

The second change to be proposed is promotional data and advertising being shared across the towns in which the business may not receive as many orders. If we look at the data of the orders received by town, we can see that this change definitely needs to happen. We can see in the chart that Harlow has the most orders (20), as the business is based in Harlow, so therefore promotion will be less important as we can rely on the locality of the bakery, and therefore people can walk in, and word of mouth is shared due to the store being where it is. However, in the surrounding areas, we can see the drastic changes need to be made, with the next highest being in Sawbridgeworth (8), then Waltham Abbey (4), and Epping (2). The worst part of this data, however, is that there are four areas with zero orders, those being Bishop's Stortford, Ware, Hertford and Loughton.

Therefore, the main priority would be to advertise in the areas with the least amount of orders, (Bishop's Stortford, Ware, Hertford, Epping and Loughton), in order to help the business grow as a result. This change would be described as a tactical change, as this change may directly impact our long-term goals if we make the correct changes, and we will achieve those goals successfully.

I believe that for the advertising to be successful, we need to advertise where the majority of people will see the promotional messages, so I believe that the Bakery should advertise on social media platforms within the areas as stated above on platforms such as Instagram and Facebook. By defining certain areas within the advertising campaign, it will ensure that people in those areas will at least be informed of the Bakery and know where it is, whereas if there was no advertising at all, the people in those areas may still not know about the bakery. Also, by advertising in these areas it will heavily contribute towards the long term goals that the bakery has such as growth and expansion, as if we have a growing customer base in these areas, it will ensure that orders/sales grow more and more in these areas, leading to better word of mouth, causing more sales. By having this level of growth, it means that the bakery will be able to expand their operations further, to expand their premises, or a step further open another store, to then grow further in Hertfordshire, it would be great for the Bakery to expand further due to initiative being taken by looking at what areas they not be as popular in, and by changing this, it would help the business to develop as a whole.