

**DEVELOPMENT OF A STRATEGIC MARKETING PLAN FOR THE “JUST BEE”  
FOUNDATION**

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**ECCI UNIVERSITY  
MODERN LANGUAGES PROGRAM  
BOGOTÁ, AUGUST 30, 2017**

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“JUST BEE” FOUNDATION**

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**THIS FINAL UNDERGRADUATE PROJECT HAS BEEN SUBMITTED TOWARDS  
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## INTRODUCTION

Nowadays, there are many foundations that provide economic, social, academic, and psychological support to the most needed and vulnerable people of each country with the hope of reducing poverty and malnutrition. This research is focused towards creating a strategic marketing plan for the non-profit "Just Bee" Foundation located in Boston, USA. One of the Foundation's goals is to help immigrant to have better life in Boston. Many of these immigrants have had to abandon their home countries because of conflict and poverty. This Foundation was created with the purpose of improving the lifestyle of many immigrant arriving in United States.

First, we explain the purpose of the "Just Bee" Foundation, the constitution of the foundation, the management structure, when the foundation was created, and the services the foundation provides. We will give you an overview of the main activities the foundation has been doing with immigrant. Then, we carry out an analysis of the Strengths, Opportunities, Weaknesses, and Threats (SWOT) of the Foundation. The techniques we perform to carry out this analysis include interviews, direct observation, and most importantly market research through the application of a Social Responsibility survey given to companies and volunteers. After, we perform a statistical analysis on the survey results and propose techniques and marketing strategies for Foundation to better achieve social recognition of the services it provides in Boston.

Finally, we perform financial analysis that allows us to decide the budget and revenues of the Foundation that will ensure long term economic support. We also propose an annual sports event to bring more visibility to the Foundation, attract volunteers, and to raise money to support the Foundation. Finally, we will make conclusions and recommendations for that will allow the Foundation to achieve its goals. To achieve excellence within an organization, it is necessary that the Foundation has trained marketing personnel that will make sure the Foundation is known locally and nationally.

### **Relationship between Modern Languages and Marketing Plan:**

For any company, it is critical to know how to communicate with its current and potential consumers. For any company that plans to expand its economic activity outside the borders of the country of origin, it is critical to have a team of people with foreign language skills.

Languages on one hand bring cultural enrichment and on the other hand increase the development of communication skills. It is important to have a competent team of individuals, especially when the marketing strategy goes across many different countries. It requires different skills and strategies to sell a product or to offer a service in a national market versus international market.

Creating a good marketing plan is critical to promoting the service of the Foundation and getting support from companies. It is important to constantly create new alliances with new companies for the continued economic support of any Foundation. Also, any Foundation needs skilled, competent, and suitable people that will uphold the values of the Foundation.



## CHAPTER I

### 1.1 Problem Statement

Today, the European Union is facing the worst refugee crisis since the Second World War. According to data from the United Nations (UN) almost 300,000 immigrants and asylum seekers have arrived in European territory by sea. These refugees are mostly leaving from Middle East, Africa, and Asia. There are also migratory routes in the Central Mediterranean close to Libya where people are running away from poverty, war, etc. Through this route, according to the UN there are 209,457 refugees in Greece and 111,197 refugees in Italy. The Europe Union is trying to deal with this crisis and Germany and France will join force to help with the demand of people seeking asylum<sup>1</sup>.

World leaders in Italy, France, England, Germany, and **the United States** are facing a migratory crisis. These leaders have reached their population limit for providing aid to immigrants. For this reason, businessmen have started to look at ways and opportunities for Foundations to help refugees.

Foundations aim to help refugees in education and wellness by creating alliances with businesses. These alliances with businesses will result in Foundations paying less taxes to the government. There are two types of organizations-*non-profit and for-profit*. The *non-profit* organizations aim to achieve specific tasks, such as helping immigrants in the areas of wellness and education in order to help these immigrants get good jobs. The *for-profit organizations* primary goal is to make money even though it may also have specific goals aimed at helping immigrants achieve prosperity.

The *non-profit* companies are the ones that need more support. Some of these companies receive financial support from the government but that support alone is usually very minimal. There are many businessmen who help build *non-profit* organizations with the purpose of helping immigrants get the tools necessary to economically succeed in society. This is the case of "Just Bee" Foundation. This Foundation has been working with immigrant since 2008. The Foundation offers

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<sup>1</sup> YouTube. (September 2, 2015) *Refugees Problems*[Video Link:<https://www.youtube.com/watch?v=ahkmq28Xr5k>

wellness, rehabilitation, regular education, special education, and vocational training in entrepreneurship.

One of the challenging issues that the Foundation has is in the area of marketing. There is a lack of trained marketing personnel and a lack of knowledge in this subject. It is important to create new marketing strategies to attract the attention of companies and the attention of volunteers who want to participate in or support the activities and values of the Foundation. Currently “Just Bee” Foundation does not have the financial resources to establish a fund to create a Marketing Plan that would benefit the Foundation. The “Just Bee” Foundation needs to be able to advertise itself in order to get the attention of companies, institutions, universities, and other society members. With proper advertising the Foundation will become more visible and have a greater chance of getting more funding through sponsorships.

### **1.1.1 Research Question**

How can a Strategic Marketing Plan help the “Just Bee” Foundation grow and have long-term financial support from private and public companies?

## **1.2 Justification**

My goal is to create a marketing plan. With proper marketing the “Just Bee” Foundation can become more visible and gather more financial and public support to ensure the long-term success of the Foundation. This marketing plan needs to be practical. Our goal is to create a marketing plan that will address specific problems the Foundation is facing.

By creating a marketing plan, this will lead to greater external support of the Foundation. With a well-supported Foundation, I can improve the quality of resources and witness the success development of the immigrants of the Foundation.

## 1.3 Background

In the next section I am going to discuss research that has been done by other students and is relevant to my project. Three research projects were done on a national level and one project was done on an international level.

### 1.3.1 National Level

**Chávez Benítez A. & Mostacilla Zapata L. (2014). *Marketing Plan for the Carlos Pórtela Valdiri Foundation.* (undergraduated program) Santiago de Cali, Autónoma de Occidente University.**

Chávez and Mostacilla (2014) created a marketing plan for the Carlos Pórtela Valdiri Foundation, a non-profit entity. It's is to help children of cancer in Cali, Colombia. The marketing plan includes an analysis of the external and internal environments of the Foundation as well as a SWOT analysis. During their analysis, they found the following problems: limited economic resources, a lack of staff, and a lack of sponsorship (most of the sponsors are small organizations in Cali).

Chávez and Mostacilla goals for this marketing plan was to create strategies to help the Foundation to remain in existence for a long time and for the Foundation to get more sponsorships. They performed a deep study of the Foundation to find out exactly what the administrative problems are and what the market problems are.

They conclude that the Foundation completely lacks a marketing team and only one individual works for the Foundation. Chávez y Mostacilla said that it is important to have a marketing plan in order to make the Foundation more visible to society.

**Castaño Osorio C. (2013), *Strategic Plan of Marketing for Empresarios por la Educación Foundation.* (undergraduated program) Catholic University of Pereira.**

Castaño Osorio provides a strategic plan for the *Empresarios por la Educación* Foundation. This Foundation has many alliances, but it does not have much publicity. As a result, this Foundation lacks sponsorships and national recognition.

Castaño noticed several problems of the Foundation. The Foundation had no strategic direction, lacked social marketing, and was not able to determine its customers, and competitors. Castaño performed a SWOT analysis to investigate these problems. Castaño concluded that with good publicity the Foundation can be recognized nationally, it can raise more capital, and it can make new alliances with more companies. Castaño also said the Foundation can get international support in the next ten years which would increase the long-term sustainability of the Foundation.

By doing an internal and external analysis of the Foundation we can understand the SWOT of the Foundation and create strategic plans to improve the long-term effectiveness and operation of the Foundation.

**Castaño Escobar, L. & Escruceria Zambrano, D. (2011). *Marketing Plan for Sornaplas S.A. Company (undergraduate program)* Bogotá, Javeriana University.**

Castaño & Escruceria (2011) made a proposal to expand the market of the company SORNAPLAS SA, located in Pasto, Colombia. This company is dedicated to the distribution of plastic since the 1980's. Castaño & Escruceria proposed for the company to enter a new market to increase the sales of the company's plastics. The company was not selling enough product in Pasto. The new market would be in the city of Bogota, Colombia. Castano & Escruceria created a marketing plan for the company. They found that although expanding the company's market to Bogota would increase sales one of the problems in Bogota is the competitive market for plastics. However, Bogota is a much larger city than Pasto.

Castaño & Escruceria performed a SWOT analysis to understand the effects of the company moving to Bogota. Castaño & Escruceria concluded that the company needs to do more advertising to make the company more visible to the people in the city. Castano & Escruceria said that the company already has good trained personnel, adequate funding, and is operationally efficient but only lacks advertising.

The previous proposal is useful for the present project since you can make a marketing plan in which the Foundation does not need more funding and is already sustainable but simply lacks advertising.

**Aguirre Gómez F. (2008). *Design of a Strategic Marketing Plan for Empresas de Servicios Temporales “est” Based on the Diagnosis of Medium and Large Companies of the Commercial Sector. Basado en el Diagnóstico de Medianas y Grandes Empresas del Sector Comercial.* (undergraduated program) Manizales, Nacional University of Colombia.**

Aguirre created a marketing plan for the company *Empresas de Servicios Temporales “est”*. This marketing plan was created to improve the market position of the “EST” company and to capture new customers. Aguirre analyzed the strategies of why other medium and large *temporary* companies in the local sector can pay lower salaries and help people find permanent job in big companies. These medium and large *temporary* companies focus on helping people find jobs specific to each person’s skills and interests. Aguirre used exploratory and descriptive methodologies to find the problems of “Est” company. Aguirre concluded medium and large *temporary* companies have been in the market for a long time, are loyal to its clients, and are effective in finding jobs in short time for the people. Aguirre concluded that “EST” company can improve its search time for its clients by making more connections with companies.

Aguirre’s research above is pertinent for this degree project because Aguirre talks about a marketing plan for the *Empresas de Servicios Temporales “est”* that promotes good team work, building good connections with other companies, and effectively keeping its clients satisfied with the company’s services. Also, Aguirre also refers to two famous marketing researchers, Kolter and Gary, in developing his marketing plan.

### **1.3.2 International Level**

**Peña, R. (2011). *Strategic Marketing Plan for the Positioning of Tradelogistic company in Ecuador.* (Undergraduated program). Ecuador, Escuela Politécnica del Ejército; Source: <http://repositorio.espe.edu.ec/bitstream/21000/4277/1/T-ESPE-032580.pdf>**

Peña R. created a Strategic Marketing plan for the positioning of *Tradelogistic company* in Ecuador. This company is dedicated to the import and sales of electronic security systems products and services made for the prevention of damages in retail stores. The Tradelogistic company in Ecuador does not have substantial market presence due to the lack of publicity. Also, the company itself was not located in a place with other companies in the same line of business as Tradelogistic

company. As a result, consumers were not aware of the services Tradelogistic company provided and didn't know how reputable this company is.

Peña analyzed the SWOT of Tradelogistic company to find strategies that allow the company to achieve its objective of becoming a successful company with a national presence. Peña also did a market study to analyze the needs of customers and how satisfied customers were with the services provided by the company. Peña conclude that Tradelogistic company can implement discount on its products a couple times per month to attract customers and grow its business.

Pena's research is relevant to undergraduate project because Pena's study analyzes how Tradelogistic company can increase its market share by promoting the business and understanding the needs of its customers. Pena's analytical methods can be used to study how the "Just Bee" Foundation can grow its market presence.

## **1.4 Objectives**

### **1.4.1 General Objectives**

To design a strategic marketing plan for the "Just Bee" Foundation in Boston to obtain long-term economic support, attract volunteers, and increase publicity of the Foundation.

### **1.4.2 Specific Objectives**

- To identify the visibility and public awareness on a local and national level of the "Just Bee" Foundation.
- To find the key factors contributing to the lack of volunteers and lack of sponsorships.
- To design and apply a Marketing plan to help to grow the Foundation, increase the number of sponsorships, and increase public awareness of the Foundation.
- To attract volunteers to help the Foundation.

## **1.5 Theoretical Framework**

### **1.5.1 What is Marketing?**

Jerome McCarthy & William Perrault<sup>2</sup>, said marketing is being able to properly manage all activities of a company to satisfy the customers. Jerome McCarthy & William Perrault warn that services and products evolve over time and so you can not only rely on old marketing methods. You need to constantly update your marketing methods to target the evolving market. McCarthy and Perrault add that the concept of marketing has three main ideas: customer satisfaction, organization effort, and the benefit of the goal (satisfy customers).

### **1.5.2 Social Marketing**

Social marketing, according to Kotler and Zalman (1971), is the acceptance of social ideas. It is the design, implementation and control of ideas turned into a service or a product. Mushkat (1980), said that social marketing is a complex process involving the creation of a service or a product that is in the best interest of the customer.

Social marketing has had many more definitions. Sirgy, Morris and Samli (1985) said social marketing was based around social ideas for the improvement of the life quality. In 1989, Kotler and Robert said social marketing is social change what includes the design, the practice, and the acceptance of the idea or social practice of one or more target groups. Despite various meanings it is clear that social marketing is an important methodology used to reach out to members of society and make sure their needs are met.

### **1.5.3 Social Marketing Plan**

Since the beginning of the 21<sup>st</sup> century the notion of social marketing has changed. The social marketing concept was mentioned for first time by Kloter and Zaltman whom that social marketing understands the efforts to change public behavior to the behavior that society thinks is

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<sup>2</sup> U. Autónoma (May 17, 2012). *Investigations of Markets.Source*; <http://proyectofinalinvestigacion.blogspot.com/>

necessary. For Klother and Zaltman social marketing can be applied for foundations and companies rather than government organizations. Successful social marketing influences thinking habits, attitudes, and behavior.

Lacziniack, Lush & Murphy (1979) point out that marketing applies to social causes in the same way it applies to the products and services. Marketing on a social level can be applied to political campaigns, community programs, and social causes.

Kolter (1979) notes that private sector *non-profit* organizations are usually more socially responsible and orientate their activities as if they are a social service company.<sup>3</sup>

#### **1.5.4 Components of the Marketing Plan**

There are a variety of criteria for making a marketing plan. This marketing plan must be designed to fit the needs of the specific Foundation. Several authors point out that there is no exact formula or exact steps for designing a marketing plan. However, it is most important that the marketing plan is tailored to the needs of the Foundation.

Vicente Ambrosio, (2004) states the general elements of a marketing plan include the following:

- |                       |                   |               |
|-----------------------|-------------------|---------------|
| 1. Company definition | 4. Ethical values | 7. Objectives |
| 2. Analysis external  | 5. Mission        | 8. Strategies |
| 3. Stage              | 6. Vision         | 9. Goals      |

It is important to know who and what the Foundation targets and how the Foundation will achieve its mission and goals. The marketing plan must also be practical.

According to McCarthy y Perrault, the marketing plan should include the following:

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<sup>3</sup>Trout J. (s.f). *Marketing Time*. Source: <http://www.tiempodemercadeo.com/lectura-recomendada/lectura-recomendada>



- What type of marketing methods will be performed?
- How long will each of these marketing methods be performed for?
- Who is the target market?
- What are the company resources needed to carry out these marketing methods?
- What are the expected results (sales, profits, outcome) from the marketing efforts?
- The marketing plan should also include some measure of control, so that one can quickly realize if something has gone wrong and take corrective action.<sup>4</sup>

Laura Fischer y Jorge Espejo (2011), showed that a marketing plan should include the following:<sup>5</sup>

- How systematic thinking in marketing management is encouraged?
- How to best coordinate all the activities of the company?
- How to best direct the organization on the goals, policies, and strategies to be carried out?
- How to prevent and respond to surprise developments in a company?
- How executives need to adapt to changing demands in the company?

A marketing plan is important because we can devise more practical strategies for our product or service. It also gives us the ability to address our customers in a proper way, create new customers, and ensure we have loyal customers. It is important to know to whom our product is directed at. This can be defined by age, sex, etc. The marketing plan not only provides us with the most practical way of selling our product, but it also makes it easier to get to know our external and internal competitors. By understanding our competition, we can create a product or service that is unique, innovative, and new. A marketing plan is important as it allows us to engage in advertising thru media, such as the radio, television, or brochures in the parks. We can use our creativity and imagination to create this advertising.

### **1.5.5 Elements of the Marketing strategic**

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<sup>4</sup> McCarthy & PerraultI (february,2006). Source: <http://www.marketing-free.com/marketing/plan-estrategico-marketing.html>

<sup>5</sup> Fischer, L., & Espejo, J (2011).*Marketing* .Source: [zhttp://www.academia.edu/18897949/Libro\\_Mercadotecnia\\_Laura\\_Fischer\\_y\\_Jorge\\_Espejo](http://www.academia.edu/18897949/Libro_Mercadotecnia_Laura_Fischer_y_Jorge_Espejo)

Philip Kotler, an expert in the field of marketing, discusses in his famous marketing book marketing strategies that change the way we see and understand marketing in companies. (Kai Navarro,2007).

**Some of Philips strategies to increase market share are:**

- **Lower Costs:** reduce the purchase price of the product or service to draw more customers (may need to reduce costs such as personnel, communication, production, etc.)
- **Experience unique to the client or consumer:** find ways to satisfy the needs of the clients and create products or services that are innovative and different from what's already out on the market
- **Review the business model:** seek new services, products, distribution channels
- **Improve product quality:** create brand loyalty by having the best product or service and constantly work to improve the product or service
- **Focus on market niches:** Understand the needs of the target group or target market and make sure their needs are being met.<sup>6</sup>

## **1.6 Methodological Framework**

The method used, in the present investigation, was descriptive. This method consists of directly observing the performance of the worker or company at the time it performs the activities. This is an interactive method requiring the collection of information and the participation of the observer during the process. (Rodríguez, Gíl and Gracia, 1996)<sup>7</sup>

With the proposed method I observed the functions of the Foundation and I found that the foundation does health projects and has educational resources to promote social responsibility. I

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<sup>6</sup> Kai Navarro L. (January 1th, 2007) *Marketing. Philip Kotler and its marketing strategic* Source: <https://www.gestiopolis.com/philip-kotler-y-sus-estrategias-de-marketing/>

<sup>7</sup> Gregorio Rodríguez Gómez, J. G. (1996). *Qualitative research Method. Granada (España): Ediciones Aljibe.*(España): Ediciones Aljibe.

studied the foundations mission, vision, objectives, goals, and did a SWOT analysis of the internal and external factors of the foundation.

This undergraduate project is very relevant for future undergraduate projects in Modern Languages Studies and also in the business area. I create a social marketing plan to target the needs of the “**Just Bee**” Foundation and we propose solutions to address the problems the Foundation has.

### 1.6.1 Marketing Plan – Case “**JUST BEE**” FOUNDATION

#### Description of the company

<b>Company type:</b>	Social Enterprise, private non-profit
<b>Sector in which serves:</b>	Social service activities
<b>Geographic Location</b>	Boston, Massachusetts (United States)

*TABLE 1 DESCRIPTION OF THE COMPANY*

The non-profit association, “**Just Bee**” Foundation, started from covering the high population of immigrant in Boston. Many immigrants especially teenagers were walking through the streets in search for an opportunity to start a new life. However, the U.S. Government at the time failed to provide resources for these immigrants. Many of these immigrants were running away from political and economic problems in their home countries. In the US, many of these immigrants were did not have access to proper education, health care, nutrition, and there was some incidence of psychological abuse from staying in government shelters. To provide aid for these immigrants a group of businessmen created the “Just Bee” Foundation. With help from missionary personnel, these business men were able to provide the necessary help to these immigrants.

One of the foundations foremost principles is to teach the English language so that immigrants could become entrepreneurs and work in the United States. The Foundation offers programs in arts, sports, singing, and other competitive activities, etc.

**Vision:** The foundations vision is to provide solutions to the problems immigrants face in the United States. This Foundation is recognized internationally for its commitment to aiding

immigrants, providing leadership and innovative training, and carrying out its agenda in a manner that best serves immigrants in society.

**Mission:** The foundations mission is to contribute to the human development of immigrant in communities in both urban and rural areas of the United States and to satisfy the basic needs of immigrants and to give them the best resources to develop themselves into successful members of society.

**Objective:** The object of the Foundation is to provide professional and personal support with specialized programs and to motivate institutions and companies to support the socio-economic and cultural needs of immigrant. The goal is to improve the living conditions of these immigrant in Boston.

**Philosophy of the company:** The philosophy of the “Just Bee” Foundation is to provide proper care of and to protect immigrants. The Foundation aims to provide these immigrants with a better quality of life and to integrate these immigrants into society. Social philosophy is an essential part of the Foundation and it is as follows: serve not to compete and keep the quality of social services without harming the integrity of immigrant.

**Goals of the Foundation:** The Foundation aims to use economic resources and volunteers who know different languages to provide care for immigrant in the areas of education and health care. The Foundation aims to make alliances with other companies to generate educational and entrepreneurship scholarships for immigrants.

**Corporate values: The “Just Bee” Foundation highlights corporate values such as:**

- Social Responsibility
- Wellness
- Ethics
- Cooperation
- Believe in the importance of people as human beings.
- Respect for one another.
- Solidarity

- Coexistence

**Portfolio of products and/or services of the company**

<b>Social Area</b>	<ul style="list-style-type: none"> <li>• Family life and civic culture</li> <li>• Sexual and reproductive education</li> <li>• Training of community workers for family coexistence</li> <li>• Intervention and development of families</li> <li>• Promotion and protection of the rights of the population.</li> </ul>
<b>Business Area</b>	<ul style="list-style-type: none"> <li>• Social accompaniment on productive and occupational training in arts and crafts</li> <li>• Responsibility Social Business</li> </ul>
<b>Psychosocial Care</b>	<ul style="list-style-type: none"> <li>• Psychosocial care</li> </ul>

*TABLE 2, "JUST BEE" SERVICES*

**Description of product or service:** “Just Bee” Foundation designs and implements programs and projects to directly help immigrants throughout their human development process. Strategies that the Foundation employs include research, education, and participation, so that through transformative actions human beings, families, and communities are managing and promoting their own development.

**1.6.2 “JUST BEE” – Intervention Area.**

**1.6.2.1 Social Area:**

Social connections are developed through strategic partnerships and inter-agency agreements with public and private sectors of Boston. The Foundation undertakes social projects aimed at providing education, health care, and promoting the human development processes that include family life and civic culture.

- **Coexistence family and civic culture:** design of directed projects to prevent situations involving types of family violence and the promotion of a civic culture that fosters peace, democracy, and unity in Boston.

- **Sexual and reproductive education:** design of educational training projects for immigrants in issues related to sexual and reproductive health.
- **Training of community agents for family coexistence:** Design of projects that develop trained leaders and strengthen local networks of good treatment and family coexistence.
- **Intervention and development of families:**
  - ✓ Provides aid to families in vulnerable socio-economic and psychosocial situations.
  - ✓ Provides aids to families that have been forcibly displaced.
- **Promotion and protection of the rights people**
- **Projects are designed to:**
  - ✓ Provide care for the immigrants who are in danger on the streets and to prevent child labor exploitation.
  - ✓ Prevent family violence
  - ✓ Promote independence and responsibility

#### 1.6.2.2 Business area:

- Corporate social responsibility: Companies from both the public and private sector develop projects aimed to enhance the social welfare of the employee and his family and improve and strengthening the workers productivity and skill-set. We develop educational resources and provide training for the employee and their family through recreational family activities.
- We offer health and occupational therapy programs.
- We design and execute projects that generate positive social development processes. Companies with specific projects invest in improving the conditions and quality of life of those in vulnerable and at-risk communities.
- The “**Just Bee**” Foundation designs programs and projects aimed at strengthening the concept of family, social welfare, and human development through the following services:
  - ✓ Internally helping the employees
  - ✓ Organizational analysis and assessment of the employees work area.
  - ✓ Training and education in areas of human development and social welfare
  - ✓ Health and occupational therapy

- ✓ Psychological care to employees
- ✓ Design of educational, leisure and recreational programs for special events
- ✓ Design of specific projects that answers the needs of the company to give welfare to their employees
- Externally helping the families of employees and communities through:
  - ✓ guidance and family therapy
  - ✓ supporting socially acceptable programs of the company and providing guidance and legal advice
  - ✓ Creating programs in education, training, and recreational activities for families of employees
  - ✓ Creating projects to promote the social development of those in vulnerable communities
  - ✓ Designing communication tools and implementing marketing strategies

### 1.6.2.3 Psychological care

Provide services to health centers and public and private schools. This includes connecting with public and private companies, managing affiliations with Harvard health and having outpatient clinics.

- |                      |                                       |
|----------------------|---------------------------------------|
| ✓ Psychological care | ✓ Vocational orientation              |
| ✓ Family therapy     | ✓ Tent quotations of family formation |
| ✓ Legal advice       |                                       |

**Needs to satisfy: “Just Bee”** Foundation focus is the social development of low-income or displaced Boston families. The Foundation promotes a culture of coexistence based on good values, human rights, and human responsibilities. The Foundation seeks to eradicate child labor and fulfill the needs of education and social services. This is done by offering to the immigrants a variety of carefully planned educational themed activities and also allowing these individuals to have monthly check-ins with a psychologist.

Participation and communication is another one of the needs that the “Just Bee” Foundation satisfies. With proper social behaviors human beings, families, and communities can promote good human development.

Giving families and children an opportunity to voice their concerns and giving them proper infrastructure to carry out different activities that teachers planned for them is very important to their human development. Due to size and funding constraints the Foundation is currently limited to the number of immigrants that can be admitted to the establishment. The Foundation expects that every immigrants that is taken in will fully develop their human potential and be socially active in the community.

**Description of the development services for children:** The “Just Bee” Foundation seeks to eradicate child labor exploitation and offers distinct services for children:

- 1) They offer to children a series of activities tailored towards good behaviors and proper human development.
- 2) They review the children’s interests, abilities and skills, and propose various school activities (arts, culture, sports etc....) that are suitable for the child.
- 3) School reinforcement is important. Researchers have shown that child labor significantly impacts school performance. Children should not be working and should be focused on school classes especially in areas such as languages and marketing. The Foundation also provides an assessment of the child’s competencies.
- 4) Children should not think that working in early age is more rewarding than going to school. Children should understand that education is a necessity. If a child doesn’t get proper education that child may not know how to manage money or communicate clearly. Children should think that working is an acceptable substitute for skipping out on grade school. The Foundation has a psychologist to help analyze the child’s behaviors and thoughts.

**Distribution and points of sale.** The implementation of programs and projects promoted and provide some funding for the “Just Bee” Foundation in Boston.



### 1.6.3 Target market

The “Just Bee” Foundation target market is:

- Immigrants who are in need of care and want to strengthen their human development, educational and social skills
- Vulnerable families or community groups located in urban and rural areas of Boston

### 1.6.4 Strategic analysis of the product or service

#### 1.6.4.1 SWOT Analysis

The SWOT analysis is a marketing tool used to analyze the “Just Bee” Foundation. The purpose of SWOT analysis is to look at problems the Foundation is currently facing and that were not considered before and think about ways to improve the Foundation and the benefits provided to immigrants. The SWOT analysis consists of two parts: the internal part looks at the strengths and weaknesses of Foundation and which items the Foundation has some degree of control. The external part looks at the market opportunities available to the Foundation and what threats the Foundation is vulnerable to.

We have ranked from top to bottom each of the strengths, opportunities, weaknesses, and threats in order of importance to the Foundation.

<b>Strengths:</b> Staff with experience in the social field Volunteer Support School education center Rehabilitation center	<b>Opportunities:</b> Increase External Support Increase Volunteers Increase Institutional Support
<b>Weaknesses:</b> Insufficient Budget Lack of trained personnel Lack of marketing Low advertising	<b>Threats:</b> Lack of Government Support Harmful Laws Economic instability

TABLE 3, “JUST BEE” (SWOT)

**Analysis of the external factors:** The opportunities and threats make up the external factors of the Foundation.

The Foundation is having difficulty getting support from the government. However, the Foundation can get the needed support by attracting more external sponsors and volunteers. Although the threats currently outweigh the opportunities the Foundation can increase its opportunities going forward to minimize the risks of the threats.

**Analysis of the internal factors:** The strengths and weaknesses make up the internal factors of the Foundation. The biggest weakness is that the Foundation is lacking the needed budget to achieve its objectives. With an increased budget the Foundation can improve its other areas of weaknesses in marketing and in advertising by hiring experienced people to work in these fields. The Foundation has many strengths, especially in the areas of education and rehabilitation and with an increased budget the Foundation can eliminate nearly all of its weaknesses.

**Strategic position of the Foundation:** Based on the analysis of the internal and external factors of the Foundation there are many ways the Foundation can increase its opportunities and reduce its weaknesses. With an increase in budget, volunteer support, sponsorship, and trained personnel in marketing the Foundation can strategically position itself to be successful in achieving its objectives in the long run.

## CHAPTER II

### 2.1 Analysis of the Market

#### 2.1.1. Market study

It is a marketing tool that allows and facilitates the collection of data that will be processed by statistical tools. This data is used to analyze the problems or acceptance in society of a product or service. We look at factors such as the population size, geographic location, social economic level and whom the foundations services are directed to. We use primary sources such as **interviews, surveys**. We use secondary sources from the internet to serve as references. We then make our conclusions based on all the data we have obtained. We will now perform a market study on the “Just Bee” Foundation.

#### 2.1.2. Objectives of the market study

- Have a clear idea of the number of companies, sponsors and volunteers who can help and be part of the “Just Bee” Foundation
- Have a clear idea of the amount of contributions and the timeliness of these contributions from companies, sponsors, and volunteers
- Indicate what kinds of companies and volunteers are interested in supporting the Foundation

The purpose of the market study is to create a clear vision can achieve support in meeting its goals and plan accordingly for the future. The Foundation needs to have the proper resources in place to ensure that it can satisfy the needs of the immigrant.

### 2.2. Market Definition

The market is consumers and the potential consumers of the product. Markets are creations of humans. Markets evolve over time based on changing demands from consumers.

### 2.2.1. Market Types

The markets are built by what people, households, companies, and institutions demand. A company's product and the marketing actions must be systematically aimed meeting the requirements of those that create the market.

- **Total Market:** Represents all the consumers you trying to reach.
- **Potential Market:** Represents the entire size of a market for a product at a specific time.
- **Target Market:** It is made up of the potential market segments that a company selects or wants to capture.
- **Real Market:** Represents the range between the price that is asked for a product or service and the amount the consumer is willing to pay.

### 2.2.2. Market Segmentation

The principle of market segmentation is that it is not possible to study and satisfy each and every consumer in the market. For this reason, we must divide consumers into groups with common characteristics and needs to be able to study them. Market segmentation consists in creating heterogeneous market groups with at least one homogeneous characteristic. Market Segmentation offers some benefits such as:

- **Certainty of the size of the market:** By knowing the consumer groups you can calculate the size of the market, that is, the approximate number of businesses and volunteers with specific characteristics.
- **Clarity to set up action plans:** You can tailor your action plans to the target market.
- **Recognition of the consumers' activities and wishes:** The homogeneous characteristics of companies and volunteers help us to know how to meet their needs a timely and practical manner.
- **Simplicity for planning:** Planning is made easy by being able to conceptualize the homogenous activities for a particular market group.

### 2.2.3. Target Market: Macro and Micro Segmentation

The target market is a group of consumers that share common needs or characteristics that the company wants to satisfy. Macro segmentation represents the overall consumer behavior patterns, market regulation laws, social responsibilities including advertising. Micro segmentation reflects narrowly defining the target group by its unique characteristics. Micro segmentation is used to target segments of consumers with specific needs for products or services in the market.

### 2.2.3.1. Segmentation Variables

**Geographic Segmentation:** It refers to environmental factors that give rise to differences in the personality of communities. In this segmentation, we analyze variables such as: geographical units, geographical conditions, type of population, etc.

**Demographic Segmentation:** It refers to dividing the market into groups based on variables such as age, sex, family size, family life cycle, income, and occupation, degree of study, religion, race, and nationality.

**Psychographic Segmentation:** It consists of dividing the market into different groups based on the characteristics of their social class or lifestyle, or psychographic constants, such as responsibility, motivation, culture, and lifestyle, etc.

Below we show a breakdown of the market segmentation of the “Just Bee” Foundation.

<b>Geographic Segmentation</b>	
<b>Country</b>	United States
<b>City</b>	Boston
<b>Sector</b>	Northeast
<b>Area</b>	Urban
<b>Population size</b>	4,522,858 habitants
<b>Size of the business sector</b>	18,117 companies in the Metropolitan area
<b>Sample size</b>	4,529 companies
<b>Demographic Segmentation</b>	
<b>Sex</b>	Male and Female
<b>Age</b>	18 and up
<b>Occupation</b>	Managers, youth, people in general
<b>Size of the company</b>	Small, medium, large
<b>Type of organization</b>	Manufacturer, wholesaler, retailer
<b>Type of corporation</b>	Private, mixed, public
<b>Type of social object</b>	for profit, not for profit
<b>Psychographic Segmentation</b>	
<b>Social class</b>	Average/ Average High/ High
<i>Source</i>	<i>Market Study</i>

*Table N 4. Market Segmentation.*

## **2.3.Sample**

“It is called sample a part of the population to study that serves to represent”. Murria R. Spiegel (1991)  
“A sample is a collection of some elements of the population, but not all”. Levin y Rubin (1996)

To determine the size of a sample several factors must be taken into account: the type of sampling, the parameter to be estimated, the admissible sampling error, the population variance and the confidence level.

- **Parameter.** They are the measurements or data obtained about the population.
- **Statistics.** The data or measurements that are obtained on a sample and therefore an estimation of the parameters.
- **Sample error:** Estimate or standard. It is the difference between a statistic and its corresponding parameter. It is a measure of the variability of repeated sample estimates around the value of the population.
- **Confidence level:** Probability that the estimate made will adjust to reality.

### **2.3.1. Sample Calculation**

#### **Primary Information**

As a source of primary information, we administered research surveys to different companies in the city of Boston. The density of the companies corresponds to the geographical distribution of 18,117 companies in cadastral maps that cover the metropolitan area of Boston (MA). It reveals a clear concentration of productive activities in northeast Massachusetts.

The northern sector of the city is taken into account because the “Just Bee” Foundation is in that sector. 25% or 4,529 of the total MAB (metropolitan area of Boston) companies corresponds to the area in which the Foundation is located.

Estimate:

Sample Information		
<b>N=</b>	<b>Number of companies and volunteers</b>	<b>4,550.</b>
<b>P=</b>	<b>Probability of success</b>	<b>0.50</b>
<b>Q=</b>	<b>Probability of failure</b>	<b>0.50</b>
<b>Z=</b>	<b>Confidence level</b>	<b>1.96 = 95%</b>
<b>E=</b>	<b>Error</b>	<b>0.10 = 5%</b>

$$n = \frac{Z^2 * N (p*q)}{(p*q) (Z^2) + (N-1)e^2}$$

$$1) \quad n = \frac{Z^2 * N (p*q)}{(p*q) (Z^2) + (N-1) e^2}$$

$$2) \quad n = \frac{1.96^2 * 4.550 (0.50*0.50)}{(0.50*0.50) (1.96)^2 + (4.550 - 1)0.05^2}$$

$$3) \quad n = \frac{4349.82}{46.4504}$$

$$4) \quad n = 94.06604 = \mathbf{94 \text{ surveys}}$$

According to the sample calculation above we need to have 94 surveys done to validate our results.

## 2.4. Investigation Planning

The research was done in a period of two weeks. The data was collected from 84 companies in Boston and 10 foreign and local volunteers. The surveys were administered with a two-week timeline given that we had to consider variables such as delay in responding from the managers or owners or companies, logistical problems, and possible misinterpretation of questions, etc.

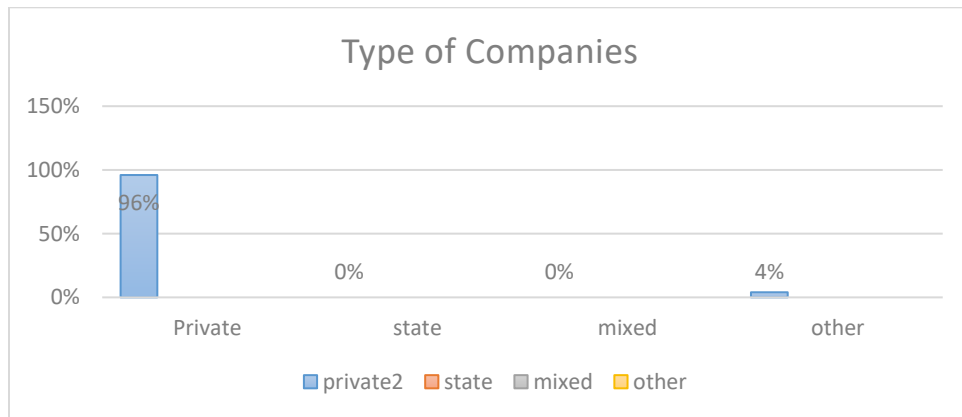
### 2.4.1. Analysis of surveys

We explain the results of the surveys through the use of graphs and tables. The survey results are grouped into two types, companies and volunteers.

2.4.2. **Business Surveys**

What type of Company do you work for?	Number	% of total
Private	81	96%
Government	-	0%
Mixed	-	0%
Other	3	4%
Total	84	100%

**Table N 5. Question 1 (Companies)**



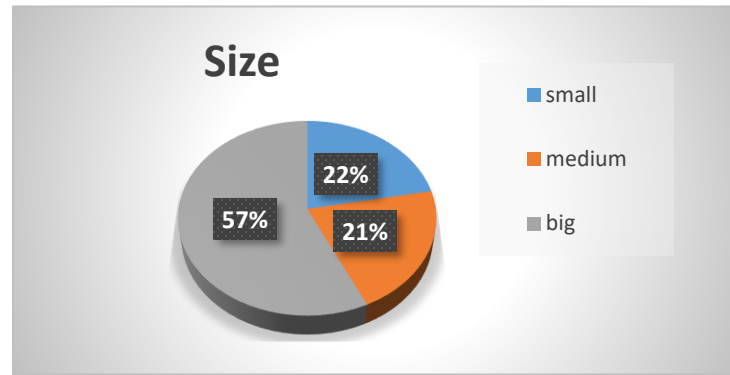
**Graphic 1. Companies types (companies)**

**Analysis:** In Graphic 1, of the 84 companies surveyed, 81 are private and 3 are other. We did not have anyone working for government or mixed.

What is the size of the company?	Number	% of total
Small	18	21.4%
Medium	48	57.1%
Big	18	21.4%
TOTAL	84	100%

**Table N 6. Question 2**





**Graphic 2** *Size of the company*

**Analysis:** As can be seen in the Graphic 2, 57.1% of the companies are medium size and 21.4% are small, and 21.4% are big. **Small** company consists of 1-50 employees, **Medium** company consists of 50 to 250 employees and **big** company is over 250 employees. This variable will be very important when making the marketing plan.

<b>Do you know what is Corporate Social Responsibility?</b>	Number	% of total
Yes	58	69.0%
No	17	20.2%
Not sure	9	10.7%
Total	84	100%

**Table N 7** *Question 3 (companies)*

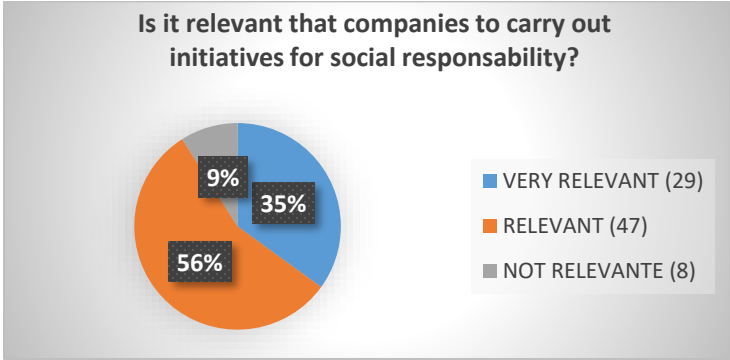


**Graphic 3** *Social Responsibility*

**Analysis:** The results obtained from Graphic 3 show that 69% of the companies understand the meaning of corporate social responsibility and 31% of the companies do not understand the meaning of or are unclear as to what is corporate social responsibility.

Is it relevant for companies to carry out initiatives for social responsibility?	Number	% of total
Very relevant	29	34.5%
Relevant	47	55.6%
No relevant	8	9.5%
Total	84	100%

**Table N 8 Question 4 (Company)**

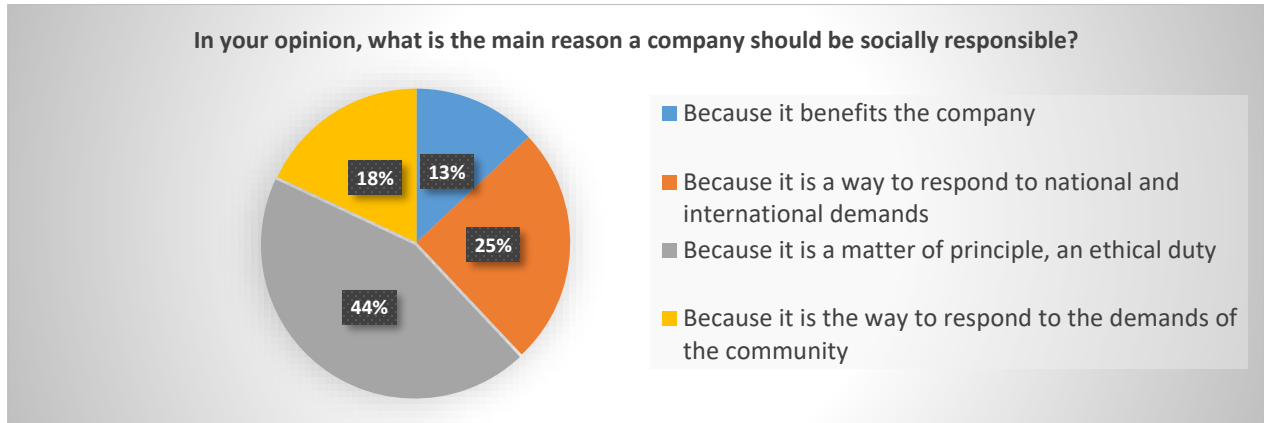


**Graphic 4 Relevance of Social responsibility**

**Analysis:** According to Graphic 4 35% of respondents agree that its very important for companies to carry out initiatives for social responsibility. ~56% of respondents agree that its relevant and only ~10% of respondents say that it’s not important for companies to carry out initiatives for social responsibility.

In your opinion, what is the main reason a Company should be socially responsible?	Number	% of total
Because it benefits the company	11	13%
Because it is a way to respond to national and international demands	21	25%
Because it is a matter of principle, it’s an ethical duty	37	44%
Because it is the way to respond to the demands of the community	15	18%
TOTAL	84	100%

**Table N 9 Question 5 (company)**



**Graphic 5 Reason for Social responsibility**

**Analysis:** The attributes considered in Graphic 5 included business benefits, international and national demands, demands of the community, and ethical duty. The preferences are listed in order of importance, being (one) the most important attribute to consider when a company is socially responsible and (four) the least important. As we can see in Graph 5, the attribute “principles and ethical duty” is the most important, being chosen by 44% of the respondents. “National and foreign demand” is the second most important, being chosen by 25% of the respondents. The third most important attribute was "Community demands" with 18% of respondents selecting this. Finally, the least important attribute is "Business benefits with only 13% of attributes selecting this.

Are you now developing your Company’s policies and/or social responsibility initiatives?	Number	% of total
Yes	38	45.2%
No	46	54.8%
I don’t know	0	0%
<b>TOTAL</b>	<b>84</b>	<b>100%</b>

**Table N 10 Question N 6 (company)**

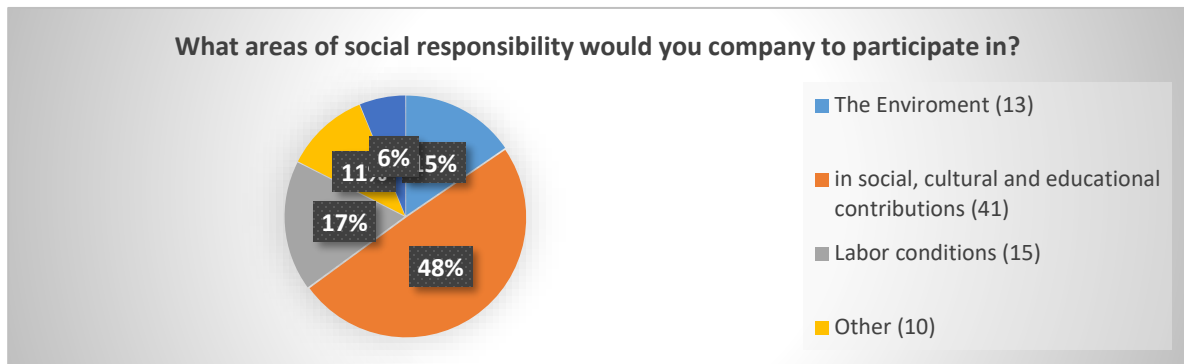


**Graphic 6 The company applies policies of Social responsibility**

**Analysis:** The results in Graph 6 show that ~55% of the companies surveyed are developing Social Responsibility initiatives and ~45% of the companies surveyed are not developing social responsibility initiatives.

What areas of social responsibility would your Company take part in?	Number	% of total
The Environment	13	15.5%
In social, cultural, and educational contributions	41	48.8%
Labor conditions	15	17.9%
Other	10	11.9%
I do not know	5	6%
TOTAL	84	100%

**Table N 11** Question 7 (*company*)

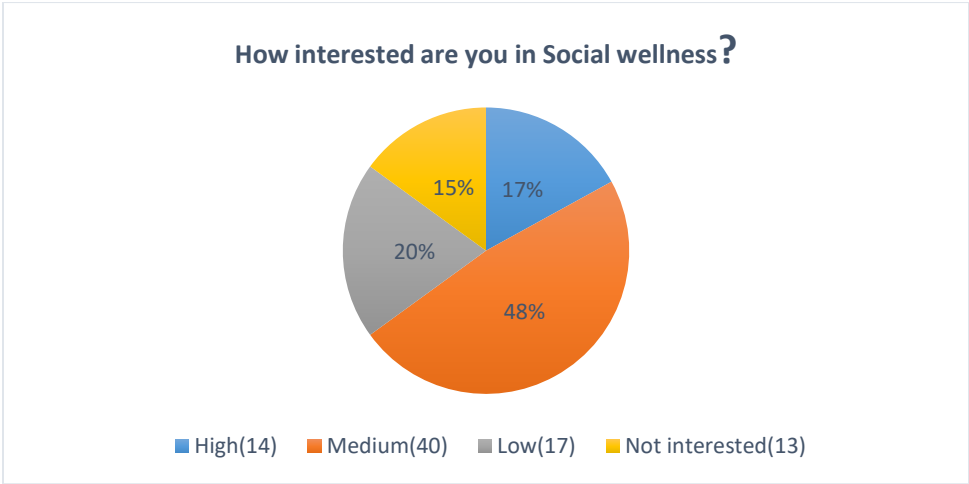


**Graphic 7** Scope of Corporate Social responsibility

**Analysis:** Graphic 7 presents the scope to which enterprises seek to play the role of Social responsibility. ~49% of companies seek to make social, cultural and educational contributions. ~18% of companies look to improve working conditions, ~12% make other types of social responsibility contributions, and ~6% of companies are not sure how they would make contributions to social responsibility.

How interested are you in Social wellness?	Number	% of total
High	14	16.7%
Medium	40	47.6%
Low	17	20.2%
Not interested	13	15%
Total	84	100%

**Table N 12** Question N 8 (*company*)

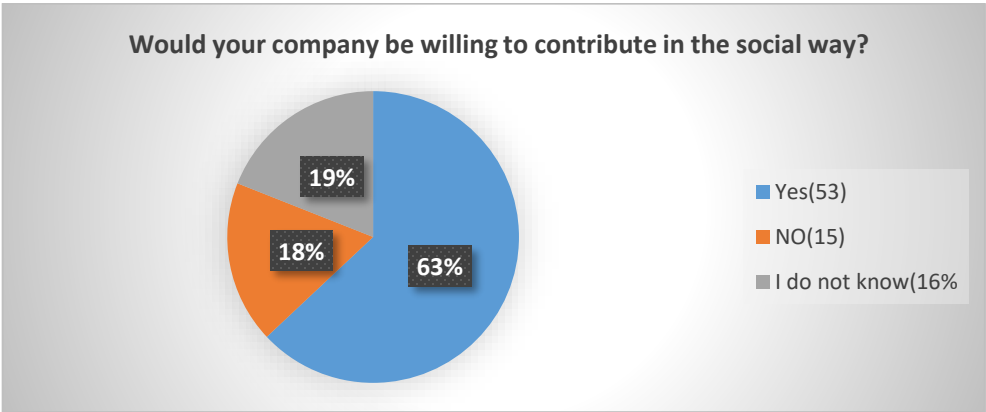


**Graphic 8** *In the company's interest in Social Wellness*

**Analysis:** Graphic 8 shows that ~48% of companies have an average interest in social welfare ~20% of companies have little interest, ~17% of companies have high interest, and 15% have no interest in social welfare.

Would your company be willing to contribute in the social way?	Number	% of total
Yes	53	63.1%
No	15	17.9%
I do not know	16	19.0%
Total	84	100%

**Table N 13** Question N 9 (*company*)

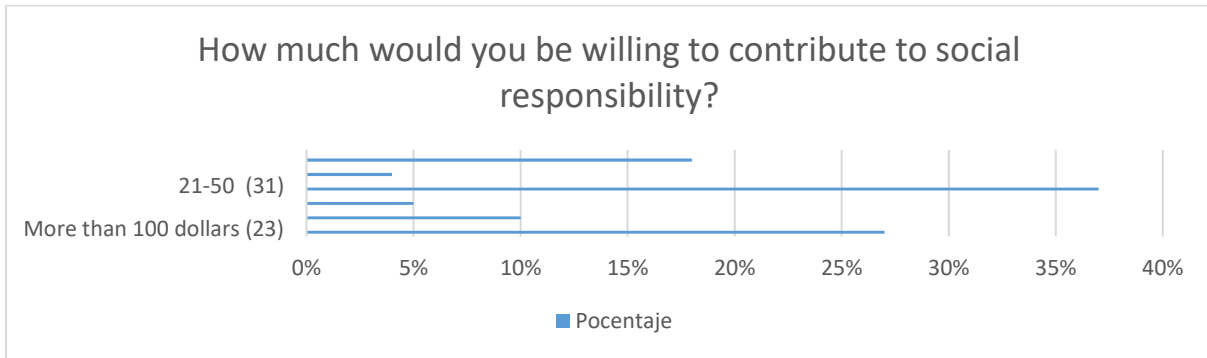


**Graphic 9** *Provision of contribution in the Social field*

**Analysis:** Graphic 9 shows that 63% of the companies are willing to contribute to the social field, 19% of companies do not know if they could contribute and 18% would not help in aspects in the social field.

How much would you be willing to contribute to social responsibility?	Number	% of total
\$0	15	17.9%
\$1-20	3	3.6%
\$21-50	31	36.9%
\$51-70	4	4.8%
\$71-99	8	9.5%
>\$100	23	27.4%
TOTAL	84	100%

**Table 14** Question N 10 (*company*)



**Graphic 10** *How much would you be willing to contribute to social responsibility*

**Analysis:** In Graphic 10 it is shown that ~27% of companies are willing to contribute more than \$100 dollars to social responsibility. ~18% of companies are not willing to contribute in any way. ~10% of companies are willing to contribute \$71 to \$99.

### 2.4.3. Volunteers Surveys

This survey is carried out with the aim of knowing the amount of money that people could or would be willing to offer to the Foundation for helping immigrants. The survey was administered to national and foreign volunteers of different ages. The following data reflect the importance of volunteers to fulfill a commitment to the "Just Bee" Foundation.

A total of 10 volunteers were surveyed. 60% of the volunteers are men and 40% are women. 70% of these volunteers are between 20 to 25 years and 30% are between 25 to 30 years. 100% of the volunteers are students. 70% of volunteers are from the American continent and 30% are from the European continent. 70% of volunteers are volunteering to fulfill social work due to ethical duty and 30% are volunteering to meet educational obligations. 60% of participants are willing to volunteer for 1 to 30 days and 40% of participants are willing to volunteer indefinitely for at least 31 days.

Regarding question N 7, 60% of volunteers indicate that if they have the economic resources they will help the Foundation. Per question N 8 the volunteers said that 50% of their contribution will be in economic resources and the other 50% contributions would be in the form of clothes, food, toys, medicines, etc. Per question number N 9 20% of volunteers said they will not be able to make any monetary contributions. 20% said can contribute in the range of \$1 -\$20, 10% are willing to contribute \$21 to \$50, 20% are willing to contribute \$51 to \$80, 10% are willing to contribute \$81 to \$99, and 20% are willing to contribute to more than \$100 per month.

#### 2.4.4. Variables:

**Analysis of demand:** demand refers to the quantity of goods or services that consumers are willing able to purchase at a specific price. The main purpose of analyzing the demand is to determine and measure what are the forces that affect the requirements of the market with respect to a good or service.<sup>8</sup>

In the case of the “Just Bee” Foundation 63% of the companies surveyed are willing to contribute in the social field. Therefore, the Foundation needs to create methods to capture the attention of these companies. Note that 60% of the surveyed volunteers said they are willing to contribute their knowledge about marketing and languages to the Foundation.

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<sup>8</sup>Urbina,B (2014). *Evaluation of proyects* [fourth edition].Source:  
de<https://ianemartinez.files.wordpress.com/2012/09/evaluacion-de-proyectos-gabriel-baca-urbina-corregido.pdf>

**Offer Analysis:** The offer is the quantity of goods and services that are in the market at a certain price. The offer of the Foundation to the companies is the company participation in a sporting event, creating a socially responsible corporate image, and receiving a charitable donation to the “Just Bee” Foundation.

## CHAPTER III

### 3.1. Four strategies proposed to the Foundation

- **Create a sports event:** This strategy fulfills the function of establishing the day, time and date of the event, setting up a schedule, including the duration of the event, the place the event is to be held, delegating obligations, and establishing special commissions, etc., for the achievement of the athletic race. This event is to be planned carefully to attract executive management from companies. The sports event would increase visibility for the Foundation and attract the attention of nearby companies.
- **Public Relations:** Public relations is very important with respect to how? when? and with whom? the relevant, appropriate and precise event details will be published. It must be clear as to what type of publicity the companies that participate in the event will receive.
- **Direct marketing:** Direct Marketing is executed by setting up personal contact with owners, executives, and managers to persuade each company to participate in the event to be carried out.
- **Advertising in general:** Advertising is a way to reach the main and general focus, that is why advertising is essential for attracting the segment and capture the estimated number of participants to achieve the goal. Advertising would take place through flyers, media, etc.



### 3.2.Action Plan

The action plan shows the proposed activities, the individuals responsible for carrying out each activity, and the estimated timeline for the activity. This action plan allows for proper execution and control of each activity.

**Four proposed types of activities**  
**Table N 15 Action Plan N 1**

Action Plan N 1			
		<i>Sport Event</i>	
	Strategy:	<i>Athletic Race</i>	
N	Activity	Responsible Individuals	Time
1	Business athletic race schedule	Board of Directors and Executive Management	1 month
2	Place to perform the athletic race	Board of Directors and Executive Management	1 month
3	Establish special commissions	Board of Directors and Executive Management	1 month
4	Delegate obligations	Board of Directors and Executive Management	1 month

**Table N 16 Action Plan N 2**

Action Plan N 2			
		<i>Sport Event</i>	
	Strategy:	Public relations	
N	Activity	Responsible Individuals	Time
1	Manage sports support	Board of Directors	2 months
2	Agreements with companies	Executive Direction	2 months
3	Management with the Boston City Hall	Board of Directors and Executive Management	3 months
4	Management with Teleboston TV	Executive Direction	1 month 15 days

**Table N 17 Action Plan N 3**

Action Plan N 3			
		Sport Event	
	Strategy:	Direct Marketing	
N	Activity	Responsible Individuals	Time
1	Persuade business participation	Board of Directors and Executive Management	2 months
2	Develop and consolidate the relationship with customers (companies)	Executive Direction / Administrative Assistant	2 months
3	Maintenance of the database	Administrative assistant	Constant
4	Communication via internet	Administrative assistant	Constant

**Table N 18 Action Plan N 4**

Action Plan N 4			
		Sport Event	

	Strategy:	Publicity	
N	Activity	Responsible Individuals	Time
1	Advertising on TV shows	Executive Direction / Teleboston	2 months
2	Communication through the Internet	Board of Directors	2 months
3	Advertising Commission	Election of the Board of Directors	2 months
4	Training of spokespersons	All members of the (FJB)	2 months

### Collaborative institutions and companies:

- **Teleboston (media):** A means of television communication such as Teleboston since it has a high viewing rating. This would be an opportunity to attract a large number of competitors to participate in athletic race.
- **City Hall:** The City Hall of Boston fulfills the need to have the athletic race in the well-known main roads of the capital. For this, a permit from the city must be obtained in advance for the event.
- **Safety:** The local police must ensure the safety of athletes and the general public. Also, the Red Cross of Boston should be present to provide aid for accidents or any health problems race participants may endure.
- **Volunteers:** Assistance from college students can help provide logistic support for the event.
- **Participation appreciation gifts:** Some companies can be asked to contribute products or snacks as a reward for participating in the event.

### 3.3. Proposed Marketing Mix

The Marketing Plan for the “Just Bee” Foundation, proposes specific strategies that combine various marketing instruments: service, place, price, promotion, and advertising. One of the purposes of formulating a marketing strategy is for the Foundation to effectively use marketing instruments.

**Service:** According to Kotler and Armstrong, a service is: "any activity or benefit that a party can offer to another and that is basically intangible because they do not obtain a result or ownership of something"<sup>9</sup>. The Foundation now offers social services to immigrant in areas such as:

- School support
- Living place
- Food
- Rehabilitation
- Clothes
- Health

This marketing plan seeks to raise money, sponsorship, and alliances. The idea is to have an athletic race that brings together companies to collaborate to the social field. The “Just Bee” Foundation needs to illustrate its mission to these companies in order to get participation support for the athletic race. The social vision of the Foundation needs to be made clear to companies.

The race will be planned with the following requirements. There will be registration at strategic points (FJB, and Teleboston TV), a school bag for participants who want to carry something extra during the race, corresponding numbers for each participant, hydration services every two kilometers, and support from the Red Cross and local police to ensure the safety of the participants of the event and the general public.

All the race requirements mentioned above are geared towards satisfying the needs of the race participants, Foundation, and public. The race track will feature 10 kilometers to compete in a flat area. Also participants will have the option to cancel their registration given a two month advance notice.

- **Place:** The race will start at Wellesley College in Boston and will end at Copley Square. The length of the race is approximately 20 miles.
- **Price:** The price per participant to register to the athletic race is \$5 dollars. Registrations can be made at the “Just Bee” Foundation and Teleboston TV. This price is a little lower than other races that are regularly held in Boston, Marathon.
- **Promotion:** The promotion offered to each participant at the time of the registration is a distinctive t-shirt with the words “Just Bee” Foundation and a race bib number.

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<sup>9</sup> KOTLER Y ARMSTRONG, (2008). *Fundamentals of Marketing* , (8 ed.), Mexico, editorial Pearson.

### **3.4. Marketing Plan**

#### **3.4.1. Proposal**

The “Just Bee” Foundation does not have any marketing strategies in place. We are going to develop a social marketing plan for the Foundation. An athletic race will be held to raise publicity and financial resources for the Foundation. A marketing plan with the support from the board of directors address how to satisfy the needs of the Foundation.

#### **3.4.2. Proposal Objectives**

##### **3.4.2.1. General Objective**

Design a Social Marketing plan based around the creation of a sports events such as corporate athletic race. The race is intended to generate company alliances and resources for the “Just Bee” Foundation.

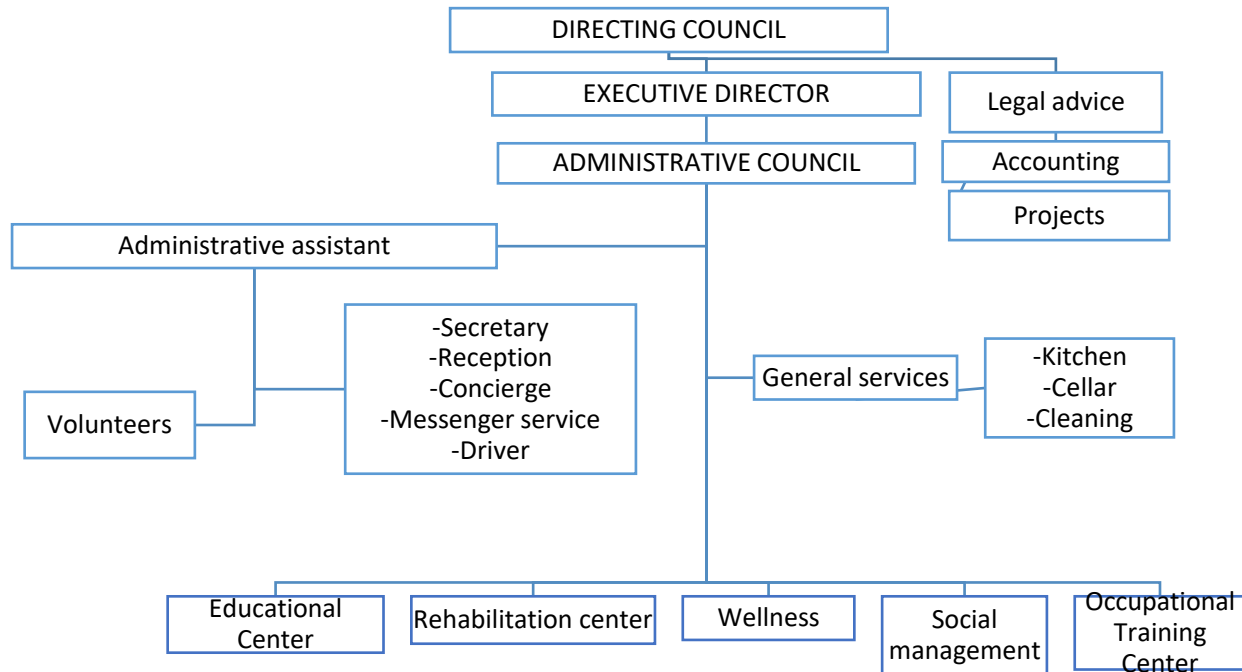
##### **3.4.2.2. Specific objectives**

- ✓ Establish Marketing strategies which are based on the Foundations mission and event requirements.
- ✓ Stay in good communication with customers
- ✓ Obtain economic resources and designate responsibilities for each strategy.

#### **3.4.3. Current strategy of “Just Bee” Foundation**

The Foundation currently does not have any strategy since all the resources they have had so far have been from its own founders (businessmen). This includes the supply of food, clothing, health equipment, and education. All these resources are limited. For this reason, the foundation is seeking help to achieve its goals.

Table N 19. ORGANIZATION STRUCTURE OF THE “JUST BEE” FOUNDATION



### 3.5. Marketing Strategies

The marketing strategy is a type of strategy that each business unit undertakes to achieve its objectives: 1) the selection of the target market to which it wishes to reach, 2) defining the target clients 3) understanding the marketing mix (product, place, price and promotion) that is intended to satisfy the needs or desires of the target market and 4) determining of the types and amount of marketing expenses.<sup>10</sup>

<sup>10</sup> Ferrell, O.C., y Hartline, M. (2006). Marketing Strategic (3a ed.). Mexico.

## CAPITULO IV

### 4.1.Financial Analysis

#### 4.1.1. Investment analysis of the event

The sports event to be held is an athletic race with an estimated 1,000 participants. The participants will be owners, managers, employees and people from the general public. All revenues that are collected are to be put toward expenses of the “Just Bee” Foundation.

The sport event requires the financial help of other companies for the “Just Bee” Foundation to be able to carry out this event.

#### 4.1.2. Budget

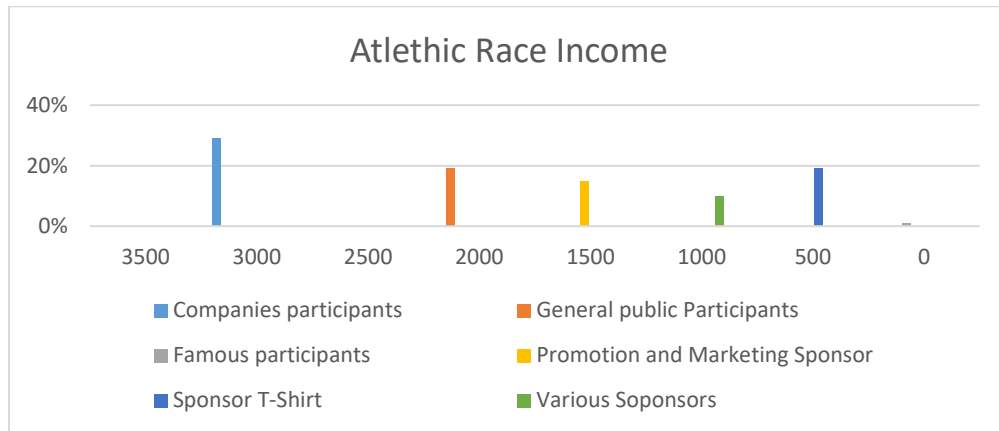
The budget is reflected in the income and expenses of the athletic race in which everything related to the competition is detailed below in table N 21.

#### 4.1.3. Income

The income thru registrations and sponsorships is used to finance part of the event expenses. In the following table, we establish the expenses that are inside the event

<b>BUSINESS ATHLETIC RACE “JUST BEE” FOUNDATION</b>				
<b>INCOME</b>				
<b>Registration of Participants and Sponsors</b>	<b>Number participants/products</b>	<b>Price (in \$)</b>	<b>Subtotal (in \$)</b>	<b>Total (in \$)</b>
Business participants	600	5	3000	3000
Public Participants in General	390	5	1950	1950
Famous participants	10	5	50	50
Promotion and Marketing Sponsor				1500
Sporting goods	1000	1	1000	
Commemorative Medalls	1000	0.5	500	
Sponsor T-Shirts	1000	2	2000	2000
Others Sponsor	10	100	1000	1000
Total Income				9500

**Graphic 11 Income**



**Analysis:** Graphic 11 shows the highest sources of income is from company participation thru registrations and the sale of sponsorship T-shirts.

**4.1.4. Expenses**

It is important not to underestimate the expenses of the event. Below are the projected event expenses.

**TABLE N 20 / Expenses**

BUSINESS ATHLETIC RACE "JUST BEE" FOUNDATION				
EXPENSES				
Registration of Participants	Number	Price (in \$)	Subtotal (in \$)	Total (in \$)
Mobilization	30	3	90	90
Wages and salaries	7	20	140	140
Promotion / Marketing Expenses				4000
Official T-Shirt	1000	2	2000	
Sports event case	1000	0,3	300	
Promotional products	1000	0,7	700	
Commemorative Medal	1000	0,5	500	
dorsal official	1000	0,5	500	
City Hall Payments	3	300	900	900
Frills	2000	0,05	100	100
Snacks	30	1,5	45	45
Audio	1	60	60	60
Other Expenses	1	50	50	50
<b>Total Expenses</b>				<b>5385</b>

**GRAPHIC 12 Expenses**



**Analysis:** As you can see in Graphic 12 the marketing expenses for the event is the biggest expenses and the City Hall expense is the second biggest. All other expenses are relatively insignificant.

#### 4.2.Event Budget

##### General Budget

The overall event budget of the "Athletic Race" gives us an idea of how much money we can raise for the "Just Bee" Foundation.

##### Budgets Income and Expenses

**TABLE N 21/ BUSINESS ATHLETIC RACE BUDGET**

	BUSINESS ATHLETIC RACE BUDGET		
<b>INCOME</b>		<b>EXPENSES</b>	
		<b>Participant Registration</b>	
Registration of participants and Sponsors	<b>3000</b>	<b>Mobilization</b>	<b>90</b>
Public participant in general	<b>1950</b>	Wages and salaries	<b>140</b>
Famous participants	<b>50</b>	Promotion / marketing expenses	<b>4000</b>
Promotion and marketing sponsor	<b>1500</b>	City Hall payments	<b>900</b>
T- Shirts sponsor	<b>2000</b>	Frills	<b>100</b>
Sponsor Various	<b>1000</b>	Snacks	<b>45</b>
Business participants	<b>3000</b>	Audio	<b>60</b>
<b>TOTAL INCOME</b>	<b>9500</b>	Various expenses	<b>50</b>
		<b>TOTAL EXPENSES</b>	<b>5385</b>
		<b>NET INCOME</b>	<b>4115</b>



**Analysis:** Total estimated income for the athletic race event to be held in 2017 is \$9,500 dollars and Total expenses is \$5,385 dollars. The resulting net income of \$4,115 dollars is the amount that can be put towards the “Just Bee” Foundation.

### **Destination of Money**

The money that is raised from this event will be provided to the “Just Bee” Foundation and be used towards developing a marketing plan to make the Foundation more visible and operational for the long-term.

## **CONCLUSION**

In this undergraduate project I designed a strategic marketing plan to obtain long-term economic support, attract volunteers, and increase publicity for the "Just Bee" Foundation in Boston. Thanks to this strategic marketing plan I obtained statistics that show that other foundations and the general public want to help immigrant children and are willing to provide great economic support to the “Just Bee” Foundation. The statistics also show that there is a large population of volunteers that want to join “Just Bee” Foundation and this will help with the lack of personnel in the Foundation. The key factor that contributed to the lack of volunteers and lack of sponsorships of the "Just Bee" Foundation is the U.S. Government failed to provide resources to the Foundation. As a result the Foundation did not have enough money to advertise sufficiently for volunteers and sponsorships. Thanks to the marketing plan and the proposed athletic race the “Just Bee” Foundation will be able to generate enough money to continue operations for the long term.

One of the limitations of the marketing plan I developed was the lack of responsive communication from the founders of the "Just Bee" foundation. Many of the people from the Foundation were only employed for a short time and didn't understand the history or different functions of the foundation. For example, it was a challenge getting information on exactly how the foundation works with the immigrant children, what level of supervision the children are provided, and what languages the staff speak to the immigrants.

Due to time limitations I was not able to do a thorough investigation into why the US government did not support the foundation until 2017. However, this was not an impediment to the development of a strategic marketing plan for the “Just Bee” Foundation.

## **RECOMMENDATIONS**

I recommend creating a marketing plan because it helps to understand the general objectives of a company and manage and fulfill the vision of a company. A good marketing plan has the power to unite and foster teamwork. It serves as a template for long term actionable plan for the company. Finally, a marketing plan helps prevent possible errors and also helps us to resolve errors in an agile and effective way. There are many factors that one must have in mind to create a good marketing plan. Some of these important factors are an analysis of the service or product that you want to offer, a study of the intended audience for the service or product, and an understanding of the supply and demand for the service or product you have to offer. These factors are very important because it will help you to differentiate your product or service in the market and help you to understand if your product or service will be successful.

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## APPENDIX



Viviana Lozano Tovar  
Modern Languages Student

Name:  
Country:

Company

The present survey aims to find out the impact that companies have on Social Responsibility. This is why I request your valuable and sincere collaboration.

**1.** What type of company do you work for?

- Private
- state
- mixed
- Other

**2.** What is the size of the company?

- Small
- medium
- Big

**3.** Do you know about Corporate Social Responsibility?

- Yes
- no
- I do not know

**4.** Is it relevant that companies to carry out initiatives for social responsibility?

- Very relevant
- Relevant
- Not relevant

**5.** In your opinion, what is the main reason a company should be socially responsible?

- Because it benefits the company
- Because it is a way to respond to national and international demands
- Because it is a matter of principle, an ethical duty.
- Because it is the way to respond to the demands of the community

**6.** Are you currently developing your company's policies and / or social responsibility initiatives?

- Yes
- No
- I do not know

**7.** What areas of social responsibility would you like your company to participate in?

- the Environment
- in Social, cultural, and educational contributions
- Labor conditions
- Other
- I do not know

**8.** How interested are you in Social wellness?

- High
- Medium
- Low
- not interested

**9.** Would your company be willing to contribute in the social way?

- Yes
- No
- I do not know

**10.** How much would you be willing to contribute to social responsibility

- 0
- 1-20
- 21-50

- 51-70
- 71-99
- More than 100

### **Volunteers**

This survey has as objective to know the incidence that the Volunteers have towards Social Responsibility. For this reason I request your valuable and sincere collaboration.

The objective of this survey is to find out how the volunteers feel about Social Responsibility.

#### **1. Type of Gender?**

- Male
- Female

#### **2. How old are you?**

- Between 14 and 18
- Between 19 and 25
- Between 26 and 30
- Over 31

#### **3. What is your occupation?**

- Student
- Self Employed
- Employed
- Other

#### **4. where are you from?**

- Africa
- USA
- Hong Kong

#### **5. Why do you volunteer for the Foundation?**

- My own Will
- Educational Obligation
- Labor Obligation

Other

**6. How often Could you volunteer at the JUST BEE Foundation?**

1-30 days

31-60 days

61-90 days

More than 91 days

**7. In the future, would you like to help to the JUST BEE Foundation?**

yes

no

maybe

**8. What kind of resources could you provide?**

Adonation

Technological

Labor

Other

**9. How much would you be willing to contribute to the JUST BEE Foundation per month?**

1-20

21-50

51-80

81-99

More than 100