

# Skateland

Northridge Skateland has experienced a decline in birthday party revenues over the past two years. Precision Consulting Group has created a marketing plan to boost revenue and track the plan's effectiveness. Methodologies used include industry research, SWOT and competitor analyses. To boost revenue, Skateland needs to focus on providing more party package options for its customers. Precision Consulting recommends that Skateland reach out to its target market of tweens through a combination of partnerships, community events and word of mouth advertising. Skateland should create theme based parties to personalize the birthday party experience for kids and family members. The team believes that Skateland could benefit greatly from hiring talent from Cal-State Northridge (interns) to drive the marketing efforts on a continual basis. The details of the recommendations are set forth in this marketing plan.

## **Project Description**

### Marketing Strategy

Develop a marketing strategy for a Los Angeles area skating rink to increase special event / birthday party revenues in a highly competitive environment during an economic downturn.

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