- Security equipments

Technological factors no doubt are providing quick access to reach and advertise all over the globe with in no time. This reduces the major cost of advertising. Another very good impact of good and pertaining technology is a security, a company can provide. This ensures the clients that the resort is running and competing with the pace of new and effective technology.

The same can leave a depression, when the technology has to start it has to be given a good push in terms of investment. This investment in the begging may cost a weighted expense but eventually turns out to be an asset to the business.

The technological pressure is very positive in terms of quick interaction and the Resort's reputation but the same pressure is negative while arranging it at first as the Resort will be hiring a programmer and thus to be in a league of technology.

Socio-cultural Forces:

Man is a social animal. He thus needs an option for his complete survival. The socio-cultural factors affect every human and help them to learn the beliefs and traditions within an ethical boundary. Socio-cultural forces are the main factors to provide either a promotion trend to the Resort or the declined one. The social and cultural forces are

- Gender
- income
- occupation
- social class
- political
- ethnic
- religion
- affiliation
- attitude
- attitude towards comfort
- fashion
- traditions
- gender expression
- literacy/ education

The favorable factors here to be influential are income the greater the income of the client the larger the wedding and thus the revenue. The social circle of such clients will help to provide a big number of referral and thus promote our clients.

The non-favorable trends to follow will be the fashion, ethnicity and religion. With the increasing number of clients Resort has to educate the staff and thus it self to meet the requirements of the diverse clients.

Customer Segments

Let us now move to our target market and segments. We will be dealing with Texas natives and their three segments.

1. Baby Boomers
2. Generation X
3. Generation Y.

The key dimension for our segments is:

Demographic

- Age, sex
- Income, education
- Religion, race, nationality

Psychographic

- Social class
- Lifestyle type
- Personality type

The customer ID for all our three segments will provide help to their attitudes and psychology thus arranging the accurate event for them.

Baby Boomers/ Elders

Gender: male/female

age: between 45-60

income: >50,000 USD a month

Socio-economic class: class A and Divorcée looking for Second marriage

education: - post-graduate

Values: independence, self- centric

nationality: US

States: Texas

Psychological inclination: brand conscious, fully enjoy wedding, full service package

including honey moon, five star hotel stay etc.

This group consists of the elite class those who are over with their first marriages and they are now moving to have another. The segment is leisure demanding and can return a great revenue.

Generation X:

Gender: male/female

age: between 30-45

income: 30,000-50,000 USD a month

Socio-economic class: class A and unmarried

education: - High school

Values: independence, social

nationality: US

States: Texas

Psychological inclination: economic and budget conscious, quality conscious, T.V users, basic computer knowledge, socially committed, enjoy wedding, full service package may or may not include honey moon, economical hotel stay.

The group is over burdened by the new responsibilities and acquires a large share in population. They are mediocre and are looking for economical budget at their weddings. We can offer them the packages lying within their budgets. Since this segment is very social and have quite a large number of social contacts through their jobs and friends. They can serve as the best referrals.

Generation Y:

Gender: male/female

age: between 20-30

income: <30,000 USD a month

Socio-economic class: class B and single

education: - school

Values: dependent, friendship

nationality: US

States: Texas

Psychological inclination: fantasies, internet users, technology lovers, fully enjoy wedding, full service package including honeymoon along with the complementary packages.

This group lives a life of fantasy and fashion. They follow the current trends. They are technology lovers and can be reached through internet and other internet communities like Facebook, Twitter and more.

Segment size and growth						
Years	2010	2011	2012	2013	2014	2015
no. of male/female in segment	35,000	35,000	35,000	35,000	35,000	35,000
Potential size to capture	3%	4%	5%	6%	7%	8%
La Cantera Resort share	1050	1400	1750	2100	2450	2800
estimated service charge/client	\$ 50,000	\$55,000	\$ 60,000	\$65,000	\$70,000	\$75,000
Revenue from segment	\$2,500,000	\$77,000,000	\$105,000,000	\$136,500,000	\$171,500,000	\$210,000,000

10.1. Segment Potential and Profitability

GENERATION X	no. of male/female in segment	45,000	45,000	45,000	45,000	45,000	45,000
	Potential size to capture	3%	4%	5%	6%	7%	8%
	La Cantera Resort share	1350	1800	2250	2700	3150	3600
	estimated service charge/client	\$50,000	\$55,000	\$60,000	\$65,000	\$70,000	\$75,000
	Revenue from segment	\$67,500,000	\$99,000,000	\$135,000,000	\$175,500,000	\$220,500,000	\$270,000,000
GENERATION Y	no. of male/female in segment	30,000	30,000	30,000	30,000	30,000	30,000
	Potential size to capture	3%	4%	5%	6%	7%	8%
	La Cantera Resort share	900	1200	1500	1800	2100	2400
	estimated service charge/client	\$50,000	\$55,000	\$60,000	\$65,000	\$70,000	\$75,000
	Revenue from segment	\$45,000,000	\$66,000,000	\$90,000,000	\$117,000,000	\$147,000,000	\$180,000,000

(Source: Authors calculations based on market studies)

SWOT Analysis:

We are now here to fix our target and segments in context to La Cantera Ranch Resort's

- Strengths
- Weaknesses
- Opportunities
- Threats

For this purpose let us look at the SWOT matrix.

Strengths: <ul style="list-style-type: none">• Popular location• Airy, well lighted and big rooms• Large and open ground areas• Room services for breakfasts• Easy and nearby take away option• Less prices• Tourists group Membership• Regular customers (need more)• Enough space and area for coaching• Cleanliness and wideness• Kennels for pets	Weaknesses: <ul style="list-style-type: none">• Restaurant services are not separate• Less area as compared to the competitors• Low and slow advertising• Local advertising• Not stimulating name• Less price and charges are considered low in terms of quality and impression and tempting• Less security measures
Opportunities: <ul style="list-style-type: none">• More out door facilities must be added in terms of sports, food and events• More advertising through web, Television and print media• Increase overall prices• Projects in coordination with other restaurants i.e. concerts, food mania on weddings• Improve networking through participation in annual tourist meetings• Build or add a restaurant in separation• Examine other markets and company's• Complementary packages for pets (dogs weddings, home coming etc)	Threats: <ul style="list-style-type: none">• Failure incase of no improvement and development• Failure in case of cutting rates of other properties• Failure in case of the excelling competitors• Terrorists• Security• Tourist's disturbance and lack of satisfaction.

Strengths

The Resort developed an idea and theme that is translating a couple's desire for a perfect wedding. The Resort is offering a very good environment with a wide range of amenities. La Cantera Resort offers a very impressive arrangement with a week divided and planned for every wedding. Clients are provided a plan to attend the rehearsal dinners along with the different events to attend as desired by the clients. The resort is giving a good range of arrangements in decoration keeping in view the true need of the developed scene.

A perfect environment to peruse a good human collaboration and so does the public relation in case of every client. Certain complementary services to newly wed couples are provided and thus a welcoming ritual is established.

Where the pets are the most innocent creatures they are offering a complete welcome to pets. They have kennels for your pets and they never let their own pets out when the guests are around.

Weaknesses

They do not have the separate restaurants to serve the guests. They are lacking behind the advertisement. A proper company's introduction needs to be placed over the official website. Online reservation is not accommodated. They should arrange a proper data base to have online reservations.

Opportunities

They can start a whole lot of varieties in their interior offered at the weddings. A proper interior plan to be adopted using the same resources but different arrangements.

Threats

A threat that is out of every ones control is a threat from the weather. Very big natural disasters are surely predictable and so does the nature of the weather with a little less danger. It can be handled by a weather forecast. The specific information can be then given to the clients to ensure the trust and confidence in the company.

If the tourists are not dealt properly they can be a very big threat to the Resort. They should be given an equal chance along with some promotions to invest public relations.

The excelling competitors then again can cause a failure where your Resort is running under the complete monotonous. a good change and time to time improvement in the system through all perspectives will never let this back log to occur.

Day by day increasing number of crimes has caused insecurity all over the world. Lack of security arrangements in this matter will cause a threat to the reputation and the infrastructure of the company. Buying detectors, walk through gates, complete survey of the surroundings will help to shrink the intensity of CRIMINAL THREAT.

Target Market

The target market for the La Cantera Ranch Resort shares most of the following characteristics:

- Age ranging from 30 to 60
- Tourists and individuals visiting from USA or from outside the country
- Potential and professionals bearing annual income equal or above \$1 million
- In need of luxury and seeking a pleasant change to start their new life
- Sound in terms of referrals, public relations and socialism
- Elite category to go with the publicized events in order to advertise and conduct business; both in a single go

The following matrix is indicating the revenue for the target market over the year.

Twelve months are providing the indicators in terms of revenue, leads, customer facilitation and referrals.

Key Marketing Matrices												
MONTHS/ KEYS	JUL	AUG	SEPT	OCTB	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Revenue (\$)	532,125	552,150	573,008	594,736	617,372	640,957	665,532	691,142	717,833	745,653	774,652	804,883
Leads	5,000	5,250	5,515	5,790	6,080	6,380	6,700	7,035	7,385	7,755	8,145	8,550
Leads Converted	25.00%	25.00%	25.00%	26.00%	26.00%	27.00%	27.00%	27.00%	28.00%	28.00%	28.00%	29.00%
avg amount /Customer	\$35,000	\$35,000	\$35,000	\$35,000	\$35,500	\$35,500	\$35,500	\$35,500	\$36,000	\$36,000	\$36,000	\$36,000
Referrals	210	220	231	242	253	265	278	291	305	320	336	352
PR estab.	10-15	15-20	20-25	25-30	30-35	35-40	45-50	50-55	55-60	60-65	65-70	75-80
Focus Groups	0	1	0	0	1	0	0	1		0	1	0

(Source: Authors calculations based on market studies)

The marketing budget will be highlighted over the year. We will look at the following trend and the projection will be based over the current and fresh observations.

Marketing Expense Budget (AMOUNT IN USD)												
MONTH/SLABS	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Advertising	5500	5500	5500	5500	5500	5500	5500	5500	5500	5500	5500	5500
Direct Mail	5500	8000	5500	8000	5500	8000	5500	8000	5500	8000	5500	8000
Focus Groups	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
web/internet Development	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300
Marketing Training	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Quality Assurance	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000
Total Sales and Marketing Expenses	24800	27300	24800	27300	24800	27300	24800	27300	24800	27300	24800	27300
sales %	6.38%	6.71%	6.14%	6.45%	5.92%	7.76%	5.71%	7.41%	5.51%	5.75%	6.62%	5.55%

(Source: Authors calculations based on market studies)

Marketing Budget Component	Amount (USD)
Events	35,000
Direct marketing (Door-to-Door activation)	40,000
Internet marketing	20,000
Advertising	1,000,000
Public Relations	2,000,000
Word Of Mouth/Referrals	60,000
Strategic Partnerships-with Caterers, florists, travel companies	70,000

IMC (integrated Marketing Communication):

I will use IMC technique, which will spread one message across all marketing communication tools used. The message conveyed will be: ‘Full-service Resort to turn your dream wedding into reality’ with broad range of services to arrange a modest budget to luxuriously planned wedding.

Marketing Mix

13.1. Products /packages:

Simple wedding

- Basic floral/ interior decoration/ invitation cards
- Marriage venue arrangement
- Catering service
- Musicians

- Professional photographer/Videographer
- Transportation facilities for guest

Extended Wedding

- Basic floral/ Interior decoration/ invitation card
- Marriage venue arrangement
- Catering service
- Luncheon/Suppers
- Musicians
- Professional photographer/Videographer
- Professional lights and sound systems
- Fireworks display
- DJs / DJ floor
- Transportation facilities for guest.

Splendid Wedding

- Elegant floral/ interior decoration/ invitation card
- Floral Arches and Red Carpets at Entrance
- Red Carpet
- Elegant Marriage venue arrangement
- Catering service
- Luncheon/Supper
- Professional Singer
- Professional photographer/Videographer
- Professional lights and sound systems
- Fireworks display
- DJs / DJ floor
- Transportation facilities for guest
- DJs / DJ floor

- Transportation facilities for guest.
- Accommodation for Couple and 10 guests

Spectacular Wedding

- Excellent floral/ interior decoration/invitation cards
- Top class marriage venue arrangement
- Catering service (with famous 5 stars hotel Chefs)
- Famous musicians
- Sound and light systems of music concert level
- Grand Fireworks display
- Ceremony programs along with the remarkable and singers, DJ's and VJ's
- Media and press coverage
- Professional photographer and Videographer
- Security personals and police security
- Accommodation and transportation facilities for guest
- Doctors (for guest)
- Famous Hollywood photographers
- Famous Hollywood Cinematographers
- Guest attendants and Ushers
- 5 day stay in 7-star hotel for couple
- Vintage designers for designing of attires for bride and her family

Customized wedding

All arrangements for the wedding will be according to brides, grooms and there Parents' preferences, a client therefore will be free to opt a way other than the standard wedding packages. Rather they will prefer their own combination of services/products at our resort.

13.2. Price:

Premium pricing will be provided for the Baby Boomers. 10-20% increase and reduction in the standard prices will cause no loss over the revenue. The budget will be price flexible for this class and no customer loss will be occurring while adjusting the prices.

Option pricing will be offered to the Generation X and Y customers. The prices will be added and reduced for additional and customized services respectively. The customers are price sensitive and thus looking at this perspective 5% adjustment to the standard price will be made depending upon the need of the customer.

Price Analysis:

The following matrix is advising a standard price for the customers. The prices are flexible for the target market and our segments. Addition and reduction will be made looking at the segments and thus their requirements.

PRICE OFFERED FOR THE PACKAGES (Amount in USD)							
Category/ no. of Guests	Upto25	Upto50	51-00	100-50	150-00	200-50	250-00
Simple wedding	35,000	40,000	46,000	50,500	56,500	62,500	68,500
Wedding with fanfare	40,000	45,000	51,000	55,500	61,500	67,500	73,500
Splendid wedding	50,000	55,000	61,000	65,500	71,500	77,500	83,500
Spectacular wedding	55,000	60,000	66,000	70,500	76,500	82,500	88,500
Customized Wedding	30,000	35,000	41,000	45,500	51,500	57,500	63,500

(Source: La Cantera Ranch Resort price grid based on author's market study)

Promotional Analysis:

- **Legal Services:**

The wide range of customers will be in demand of comfort and relaxation on this wedding. This promotion will provide the with all the legislative arrangements for the wedding and the procedural fees will be taken with only 5% charges of the standard price of the wedding.

- **Promotions for the Tourists:**

Tourists visiting from all over the world can have their wedding at 10% discounted rate on every package. This promotion will increase our international reputation and so as the national one.

- **Promotions for the Pets:**

Pets can have a home coming or welcome as a complementary package along with a cake. The promotion will provide a pleasure to our clients and they will feel secure coming to our wedding resort and dealing with us.

- **Bundle offers:**

The bundle offers will provide 5% discount on the standard price for the following conditions

- Bringing any two clients as referrals
- Wedding of siblings at the same resort
- Acquiring the other resort facilities

- **Customer Relationship Management (CRM)**

The powerful competition within the companies requires businesses to put in more effort in establishing a stronger hold on its market. The businesses should then incorporate new business mechanisms or practices that are oriented with customers. One example of doing this another way is through the employment of customer relationship management (CRM). The command on CRM covers all business processes that an organization employs so as to decide, select, attain, develop and retain its customers. CRM is regarded

as the combination of business processes going side by side with technological solutions and advanced analysis that enables companies to understand clients from a versatile perspective. Through this approach, companies such as La Cantera Ranch Resort will be able to establish profitable and deeper customer relations.

Implementation:

The Resort will be implementing the above mentioned strategies as provided in the following time line. The trend of this year will be observed and kept flexible. La Cantera Ranch Resort will be providing a full time dedication to the clients following this time line.

The budget and the projected plan will be evaluated using

- Market Trends
- Trends Related to the current weddings planned in the year
- Pros and Cons of the previous strategies
- Market Research for the company

Months	Marketing Theme TIME LINE
June	Customer referral program
July	Activation-Sales Team door to door visit
August	Internet Marketing
September	Single Pager Print Add in Bridal Magazines
October	Add and Event Evaluation
November	Promotional Event at Resort
December	Business development and partnership

January	Public Relation and Network Building
February	Flyers dropped at selected university and Café (Gen X)
March	Seasonal ADD. (60 seconds TVC)
April	Resort tour for selected sample of clients (Event 2)
May	Post ADD Evaluation

The two evaluation included I time line will focus on coverage of flyers, response of potential clients to referrals and network building program will be noted. ADD recognition and recall will be planned. Customer feedback on the promotional packages and offers will be taken as to how much satisfied and comfortable they are on our packages. We will use services of marketing research firm called Savitz Research Solutions for evaluating our ads, TVC, promotional events and to conduct public relation activities.

It is very important to plan here that after a good and effective plan the Resort will be moving the place to go national and then international targeting the tourists market.

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