

# S. A. V. E. MARKET STRATEGY



S

## Solution

- Coffee
- Baked Goods
- Merchandise
- Artwork by artists in our shop
- Educational art workshops

A

## Access

- Using social media, mainly Instagram to give guests visual updates.
- A company blog to give more details of changes and new events.
- Participating in local events and setting up a booth to create a better community relationship.

V

## Value

- Cost-based pricing by giving an excellent workshop experience and showcasing that their purchase goes back to continuing our mission.
- The goal is to make enough revenue to keep the Non-Profit operating.

E

## Education

- By displaying and selling paintings done by artists in the studios, customers will see what their money is heading towards.
- By having activities for all ages customers of all demographics find Bean Artistic as a place to be able to express themselves and have fun.



# Avatar: Ideal Guest

## Goals And Values

- Goals: To become a Beloved Artist after Graduating College
- Values: Freedom of Expression, Diversity and Inclusion

## Challenges and Pain-Points

- Challenges: School Burnout, financial challenges
- Pain Points: Studying at a PWI

## Demographics

- Occupation: Part-Time Employee at Hobby Lobby, Full-Time Student
- Income: \$ 20,000 Annual Income
- Education: Working Towards Bachelors

## Objections and Role in Purchase Process

- Objections: Tight Student Budget
- Role: Student using studio space and purchasing Coffee, food or supplies

- Age: 21
- Gender: Female
- Marital Status: Single
- Location: Boone, NC



# Avatar: Ideal Beneficiary

## Goals And Values

- Goals: Better future for children and increase net worth
- Values: Freedom of Expression

## Challenges and Pain-Points

- Challenges: Lack of free time due to job
- Pain Points: Children have grown up, Husband works a lot

## Demographics

- Occupation: Entrepreneur/Business Owner
- Income: \$ 120,000 Annual Income
- Education: Masters Degree

- Age: 50
- Gender: Female
- Marital Status: Married
- # of Kids: 3
- Location: Boone, NC

## Objections and Role in Purchase Process

- Objections: Picky about charities.
- Role: Donates money to the studio portion and to keep shop running, advises BOD

