



*"A Cooler Hawaii with Cool Roof Hawaii"*

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# Marketing Plan

*Created by*  
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## I. Executive Summary

Cool Roof Hawaii is a locally owned roofing and waterproofing contractor that focuses on roofing treatments that cool down the interior of buildings. Cool roofing is an industry term used for roofs that reflect heat from the sun. Families owning homes with cool roofs enjoy a cooler home and lower electricity bill. Cool Roof Hawaii also offers traditional roofing, waterproofing, skylights, and solar fans services.

Mr. Kevin McCallum is the founder and owner of Cool Roof Hawaii and he started the company in 2007. Though the company is still young, Mr. McCallum has many years of experience in the roofing and waterproofing industry. Currently located in the Hawaii Self Storage that is across from the Public Storage on 2909 Waianae Avenue, Honolulu, HI. 4Life Marketers has decided to focus on increasing revenue from residential cool roofing contracts. Our target market is local homeowners, 30 years or older and who have an annual household income of at least \$75,000 or above.

The basic marketing problem of Cool Roof Hawaii is: **How can we increase customer awareness of Cool Roof Hawaii and its top tier services, thereby increase sales?** Consequently, Cool Roof Hawaii's marketing objectives are to: 1) Increase monthly residential contracts by 25% to 50%, from 8 residential clients to 10-12 residential clients, 2) Increase awareness of Cool Roof Hawaii as a quality roofing contractor, and 3) Promote cool roofing through Cool Roof Hawaii as an accessible, affordable, and greener way to keep the heat and leaks out.

Working with management, 4Life has developed the following marketing strategies: 1) Supporting the community by cool roofing a charitable organization's building, 2) Create discounts like Cool Neighbor Discount to promote opportunities for

new customers, 3) Promote cool roof by sponsoring the UH girls volleyball team, 4) Utilizing mass media and social media to promote Cool Roof Hawaii , and 5) Use promotional techniques such as radio ad, magazine ad, direct mail out and the use of a new slogan.

## **II. Marketing Research Analysis**

### **A. Marketing Environment**

#### *i. Demographics*

Based on the data collected from the surveys given to the public, it has revealed a wide range of demographics. The gender of the survey takers consist of 56% male as to 44% female. There is a wide age range in which 9% are younger than 18, 32% between 18-30, 21% between 31-45, 26% between 46-60, and 12% are 60 or over. The survey also revealed Asian make up 56% followed by Caucasians at 19%, Pacific Islander at 13%, African-Americans at 7%, Hispanic at 4%. Survey takers were also asked where they lived in which 46% reported that they came from Central Oahu, 16% from Downtown Honolulu, 16% from Leeward Oahu, 11% East Oahu, 5% Windward Oahu, and 3% North Shore. Their household income came out to be 9% at \$50000 or under, 23% at \$50001 to \$75000, 35% at 75001 to \$100000, 15% at \$100001 to \$125000, and 14% at \$125001 or higher.

Although the data collected was detailed and clear, the results also include non-home owners which would not be useful to this marketing plan. However, through reorganization and restructuring of the results, we could safely conclude that demographics of cool roofing consist of majorly males, age 30 and above, all ethnicity,

middle class and higher, and have an annual household income of at least \$75,000 or more.

*ii. Economic Environment*

Many economic experts now believe that the nation is truly out of the recession and on the road to recovery. There seems to be many indicators in which economic experts would agree that supports this claim. United States GDP has seen a 1.8% increase in 2011 as the consensus forecast predicts a 2.1% growth in 2012. (MPR News, 2012) With this, Hawaii's GDP has also shown an increase of 1.4% in 2011, in 2012 this number is expected to grow to a 1.7%. With United States unemployment rate hitting its lowest in three years, dropping to 8.3% (1.8 million), most of the increase in jobs are forecasted to be in education, food, and hospitality services sector. (Hawaii Island Edition, 2011) State department of labor and industrial relations predict that construction companies will recover from the 2008 recession. (Hawaii Department of Business, 2012)

In 2011 many events affected Hawaii's tourism industry, the industry which drives the economy in Hawaii. One of these events was the great Tohoku earthquake and its aftermath (tsunami and nuclear) that struck Japan. This devastating event led to a decline of 1.18 million visits from Japan although this market is now returning to the islands. Even with this negative event, the islands still managed to welcome 7,284,069 visitors last year. Biggest gains in arrivals come from countries like China, Canada, South Korea, Australia, and New Zealand. Visitor spending in December also reached a monthly record of \$1.3 billion, pushing the years total to \$12.85 billion, which is tad short of the year total before the recession. (Pacific Business News, 2011) Every major island is now seeing a healthy growth economically. This affects Cool Roof Hawaii

because if tourism goes down, the whole Hawaii economy goes down and people will be less willing to invest in cool roof or buy big purchases in general. (CBS News, 2012)

**iii. Natural Environment**

The Cool Roof Hawaii office and storage for supplies and tools is located on 2909 Waianae Avenue, Honolulu, HI. It is situated inside of the Hawaii Self Storage located on this street, which is located across from the Public Storage. The office space is a total of 690 square feet, and the three storage units 331 square feet. This does not include the free parking that they use for their company vehicles. (*Refer to Appendix D figures 3-7*)

The company pays \$2,700 monthly for the lease of the location it currently is using. This allows flexibility for the company to add or drop more property when needed. Cool Roof Hawaii has looked at many cheaper and bigger locations to lease, but the current location allows convenience and efficiency for the company and its workers.

**iv. Technological Environment**

Cool Roof Hawaii is still a rather new company so it and its employees engage in newer technological and innovative ways to create awareness for the company and manage the company. Since Cool Roof Hawaii is a roofing company many construction tools such as drills, hammers, and etcetera are used to finish restoration or installation job(s). A pressure washer are used to power wash the surface of the roof and rollers or spraying machine and pump system are used to apply the cool roof coating onto the power washed surface. (*Refer to Appendix D for tools*)

Employee safety is also a big part of Cool Roof Hawaii as the owner says "we all want to be able to go home at the end of the day", so Cool Roof Hawaii purchases up to standard safety equipment such as construction hats, safety vests, safety glasses, anchors,

harness, safety ladders, etcetera which help to prevent major and minor injuries at the job site. *(Refer to Appendix D for safety equipment)*

Vehicles are an important part of the company as transportation of workers, tools, and materials is needed when working on a job for clients. When estimates are being made the company's Mini is used with a contractible ladder in the back seat. Cool Roof Hawaii also owns a total of four company trucks for the on-site workers, two Toyota Tacoma's and two Chevy trucks. *(Refer to Appendix D for Mini and Trucks)*

The office location includes many technologies that are needed for keeping it more organized and efficient. The more technological tools that Cool Roof Hawaii uses are Apple Macs, all in one printer, calculators, and smart phones.

**v. *Political Environment***

As a business that is part of the construction industry, Cool Roof Hawaii has all the licenses and certification needed for cool roofing, roofing, waterproofing, solar fan installation, and skylight installation. The main license of Cool Roof Hawaii is License C-28824 and their credibility is approved by BIA-Hawaii, Roofing Contractor Association of Hawaii, Better Business Bureau (received an A), Cool Roof Rating Council, and First Gold Rated LEED contractor in Hawaii. *(Refer to Appendix D for certifications)* Cool Roof Hawaii was also featured in the *Green Magazine Hawaii* and *Hawaii Business News*.

Cool Roof Hawaii also follows all safety regulations set by the Occupational Safety & Health Administration to make sure its employees are safer in their work environment. (OSHA, 2011) Workers are paid to go to yearly training sessions to remind them of safety procedures that need to be followed. Monthly safety meetings are held to



remind employees the importance of safety especially when working on a job site. All employees' are covered with health insurance and dental insurance.

One problematic political environment is construction regulations set by housing complexes such as Mililani. Mililani is a middle class area but has many regulations on roofs and construction. The rules were set by associations such as the Mililani Town Association affects Cool Roof Hawaii. It may discourage the purchasing of specific services such as cool roofing due to the strict regulations in color, size, and design of the houses in the area. (Mililani Town Association, 2011)

## **B. Consumer Market Analysis**

### *i. Cultural Factors*

Hawaii is considered one of the states with the most ethnic diversity. There are many different types of ethnic backgrounds from all around the world. According to our survey conducted, 56% were Asian, 19% were Caucasian/White, 13% chose Pacific Islander, 7% were African American, and 4% were Hispanic as their primary ethnicity. This creates a broad market with a mix of many different types of cultural differences. With a 56% Asian market, we could expect more traditional conservative values which could drive the Asian market to stay with the traditional and other basic roofing as opposed to cool roofing. Our second largest consumer market is Caucasian standing at 19% largely due to the huge Hawaii military presence, making the military and military housing a large potential market.

### *ii. Social Factors*

According to the survey, 54% of respondents are home owners. Owning a home is not a simple task to accomplish in Hawaii's higher than average standard of living. The

average price for housing unit is \$211,400, which is way above national average of \$89,600. With this, we could conclude that home owners in Hawaii are most likely in the middle to upper class. (Trulia.com, 2012)

***iii. Personal Factors***

Selecting a roof is a delicate and important decision to make. There are many types of roofs, each with their own benefits. The average life expectancy is roughly 15 years depending on the type of roof and grade as shown by OldHouseWeb.com. According to the survey, 6% of respondents who are home owners have renovated 15 or more years ago meaning that their roof will soon be in need of renovation. Along with 9% of home owners who have never renovated which could also mean they are in need of a renovation. 21% of respondents have heard of cool roofs before. When asked “What benefit of cool roofing are you interested in?”- 15% of respondents liked variety of colors, 43% liked a cooler house interior, 50% liked a lowered electric bill, and 33% liked the idea of an environmentally friendly roof. This information helps us conclude that the general public expects a roof to have durability, longevity, variety, and most importantly benefits.

***iv. Psychological Factors***

Buying and getting a new roof is something you get once or twice a lifetime, which often times appear costly and expensive to the general public. This places the roofing market in the shopping or exclusive buying market psychologically in customer mind causing people to take more time in deciding which roof to buy to maximize benefit. Our service is cool roofing, a type of roof which reflects heat from the sun which places us in a more exotic area of the roofing market not largely known by the public.

The public generally see this as a new technology because it was not until recently that cool roofing is starting to take up market share in the roofing industry.

### **C. Customer Profile**

In the construction industry, customers are almost always the consumer of the product/service. The decision to “cool roof” or renovate their existing roof is mainly a family based decision, unless the customer is living by themselves or do not live on the property. Buying habits and interest do not vary between different age groups, ethnicities, or genders. However, it is safe to state that female of the house also has the decision in buying as this is a family decision. When doing construction work on their homes or other property customers tend to look for reputation, quality of the service and materials, price, predicted timeliness of job, and customer service.

Before making a decision on what to purchase and who to purchase from, customers prefer exploring and doing research on options. The primary reason behind this behavior is because due to the fact that the client will be spending a great amount of money for roofing services so they want to make sure their money is spent well. Customers do research on their options to gain confidence that the money spent on the roofing service will be well spent as stated earlier and so providing the client with a quality end product that will promise and satisfy that customer need. Secondary reasons that affect clients decision is whether the project was done in a timely manner, with quality customer service, cost, and environmental factors.

Since renovating or adding new products to your existing roof are never “easy”, the decision making process includes many steps. Usually the first step includes research of the possible roofing companies they could hire, as they obtain information on location

and how to contact the company. The possible clients then call Cool Roof Hawaii (and/or other roofing contractors) to schedule an appointment for the usually free estimate (measurements, type of damage, etc.) of the client's roof. Though some general recommendations are given to the client right after the free estimate is done, the Cool Roof Hawaii representative will calculate all the measurements and information, create proposals (detailed outlines and steps on solutions that Cool Roof Hawaii can offer) with the information, set up another appointment with the client, and present the proposals to the client. The client is then faced with choosing which contract from which company they would like to sign, Cool Roof Hawaii representatives offer no form of peer pressure when it comes to making this decision. If the contract is signed with Cool Roof Hawaii then the workers come in on a set date and start on the project. Before the project is to be considered "finished" Cool Roof Hawaii's owner (Kevin McCallum) makes sure there is nothing missing and gives the client his thanks. (CoolRoofHawaii.com)

#### **D. Situational Analysis**

Cool Roof Hawaii is a roofing contractor company in the roofing and waterproofing industry that provides quality materials and services. One of the main services that Cool Roof Hawaii offers is cool roofing. Cool roofing is an industrial term that stands for roofs that reflect heat from the sun. (Coolroof.org, 2011) Other services offered by Cool Roof Hawaii are waterproofing and installation of traditional roofing, skylights, and solar fans. (Roofgenius.com, 2012)

Cool Roof Hawaii was founded four years ago after Kevin McCallum (owner) quit his job at Leakmasters for personal reasons. He was inspired to create and manage his own company, which would provide workers with a better environment and better

customer service because of his previous experience at Leakmasters and the pleasure of seeing satisfied customer smiles. This inspiration led to the creation of the company itself and its main webpage (CoolRoofHawaii.com). In the beginning Cool Roof Hawaii was operated from the home Kevin McCallum. He hired friends to work for him on the weekend and used the hard earned company income to slowly purchase more equipment and manpower. In the present day Cool Roof Hawaii is situated on 2909 Waiialae Avenue, Honolulu, HI, leasing office and storage space from Hawaii Self Storage. Now employing 18 (soon to be 24) workers, it is safe to say that Cool Roof Hawaii has grown since its beginning.

Averaging about eight residential contracts each month for \$8,000-\$15,000, Cool Roof Hawaii gains average revenue of \$64,000-\$120,000 each month from residential clients alone, revenue from commercial sales average to one million dollars annually for Cool Roof Hawaii.

Competitors of the company include all roofing contractors, especially ones who offer the cool roofing service. Some examples of these roofing companies that offer cool roofing are Leakmasters, Surface Shields Inc., Commercial Roofing Inc., Tropical Roofing, Rainbow Roofing Solutions, and etcetera.

## **E. SWOT Analysis**

### ***i. External Opportunities***

There are many opportunities for cool roofing in general. One of the biggest opportunities is global warming or climate change, which is the increase in temperature around the world due to the greenhouse effect. This rise in climate temperature will cause an increase in demand for greener cleaner technology. People will look for ways to keep

cool in more natural and nature friendly ways which do not require electricity. Another opportunity is the raising price of oil which affects electricity prices, which will push people to search for cheaper longer lasting ways to keep cool. Especially with the increased tension with the Midwest - cost of oil and electricity has skyrocketed to new levels. (Honolulu Star Advertiser Staff, 2012) Cool Roofing in general could also reduce the urban “heat island” effect and smog. (Thinkprogress.org, 2009) Other opportunities come from competitor companies. Traditional roofing companies who choose not to adapt to the new technology and techniques is an opportunity because they would lose more roofing market share as more people seek cleaner technology. Existing roofing companies that want a piece of cool roof market would are also opportunities because they would rush attempt in cool roofing to meet competition. This causes those companies to provide customers vague and non-descriptive proposals which would be an advantage to Cool Roof Hawaii. Another opportunity is if the state began to provide rebates for cool roofing. This would create many more potential customers and more public willingness to cool roof.

*ii. External Threats*

External threats of Cool Roof Hawaii are competitors. Existing and traditional companies are beginning to offer cool roofing services to attempt to take cool roofing market share. The global weather is also a threat because if the weather begins to grow significantly cooler, less people would need energy efficiency. Community Associations such as the Mililani complex are threats because they do not approve of products used in cool roofing in general. If more housing complexes adopt such as regulation it would be a major threat. Due to the fact that cool roofing is a service and not a product, home owners

could cool roof their home themselves. This is a threat because if high grade cool roofing products such as the one Cool Roof Hawaii uses in projects are offered at home development retailers such as Lowes , Home Depot and City Mill people would choose to do it themselves instead of calling professionals.

***iii. Internal Strength***

Cool Roof Hawaii is a premium cool roofing company that offers free consultation. Throughout the company lifetime which is a mere 4 years, Cool Roof Hawaii has received numerous positive feedbacks from customers for providing top quality service. Providing quality materials for the services is also one of the main key in achieving excellence. Cool Roof Hawaii also provides customers with detailed proposals which have many various options they could choose from along with a wide variety of services. Keeping good customer relations and prioritizing worker safety is the most important values of Cool Roof Hawaii. Cool Roof Hawaii is also a very well organized company with great financial management and productivity. They have strong partnerships with roofing organizations and suppliers such as RSI Roofing & Supplies and All Weather Surfaces. All projects and services come with an averagely long warrantee of 7 years which covers for any mistakes or problem. The company office is conveniently located at Hawaii Self Storage which provides excellent security and safety. The services provided by Cool Roof Hawaii extend to all islands which include Oahu, Big Island, Molokai, Kauai, and Maui so no matter where you are in Hawaii, you could have access to the best cool roofing company in the state.

*iv. Internal Weaknesses*

As with any new company the lack of awareness makes up most of the problem. One special problem encountered and still being tackled is the low start-up capital. The owner of Cool Roof Hawaii started the company without any loans or financial aid which means all finances came from him. Low start-up capital leads to a low start up budget and limited company startup advertising and promotions. Also due to the low start up budget the company capital and financials needs to be very well maintained and caused the initial earnings from contracts to be invested back into the company to break even. Another weakness of Cool Roof Hawaii is an outdated website. The website contains several minor spelling errors and does not engage site visitors, does not differentiate between different projects, and appears more commercial based. There is also a weakness of a hidden office location. Although the service is provided at the site instead of the office, if a customer wished to visit and have a consultation at the office they would be a problem locating it.

**F. Target Market**

Based on all research done in marketing environment, consumer market environment, and customer profile, we conclude that our main targets are home owners which consist of 56% of all respondents. To further break it down, we will target home owners 30 years old or above who is middle to upper class with an annual household income of at least \$75,000 throughout the island regardless of sex and ethnic background. We will target middle to upper class areas of the island such as Hawaii Kai, Moanalua, Pearl City, Aiea, etc. Our target market also consists of individuals more willing to invest



into new technology or are tech savvy, people who always want the newest and latest technology.

### **III. Marketing Problem**

According to the survey, only a small 21% of our respondents know the roofing term “Cool Roof”. Cool roofing is still a relatively new technology not known by the vast majority of the general public. Another factor that comes in play is that many people tend to stick with the conventional traditional roofing due to the fact that it is more convenient to install, lower costs and you could do it yourself. Many people are also conservative by sticking to the way things are as they know it and not exploring new technology.

We have decided along with the owner of Cool Roof Hawaii that the main focus of this marketing plan is to inform the general public of cool roofing and Cool Roof Hawaii. The plan is to show potential customers the benefits and simplicity of cool roof through Cool Roof Hawaii, as well as portraying cool roof as the ideal roof for your home. Overall, the marketing problem is to be summarized as follows: **“How can we increase customer awareness of Cool Roof Hawaii and its top tier services, thereby increase sales?”**

### **IV. Marketing Objectives**

Our specific marketing objectives are to:

1. Increase monthly residential contracts by 25% to 50%, from 8 residential clients to 10-12 residential clients
2. Increase awareness of Cool Roof Hawaii as a quality roofing contractor
3. Promote cool roofing through Cool Roof Hawaii as an accessible, affordable, and greener way to keep the heat and leaks out

## V. Marketing Strategy Proposals

### A. Products and Services

#### *i. Research of Current Status & Proposals*

Cool Roof Hawaii offers an array of product and services. The main service that Cool Roof Hawaii provides is Cool Roofing, an industry term for roofs that reflect heat from the sun. (*Refer to Appendix D Figure 16*) (Coolroofs.org, 2011) Our cool roofing service is the installation of cool roof products. Products in this category include the white lava product line called Tropical roof shield (Ceramic titanium coating), Hydro Stop, and Gaco Western Silicone systems. The products come in liquid or large sheets, which are installed over existing or new roofs. This waterproofs and reflects heat which reduces the need for AC or fans. (Greenmagazinehawaii.com, 2012)

Cool Roof Hawaii also offers other services such as traditional roofing. Traditional roofing include installation of shingles, torch down and peel, etc. Other services would be waterproofing, skylights and solar fans which all come with warranties. (*Refer to Appendix D Figure 17 and 20*)

Cool roof type services are currently in the growth phase of the product life cycle. Most of the general public is not aware that such a product/service exists. Cool Roofing is classified under the “shopper/exclusive”.

Currently the most used products that Cool Roof Hawaii is silicone and acrylic, which both have similar installation process. (*Refer to Appendix D Figure 18-19*) The drip watch on the roof will also be cover with the cool roof product. Both come with a seven year protection warranty. There are many benefits of cool roofing. Cool Roof provides a waterproof membrane that reflects heat, up to 90% of heat. This service comes

in multiple colors which allow customers to customize and it is also very environmentally friendly due to the fact that it reduces the need for electrical appliances. The versatility of this type of roof is also a key factor because it can be installed over any existing roof or as a completely new roof.

4Life Marketers believe that all services (product line) available for a cool roof focused company are already offered. Therefore we will focus on promoting and providing more information on how current services work, look, and how it is installed. At no cost to Cool Roof Hawaii, we have updated the company logo by incorporating the new slogan we made. (*Refer to Appendix E Figure 7*)

## **B. Price**

### ***i. Research of Current Status & Proposals***

The average price for cool roofing is \$8,000-\$15,000 per residential project which includes all resources used for the service and the markup for a profit. Cool Roof Hawaii prices their services by "square feet cost". Square feet cost is calculated by adding up material and labor cost with a markup for profit. Competitions also play a key factor in the cost if the customer inquiry about it. Acrylic product installation service cost \$3.00-\$4.50 per square feet depending on the roof of the client. Silicone product installation service cost \$3.00-\$4.00 per square feet depending on the type of current roof.

Based on the competitors chart at Appendix D Figure 23, 4Life Marketers propose a 5% increase in price per square feet of cool roofing. This would increase the overall price and still would not seem too overwhelming to customers and push them to competitors. We suggested this idea because with a slightly higher price, we raise margin to offer discounts with. By offering more discounts such as referral discount, Valpak, QR

code, and Groupon discount, we attract more customers to look into cool roofing and at the same time make our services more appealing. *(Refer Appendix E Figures 1-3)* We have also decided to offer a Cool Neighbor Discount which will give a discount based on the client's project cost if the client were to find two or more neighborhood homeowners who would also want to purchase Cool Roof Hawaii's services. This cool new idea will benefit both the clients and the company, as the clients receives a discount while the company will use distribution expenses more effectively.

Cool Roof Hawaii is still a relatively new company, packages and special offers are limited to what the company can afford. Considering the circumstances and company budget, 4Life Marketers propose the marketing technique of bundling. Bundling offers Cool Roof Hawaii with their first packaged deals which could increase sales by selling multiple services at a discounted price. Along with the bundling packages we propose the renovation program. The renovation program is designed to encourage sales by offering home owners a chance to receive a discount if they decide to cool roof after the renovation. Other things we could do to push bundle package sales is to allow personal customization bundling which allows customers to alter their bundles to fit their needs which could increase or lower the price depending on the alteration. All services will be guaranteed cheaper when bought in packages, rather than individual sales to encourage bundle sales. *(Refer to Appendix E Figure 4)*

Price	Proposals	Expenditure Detail		Out of Pocket Cost	
1	Price Increase	Increased pricing for cool roofing by sq ft to allow more discounts and cover expense for promotions and discounts		\$ -	
2	Cool Neighbor Discount	Discount for multiple home owners that cool roof if their homes are located on the same block	2 Neighbor	5%	\$ -
			3 Neighbor	10%	
			4 Neighbors	15%	
3	Service/Product Bundling	Packaging a variety of services and products offered by Cool Roof Hawaii together and sold at a single price. Each service/product in the bundle is cheaper than buying them individually.		\$ -	
4	Renovation Program	Discount if your home is 20 year or older and you decide to renovate with a bundle.	5%	\$ -	
<b>Total Cost of Price Proposals</b>				\$0	

**C. Place**

*i. Research of Current Status & Proposals*

Cool Roof Hawaii operates from its office/storage location which is within the Hawaii Self Storage located on 2909 Waialae Avenue, Honolulu, HI. (*Refer to Appendix D Figure 1*) Although this location is cheaper, safer, and convenient for employees and the company, the hidden location and lack of signage in the area creates confusion for clients who wish to visit. The buying process is that Cool Roof Hawaii receives a call or lead for or from a client, an appointment for a residential visit is set up. Then the sales manager drives to the client location and gives an estimate (measurements, costs, etc.) of the roof. From the information gathered, costs and other variations are tallied and a proposal is made for the client. A contract is made and signed (roughly about 25% of the contracts are signed). Workers then drive to project location with company trucks and tools (distributer drops off material on the project site). Jobs are finished in an average of 3-5 days. The owner of Cool Roof Hawaii then personally makes final checks on the finished roofs and projects. Cool Roof Hawaii also has a main website called CoolRoofHawaii.com, which shows the viewer’s information about the company. (*Refer to Appendix D Figure 22*)

We believe that the company is currently situated in an ideal location which provides a safe, convenient, and cost friendly environment for the company and its workers. The only negative is that it offers minimum to no outside publicity. To offset this lack of outside publicity we will update the company website with search engine optimization, current information, and improve its user friendliness by adding additional features. (Refer to Appendix E Figure 5) We also believe that Cool Roof Hawaii’s service distribution system could not be improved any further at this point, as the service and the materials must be brought to the homeowner’s location.

<b>Place</b>	<b>Proposals</b>	<b>Expenditure Detail</b>	<b>Out of Pocket Cost</b>
<b>1</b>	Updating Coolroofhawaii.com	Updated all aspects of the site, increase user friendliness and accessibility	\$ -
		<b>Total Cost of Place Proposal</b>	\$0

**D. Promotions**

*i. Research of Current Status & Proposals*

**a. Public Relations & Publicity**

Cool Roof Hawaii is a relatively new company so budget for promotions are limited. The current focus of the company is mainly on the service performance and quality rather than promotions. This focus did however lead to Kevin McCallum (owner) and Cool Roof Hawaii being featured in *Hawaii Business News*. (Refer to Appendix D Figure 21) Cool Roof Hawaii's use of company branded trucks helps to publicize, but according to Brenden and Kevin the company’s Mini exposes the company the most.

Cool Roof Hawaii also attends the BIA Home Building & Remodeling Expo and the Hawaii Lodging, Hospitality, & Food Services Expo. When attending, Cool Roof Hawaii could also create a game that will give participants the chance to win a free cool roof, solar fan, or sky light installation while learning about the company and having fun.

4Life Marketers propose that Cool Roof Hawaii support Boys and Girls Club of Hawaii. Boys and girls club of Hawaii has been around for about 50 years and is a non-profit organization dedicated to inspiring Hawaii’s youth to become responsible adults. Cool Roof Hawaii will cool roof the Charles C Spalding Clubhouse which is a 6,000 square feet facility located at 1704 Waiola St. Honolulu Hawaii, 96826. This ideal event will show that Cool Roof Hawaii cares about the community by supporting the future leaders of Hawaii.

We also propose that Cool Roof Hawaii sponsor the UH girls volleyball team utilizing the volleyball “Roof” term, when a player blocks the ball and it goes straight down. We will offer a reward for each "roof" initiated each game to the team at \$50 each roof. This proposal would definitely expose Cool Roof Hawaii through sponsorship.

	<b>PR and Publicity</b>	<b>Expenditure Details</b>	<b>Out of Pocket Cost</b>
<b>1</b>	Cool roof a building of a charitable organization	Acrylic: \$2.25 - \$3.50 x 6000 = \$13500-\$21000	\$12,000
		Silicone: \$2.00 - \$3.00 x 6000 = \$12000-\$18000	
<b>2</b>	Sponsor UH girls vollyball team	\$50 x number of roofs each game ex. 16 games in a season with 5 roofs per game. 5 x \$50 = \$250 per game \$250 x 16 games = \$4,000 dollar/season	\$4,000
		<b>Subtotal Publicity and Public Relations</b>	\$16,000

**b. Advertisement**

There are several ways that Cool Roof Hawaii advertise such as utilizing the contractor search engine “Service Magic”, ads in the phone book, Valpak Ads (coupon book), Radio ad in the Mike Buck Show “Fix It Fridays” on KHVH 8:30 AM, Internet ads and interestingly enough the name of the company itself is an advertisement because the company name contains the term “Cool Roof” which leads client to Cool Roof Hawaii when potential customers search “Cool Roof” along with the state on search engines.

4 Life Marketers suggest that Cool Roof Hawaii buy advertisement spaces in Honolulu Star Advertiser's Hawaii Renovation Magazine and Hawaii Home + Remodeling Magazine. Advertising with these magazines will be cost effective as the customers and consumers of these magazines are going to be interested in cool roofing and have the means to purchase the service. We also propose and designed radio advertisement on the stations 90.3 and 107.9. They both have similar target to ours which will help us reach our target market. A new slogan and logo with the slogan was also made, it is "A Cooler Hawaii with Cool Roof Hawaii". (Refer to Appendix E Figures 6-7)

We propose that Cool Roof Hawaii use the services of direct mail outs to promote Cool Roof Hawaii and its services to home owners that may be interested. 4 Life Marketers will participate in designing a mail out that Cool Roof Hawaii will be able to send to possible clients. (Refer to Appendix E Figure 8) Postcards will be sent to 500 addresses in middle class areas such as Moanalua, Aiea, and Pearl City.

	<b>Advertising</b>	<b>Expenditure Details</b>	<b>Out of Pocket Cost</b>
<b>1</b>	Magazine Article	Renovation/Remodelling magazine: \$1380 each article for 1/6 page in 3 magazines. 1380 x 3	\$4,140
<b>2</b>	Radio Advertisement	\$24 each 15 second slot, 1 time every day for 6 months. Average 30 days a month. \$24 x 180 days	\$4,320
<b>3</b>	Create New Slogan	Created by 4Life Marketers	\$ -
<b>4</b>	Direct Postcard Mailout	Cost is the the postcards and the shipping combined plus address fee \$99.98 + 15.69 + \$30 x 6 (Vistaprint) 500 addresses. Once a month for 6 months.	\$874.02
		<b>Subtotal Advetising</b>	\$9,334.02

**c. Personal Selling**

Personal selling is done by Kevin, Brenden, and Nate, the three main representatives. Residential projects are covered by Brenden and commercial projects are covered by Nate while Kevin acts as an overall supervisor to all projects and personally



inspects all projects before finishing a job. Most projects come from office calls or referrals from other businesses, cold calls are also made time to time by Nate or Brenden to possible clients. To encourage residential sales, we propose that Cool Roof Hawaii speak to community councils to promote cool roofing and that Cool Roof Hawaii is a roofing contractor, not just a cool roofing company. If the councils know of Cool Roof Hawaii and its services, they have more chances to call Cool Roof Hawaii when new housing is built.

	<b>Selling (Personal)</b>	<b>Expenditure Details</b>	<b>Out of Pocket Cost</b>
<b>1</b>	Speak to community and housing councils	Present to housing councils of the benefits of cool roofing	\$ -
		<b>Subtotal Selling (Personal)</b>	\$0.00

**d. Sales Promotion**

The company currently offers several sales promotions for its products and services, which include a free solar fan with a purchase of full cool roof system, senior and military discounts, earning up to 20,000 Hawaiian miles with the purchase of the project when using the Hawaiian Airlines Visa Card and also engaging in expos such as BIA Remodel It Right, Remodel It Green Expo and Hawaii Lodging, Hospitality, & Food Services Expo located at the *Blaisedell Exhibition Hall* to promote their company.

There are many programs in which we would highly recommend Cool Roof Hawaii to use to promote sales. With the rising smart phone and internet use in Hawaii and other parts of the globe, we believe that Cool Roof Hawaii should uptake the use of QR codes, Groupon and Valpak which will provide great deals for the users. Direct mailing of discounts will also expose Cool Roof Hawaii to new customers.

	<b>Sales Promotion</b>	<b>Expenditure Details</b>	<b>Out of Pocket Cost</b>
<b>1</b>	QR Code	Created by 4 Life Markers	\$ -
<b>2</b>	Valpak	Created by 4 Life Markers. \$1000 for 6 months advertising. 1 sided coupon - 5,000 homes (Valpak.com)	\$1,000
<b>3</b>	Groupon	Created by 4 Life Markers	\$ -
		<b>Subtotal Sales Promotion</b>	\$1,000

**e. Social Media**

Cool Roof Hawaii is still a relatively new company, so revenue is focused on only covering its cost and expenses. With the rise of social media, customers and consumers are now receiving more power over what businesses should offer. Adapting to this new and free technology is an essential for businesses to survive in today’s environment. Cool Roof Hawaii has taken advantage of this free promotional method by making a Facebook page. The Facebook page shows contact and location information, event information, and pictures of finished and ongoing projects.

Social Media offers free advertisement through mass media and the use of social networking. We suggest that Cool Roof Hawaii more actively encourages its clientele to "like" it's current Facebook page and give feedback about the projects linking its main website with the company Facebook page which will encourage Cool Roof Hawaii to more actively post promotional events, company pictures, and project pictures which will promote a friendlier atmosphere. *(Refer to Appendix E Figure 9)* Cool Roof Hawaii should also use Twitter and YouTube to promote by updating the most current information’s of the company. *(Refer to Appendix E Figures 10-11)* Post promotional videos of Cool Roof Hawaii such as walkthroughs of a project, show comparisons of bad projects and good projects, etc.

	<b>Social Media</b>	<b>Expenditure Details</b>	<b>Out of Pocket Cost</b>
<b>1</b>	Updated Facebook	Created by Cool Roof Hawaii	\$ -
<b>2</b>	Twitter	Created by Cool Roof Hawaii	\$ -
<b>3</b>	Youtube	Created by Cool Roof Hawaii	\$ -
		<b>Subtotal Social Media</b>	\$0

**VI. Budget**

**A. Total Cost of Proposals**

<b>Promotion Type</b>	<b>Out of Pocket Cost</b>
Product	\$0
Price	\$0
Place	\$0
Promotions	\$26,334.02
<b>Total Proposal Cost</b>	<b>\$26,334.02</b>

**B. Expected Revenue**

We expect a great increase in revenue with all the proposals put into place. There is an average of 4 weeks in a month and we expect 1 extra customer per week which equals to a total of 4 customers per month. The price range of a project is \$8,000 - \$15,000 which equals to \$11,500 as the average price. We will run this marketing plan over the course of 6 month. We calculate that there will be a 1 month lag period before any increase in customers. This plan generates an expected revenue of \$276,000 in which will offset the plan cost of \$26,334.02. With this plan we will accomplish all market objectives and solve our marketing problem.

<b>Expected Revenue Generated by Marketing Plan</b>						
<b>Increase in Number of Customers <u>Per Month</u></b>	<b>X</b>	<b>Average Sales Price <u>Per Customer</u></b>	<b>X</b>	<b>Marketing Plan <u>Period</u></b>	<b>=</b>	<b>Expected Revenues <u>Due to Plan</u></b>
4		\$11,500		5 month		\$230,000

**VII. Evaluation Plan**

There are multiple methods in which Cool Roof Hawaii will be able to track and access expenditures related to the predicted data and information of the proposals and their effectiveness. One method is that Cool Roof Hawaii will continue to monitor the

amount of free estimates given and residential contracts sold to assess the increase of public awareness of the company. If the number of monthly residential contracts begins to grow and remains at 10-12, then the objective of increasing the count by 25% to 50% has been achieved. Increase in appointments for estimates and residential contracts sold shows growth in market share and proves that the promotions proposed have been effective. As more customers and possible clients become aware of Cool Roof Hawaii as a roofing contractor that provides top quality materials and services, it will result in more future estimates and possible clients.

Another method Cool Roof Hawaii could evaluate this plan is through post market research. Market research could be conducted in the form of surveys and distributed to customers and the public after six months from the time promotions and proposals are placed in effect. The survey will show the amount of public awareness of cool roofing and Cool Roof Hawaii after the plans are in effect as compared to before and could help to measure current customer satisfaction of Cool Roof Hawaii.

Ethics have also been considered while developing this marketing plan. Promotional activities such as magazine advertisement must be completely truthful and offer no doubtful information that may be misinterpreted. All information gathered during the survey process must remain confidential to protect privacy. Also, given that the quality of service is one of the many primary concerns for consumers of the roofing industry, we pledge to make sure that all employees are properly trained, equipped and certified for each project. We will make sure that all equipment's are up to industry, state, and OSHA safety standards in order to provide top quality roofing services.

## VIII. References

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# Appendix A

## Cool Roof Hawaii Survey

### Cool Roof Hawaii Survey Question

1. Are you a home owner? (If no, skip to question #21)

- a. Yes
- b. No

2. When was the last time you renovated your roof?

- a. 0-5 years ago
- b. 6-10 years ago
- c. 11-15 years ago
- d. 16-20 years ago
- e. Over 21 years ago
- f. Never renovated
- g. Do not know

3. What type of roof do you currently have?

- a. Cool Roof
- b. Monolithic waterproof
- c. Shingles (asphalt, fiberglass, slate)
- d. Tile (Concrete, Tile)
- e. Hot Mop
- f. Metal Roofing (copper, zinc, lead, aluminum)
- g. Wood Shakes
- h. Other: \_\_\_\_\_

4. What other roofing companies have you used in the past? (Select all that apply)

- a. Leakmasters
- b. Surface Shield Inc.
- c. Tory's Commercial Roofing Inc.
- d. Tropical Roofing
- e. Rainbow Roofing Solutions
- f. Heritage Roofing
- g. Hawaiian SunGuard
- h. Other: \_\_\_\_\_
- i. None

5. Have you ever heard of "cool roofs"?

- a. Yes
- b. No

Cool Roofing is an industry term representing roofs which reflects heat from the sun.

6. Which of the following benefit would you be interested in a cool roof? (Select all that apply.)

- a. Variety of colors
- b. Cooler house interior
- c. Lowered electric bill
- d. Environmentally friendly

7. Besides traditional white, what "cool roof" color would appeal to you? (Select all that apply.)

- a. White
- b. Brown (light, medium, or dark)
- c. Grey
- d. Blue
- e. Other: \_\_\_\_\_

8. A residential cool roofing project can be completed usually in 3-5 days. Would such a time period appeal to you?

- a. Yes
- b. No

9. Would you consider cool roofing?

- a. Yes
- b. No

10. Have you heard of Cool Roof Hawaii? (If no, skip to question #15)

- a. Yes
- b. No

11. How did you know of Cool Roof Hawaii? (Select all that apply.)

- a. Word of mouth
- b. Print advertising
- c. Media advertising
- d. Social media (twitter, facebook)
- e. Other: \_\_\_\_\_

12. Have you received any services from Cool Roof Hawaii? (If no, skip to question #15)

- a. Yes
- b. No

13. What service have you received from Cool Roof Hawaii? (Select all that apply.)

- a. Cool Roofing
- b. Traditional Roofing
- c. Water Proofing
- d. Sky Lights
- e. Solar Fans
- f. Other: \_\_\_\_\_

14. How would you rate each of the following Cool Roof Hawaii performances...? (5 being highest, 1 being lowest)

Final Product            1 2 3 4 5

Customer Service        1 2 3 4 5

Timeliness                1 2 3 4 5

15. Compared to its competitors, where do you believe Cool Roof Hawaii rank?

- a. Much better than competitors
- b. Somewhat better than competitors
- c. The same as competitors
- d. Somewhat worse than competitors
- e. Much worse than competitors

16. What products/services do you wish to see in the future from Cool Roof Hawaii?

- a. Solar Panels
- b. Photovoltaic systems
- c. Other Heat Reflecting Roofs
- d. Other: \_\_\_\_\_

17. Were you aware of Cool Roof Hawaii's 7 year guarantee for its cool roof projects?

- a. Yes
- b. No

18. Does Cool Roof Hawaii have reasonable prices?

- a. Yes
- b. No

19. Would you be interested in an installment payment plan towards purchase of a cool roof?

- a. Yes
- b. No

20. How user-friendly was the website CoolRoofHawaii.com? (5 being most, 1 being least)

- a. 1 2 3 4 5
- b. Never visited

21. In which of the following promotional events have you heard of regarding Cool Roof Hawaii?

- a. Radio (Mike Buck's "Fix It Friday")
- b. Newspaper (Hawaii Business News)
- c. Expos (Hawaii Lodging, Hospitality & Food Services Expo, Hawaii Buildings, Facilities & Property Management Expo.)
- d. None or Other: \_\_\_\_\_

22. Have you ever used any of the following technological advances to get promotional discount? (Select all that apply.)

- a. Groupon
- b. QR code
- c. Mobile Apps
- d. Other: \_\_\_\_\_
- e. None

23. What type of social media do you use? (Select all that apply.)

- a. Facebook
- b. Twitter
- c. Myspace
- d. Google Plus
- e. Other: \_\_\_\_\_
- f. None

24. What local newspaper/magazine do you read? (Select all that apply.)

- a. Honolulu Star Advertiser
- b. Honolulu Weekly
- c. Midweek
- d. Honolulu Magazine
- e. Other: \_\_\_\_\_
- f. None

25. What radio station do you listen to? (Select all that apply.)

- a. 92.3 KSSK
- b. 96.3 Hawaii Inside
- c. 101.9 Star
- d. 104.3 Power
- e. 107.9 Kool Classic Hits
- f. Other: \_\_\_\_\_
- g. None

26. Please indicate your gender.

- a. Male
- b. Female

27. What range includes your age?

- a. Younger than 18
- b. 18-30
- c. 31-45
- d. 45-60
- e. 60+

28. What primary ethnicity are you?

- a. African American
- b. Asian
- c. Caucasian
- d. Hispanic
- e. Pacific Islander
- f. Other: \_\_\_\_\_

29. Where do you live?

- a. East Oahu
- b. Downtown Honolulu
- c. Central Honolulu
- d. Leeward Honolulu
- e. Windward Honolulu
- f. North Shore
- g. Other: \_\_\_\_\_

30. What range is your annual household income level?

- a. \$50,000 or under
- b. \$50,001 to \$75,000
- c. \$75,001 to 100,000
- d. \$100,001 to \$125,000
- e. \$125,001 or more

## Appendix B Survey Results

### Are you a home owner?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	54	54.0	54.0	54.0
No	46	46.0	46.0	100.0
Total	100	100.0	100.0	

### When was the last time you renovated your roof?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-5 years ago	15	15.0	15.0	15.0
6-10 years ago	7	7.0	7.0	22.0
11-15 years ago	8	8.0	8.0	30.0
16-20 years ago	2	2.0	2.0	32.0
Over 21 years ago	4	4.0	4.0	36.0
Never renovated	9	9.0	9.0	45.0
Do not know	11	11.0	11.0	56.0
missing value	44	44.0	44.0	100.0
Total	100	100.0	100.0	

### What type of roof do you currently have?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Monolithic waterproof	3	3.0	3.0	3.0
Shingles (asphalt, fiberglass, slate)	26	26.0	26.0	29.0
Tile (concrete, tile)	14	14.0	14.0	43.0
Metal Roofing (copper, zinc, lead, aluminum)	6	6.0	6.0	49.0
Wood Shake	3	3.0	3.0	52.0
missing value	48	48.0	48.0	100.0
Total	100	100.0	100.0	

### Have you used roofing company "Leakmasters" in the past?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	3	3.0	3.0	3.0
missing value	97	97.0	97.0	100.0
Total	100	100.0	100.0	



## Appendix B

### Survey Results

**Have you used roofing company "Surface Shield" in the past?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid missing value	100	100.0	100.0	100.0

**Have you used roofing company "Tory's Commercial Roofing" in the past?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	1	1.0	1.0	1.0
missing value	99	99.0	99.0	100.0
Total	100	100.0	100.0	

**Have you used roofing company "Tropical Roofing" in the past?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	2	2.0	2.0	2.0
missing value	98	98.0	98.0	100.0
Total	100	100.0	100.0	

**Have you used roofing company "Rainbow Roofing Solutions" in the past?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	2	2.0	2.0	2.0
missing value	98	98.0	98.0	100.0
Total	100	100.0	100.0	

**Have you used roofing company "Heritage Roofing" in the past?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	3	3.0	3.0	3.0
missing value	97	97.0	97.0	100.0
Total	100	100.0	100.0	

## Appendix B

### Survey Results

**Have you used roofing company "Hawaiian SunGuard" in the past?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	2.0	2.0	2.0
	missing value	98	98.0	98.0	100.0
	Total	100	100.0	100.0	

**Have you used roofing company "Other" in the past?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	8.0	8.0	8.0
	missing value	92	92.0	92.0	100.0
	Total	100	100.0	100.0	

**Have you used roofing company "None" in the past?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	29	29.0	29.0	29.0
	missing value	71	71.0	71.0	100.0
	Total	100	100.0	100.0	

**Have you heard of "cool roofs"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	21	21.0	21.0	21.0
	No	33	33.0	33.0	54.0
	missing value	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

**Would you be interested in the cool roofing benefit of "Variety of Colors"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	15.0	15.0	15.0
	No	1	1.0	1.0	16.0
	3.00	1	1.0	1.0	17.0
	missing value	83	83.0	83.0	100.0
	Total	100	100.0	100.0	

## Appendix B

### Survey Results

**Would you be interested in the cool roofing benefit of "Cooler house interior"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	43.0	43.0	43.0
	missing value	57	57.0	57.0	100.0
	Total	100	100.0	100.0	

**Would you be interested in the cool roofing benefit of "Lowered electric bill"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	50	50.0	50.0	50.0
	missing value	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

**Would you be interested in the cool roofing benefit of "Environmentally friendly"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	33.0	33.0	33.0
	missing value	67	67.0	67.0	100.0
	Total	100	100.0	100.0	

**Besides traditional white, would a cool roof color of "white" appeal to you?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	12.0	12.0	12.0
	missing value	88	88.0	88.0	100.0
	Total	100	100.0	100.0	

**Besides traditional white, would a cool roof color of "brown" appeal to you?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	23	23.0	23.0	23.0
	missing value	77	77.0	77.0	100.0
	Total	100	100.0	100.0	

## Appendix B

### Survey Results

**Besides traditional white, would a cool roof color of "grey" appeal to you?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	30.0	30.0	30.0
	missing value	70	70.0	70.0	100.0
	Total	100	100.0	100.0	

**Besides traditional white, would a cool roof color of "blue" appeal to you?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	10.0	10.0	10.0
	missing value	90	90.0	90.0	100.0
	Total	100	100.0	100.0	

**Besides traditional white, would a cool roof color of "other" appeal to you?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	1.0	1.0	1.0
	missing value	99	99.0	99.0	100.0
	Total	100	100.0	100.0	

**A residential cool roofing project can be completed usually in 3-5 days. Would such a time period appeal to you?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	49	49.0	49.0	49.0
	missing value	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

**Would you consider cool roofing?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	47	47.0	47.0	47.0
	No	6	6.0	6.0	53.0
	missing value	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

## Appendix B

### Survey Results

#### Have you heard of "Cool Roof Hawaii"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	12.0	12.0	12.0
	No	87	87.0	87.0	99.0
	missing value	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

#### Did you hear of Cool Roof Hawaii through "Word of Mouth"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	7.0	7.0	7.0
	4.00	1	1.0	1.0	8.0
	missing value	92	92.0	92.0	100.0
	Total	100	100.0	100.0	

#### Did you hear of Cool Roof Hawaii through "Print advertising"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	2.0	2.0	2.0
	No	1	1.0	1.0	3.0
	missing value	97	97.0	97.0	100.0
	Total	100	100.0	100.0	

#### Did you hear of Cool Roof Hawaii through "Media advertising"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	4.0	4.0	4.0
	missing value	96	96.0	96.0	100.0
	Total	100	100.0	100.0	

#### Did you hear of Cool Roof Hawaii through "Social media (twitter, facebook)"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	5.0	5.0	5.0
	missing value	95	95.0	95.0	100.0
	Total	100	100.0	100.0	

## Appendix B

### Survey Results

#### Did you hear of Cool Roof Hawaii through "Other"?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid missing value	100	100.0	100.0	100.0

#### Have you received any services from Cool Roof Hawaii?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	1	1.0	1.0	1.0
No	11	11.0	11.0	12.0
missing value	88	88.0	88.0	100.0
Total	100	100.0	100.0	

#### Have you received the service "Cool Roofing" from Cool Roof Hawaii?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	1	1.0	1.0	1.0
missing value	99	99.0	99.0	100.0
Total	100	100.0	100.0	

#### Have you received the service "Traditional Roofing" from Cool Roof Hawaii?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid missing value	100	100.0	100.0	100.0

#### Have you received the service "Water Proofing" from Cool Roof Hawaii?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid missing value	100	100.0	100.0	100.0

#### Have you received the service "Sky Lights" from Cool Roof Hawaii?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid missing value	100	100.0	100.0	100.0

## Appendix B

### Survey Results

**Have you received the service "Solar Fan" from Cool Roof Hawaii?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid missing value	100	100.0	100.0	100.0

**Have you received the service "Other" from Cool Roof Hawaii?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid missing value	100	100.0	100.0	100.0

**How would you rate the "Final Product" performance on 1-5? (5 being highest, 1 being lowest)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5	1	1.0	1.0	1.0
missing value	99	99.0	99.0	100.0
Total	100	100.0	100.0	

**How would you rate the "Customer Service" performance on 1-5? (5 being highest, 1 being lowest)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5	1	1.0	1.0	1.0
missing value	99	99.0	99.0	100.0
Total	100	100.0	100.0	

**How would you rate the "Timeliness" performance on 1-5? (5 being highest, 1 being lowest)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5	1	1.0	1.0	1.0
missing value	99	99.0	99.0	100.0
Total	100	100.0	100.0	

## Appendix B

### Survey Results

**Compared to its customer, where do you believe Cool Roof Hawaii rank?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much better than competitors	1	1.0	1.0	1.0
	missing value	99	99.0	99.0	100.0
	Total	100	100.0	100.0	

**What product/services do you wish to see in the future from Cool Roof Hawaii?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Solar Panel	1	1.0	1.0	1.0
	Photovoltaic systems	1	1.0	1.0	2.0
	missing value	98	98.0	98.0	100.0
	Total	100	100.0	100.0	

**Were you aware of Cool Roof Hawaii's 7 year guarentee for its cool roof projects?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	2.0	2.0	2.0
	missing value	98	98.0	98.0	100.0
	Total	100	100.0	100.0	

**Does Cool Roof Hawaii have reasonable prices?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	1.0	1.0	1.0
	missing value	99	99.0	99.0	100.0
	Total	100	100.0	100.0	

**Would you be interested in a installment payment plan towards purchase of a cool roof?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	2.0	2.0	2.0
	missing value	98	98.0	98.0	100.0
	Total	100	100.0	100.0	



## Appendix B

### Survey Results

**How user-friendly was the website "CoolRoofHawaii.com" on 1-5? (5 being highest, 1 being lowest)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	1	1.0	1.0	1.0
missing value	99	99.0	99.0	100.0
Total	100	100.0	100.0	

**Have you visited "CoolRoofHawaii.com"?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	1	1.0	1.0	1.0
missing value	99	99.0	99.0	100.0
Total	100	100.0	100.0	

**Did you hear of Cool Roof Hawaii at "Radio (Mike Buck's "Fix it friday")" promotional event?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	5	5.0	5.0	5.0
missing value	95	95.0	95.0	100.0
Total	100	100.0	100.0	

**Did you hear of Cool Roof Hawaii at "Newspaper (Hawaii Business News)" promotional event?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	1	1.0	1.0	1.0
missing value	99	99.0	99.0	100.0
Total	100	100.0	100.0	

**Did you hear of Cool Roof Hawaii at "Expos(Hawaii Lodging, H&FS expo, HBF&PI Expo)" promotional event?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	2	2.0	2.0	2.0
missing value	98	98.0	98.0	100.0
Total	100	100.0	100.0	

## Appendix B

### Survey Results

**Did you hear of Cool Roof Hawaii at "Other" promotional event?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	3.0	3.0	3.0
	missing value	97	97.0	97.0	100.0
	Total	100	100.0	100.0	

**Did you hear of Cool Roof Hawaii at "None" promotional event?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	3.0	3.0	3.0
	missing value	97	97.0	97.0	100.0
	Total	100	100.0	100.0	

**Have you used the "Groupon" technological advance to get promotional discount?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	40	40.0	40.0	40.0
	missing value	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

**Have you used the "QR Code" technological advance to get promotional discount?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	16.0	16.0	16.0
	missing value	84	84.0	84.0	100.0
	Total	100	100.0	100.0	

**Have you used the "Mobile Applications" technological advance to get promotional discount?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	22	22.0	22.0	22.0
	missing value	78	78.0	78.0	100.0
	Total	100	100.0	100.0	

## Appendix B

### Survey Results

**Have you used the "Other" technological advance to get promotional discount?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	5.0	5.0	5.0
	missing value	95	95.0	95.0	100.0
	Total	100	100.0	100.0	

**Have you used the "None" technological advance to get promotional discount?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	44.0	44.0	44.0
	missing value	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

**Do you use the type of social media called "Facebook"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	70	70.0	70.0	70.0
	missing value	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

**Do you use the type of social media called "Twitter"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	25.0	25.0	25.0
	missing value	75	75.0	75.0	100.0
	Total	100	100.0	100.0	

**Do you use the type of social media called "Myspace"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	6.0	6.0	6.0
	missing value	94	94.0	94.0	100.0
	Total	100	100.0	100.0	

## Appendix B

### Survey Results

**Do you use the type of social media called "Google Plus"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	14.0	14.0	14.0
	missing value	86	86.0	86.0	100.0
	Total	100	100.0	100.0	

**Do you use the type of social media called "Other"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	9.0	9.0	9.0
	missing value	91	91.0	91.0	100.0
	Total	100	100.0	100.0	

**Do you use the type of social media called "None"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	25.0	25.0	25.0
	missing value	75	75.0	75.0	100.0
	Total	100	100.0	100.0	

**Do you read the local newspaper/magazine "Honolulu Star Advertiser"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	46	46.0	46.0	46.0
	missing value	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

**Do you read the local newspaper/magazine "Honolulu Weekly"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	11.0	11.0	11.0
	missing value	89	89.0	89.0	100.0
	Total	100	100.0	100.0	

## Appendix B

### Survey Results

**Do you read the local newspaper/magazine "Midweek"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	32	32.0	32.0	32.0
	missing value	68	68.0	68.0	100.0
	Total	100	100.0	100.0	

**Do you read the local newspaper/magazine "Honolulu Magazine"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	8.0	8.0	8.0
	missing value	92	92.0	92.0	100.0
	Total	100	100.0	100.0	

**Do you read the local newspaper/magazine "Other"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	6.0	6.0	6.0
	missing value	94	94.0	94.0	100.0
	Total	100	100.0	100.0	

**Do you read the local newspaper/magazine "None"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	29	29.0	29.0	29.0
	missing value	71	71.0	71.0	100.0
	Total	100	100.0	100.0	

**Do you listen to the radio station "92.3 KSSK"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	38	38.0	38.0	38.0
	missing value	62	62.0	62.0	100.0
	Total	100	100.0	100.0	

## Appendix B

### Survey Results

**Do you listen to the radio station "96.3 Hawaii Inside"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	18	18.0	18.0	18.0
	missing value	82	82.0	82.0	100.0
	Total	100	100.0	100.0	

**Do you listen to the radio station "101.9 Star"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	34	34.0	34.0	34.0
	missing value	66	66.0	66.0	100.0
	Total	100	100.0	100.0	

**Do you listen to the radio station "104.3 Power"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	38	38.0	38.0	38.0
	missing value	62	62.0	62.0	100.0
	Total	100	100.0	100.0	

**Do you listen to the radio station "107.9 Kool Classic Hits"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	22	22.0	22.0	22.0
	missing value	78	78.0	78.0	100.0
	Total	100	100.0	100.0	

**Do you listen to the radio station "Other"?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	15.0	15.0	15.0
	missing value	85	85.0	85.0	100.0
	Total	100	100.0	100.0	

## Appendix B

### Survey Results

#### Do you listen to the radio station "None"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	9.0	9.0	9.0
	missing value	91	91.0	91.0	100.0
	Total	100	100.0	100.0	

#### Please indicate your gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	56	56.0	56.0	56.0
	Female	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

#### What range is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Younger than 18	9	9.0	9.0	9.0
	18-30	32	32.0	32.0	41.0
	31-45	21	21.0	21.0	62.0
	46-60	26	26.0	26.0	88.0
	60 plus	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

#### What primary ethnicity are you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	African American	7	7.0	7.0	7.0
	Asian	56	56.0	56.0	63.0
	Caucasian	19	19.0	19.0	82.0
	Hispanic	4	4.0	4.0	86.0
	Pacific Islander	13	13.0	13.0	99.0
	missing value	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

## Appendix B

### Survey Results

#### Where do you live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	East Oahu	11	11.0	11.0	11.0
	Downtown Honolulu	16	16.0	16.0	27.0
	Central Honolulu	46	46.0	46.0	73.0
	Leeward Honolulu	16	16.0	16.0	89.0
	Windward Honolulu	5	5.0	5.0	94.0
	North Shore	3	3.0	3.0	97.0
	Other	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

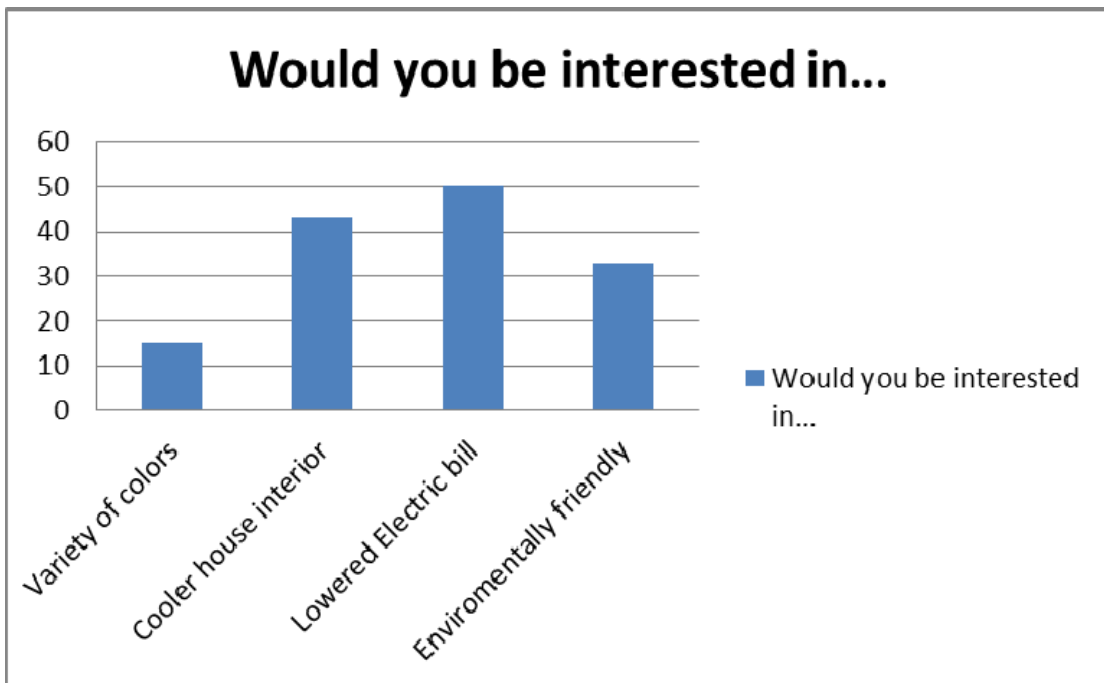
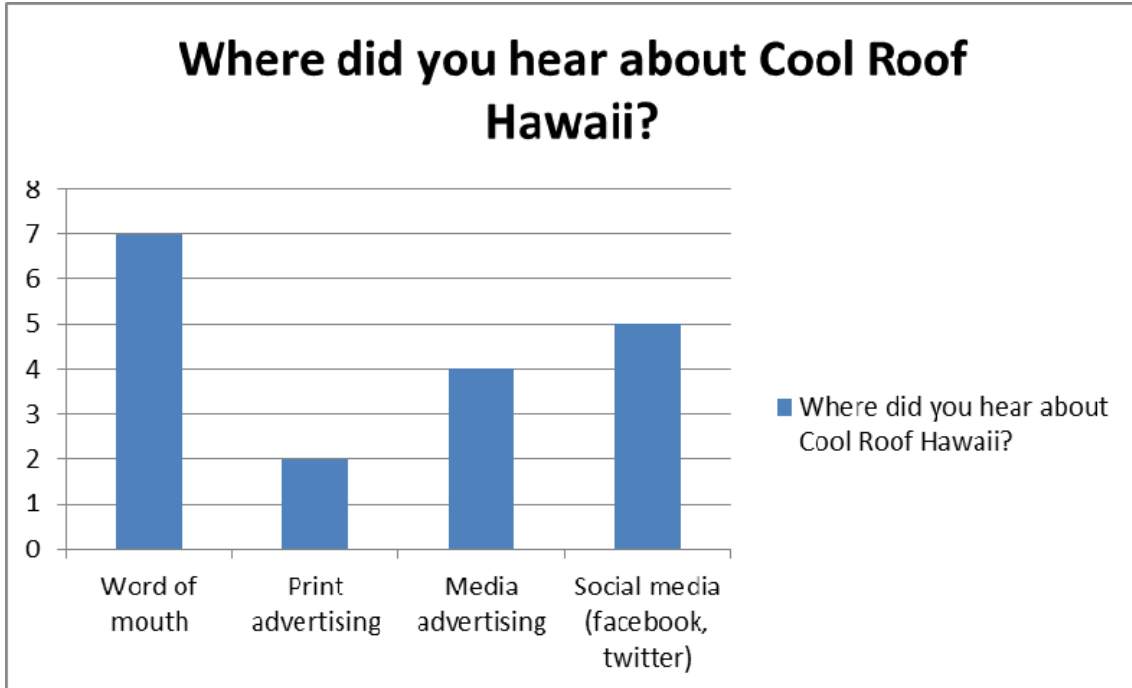
#### What range is your annual household income level?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$50,000 or under	9	9.0	9.0	9.0
	\$50,001 to \$75,000	23	23.0	23.0	32.0
	\$75,001 to \$100,000	35	35.0	35.0	67.0
	\$100,001 to \$125,000	15	15.0	15.0	82.0
	\$125,001 or more	14	14.0	14.0	96.0
	missing value	4	4.0	4.0	100.0
	Total	100	100.0	100.0	



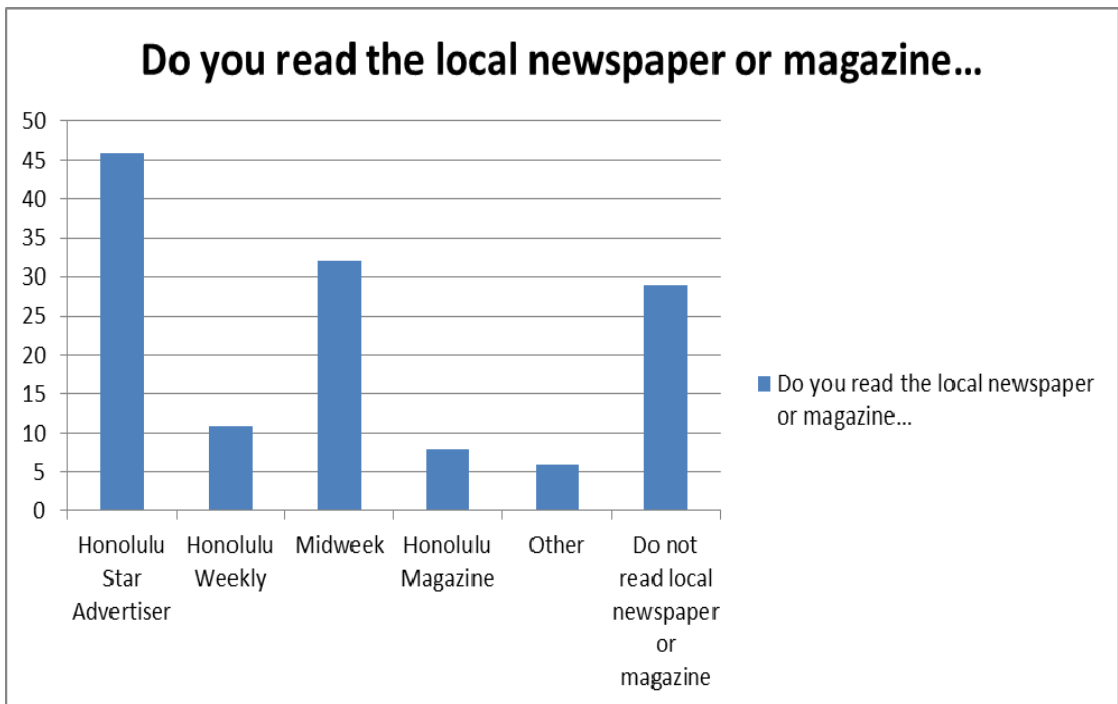
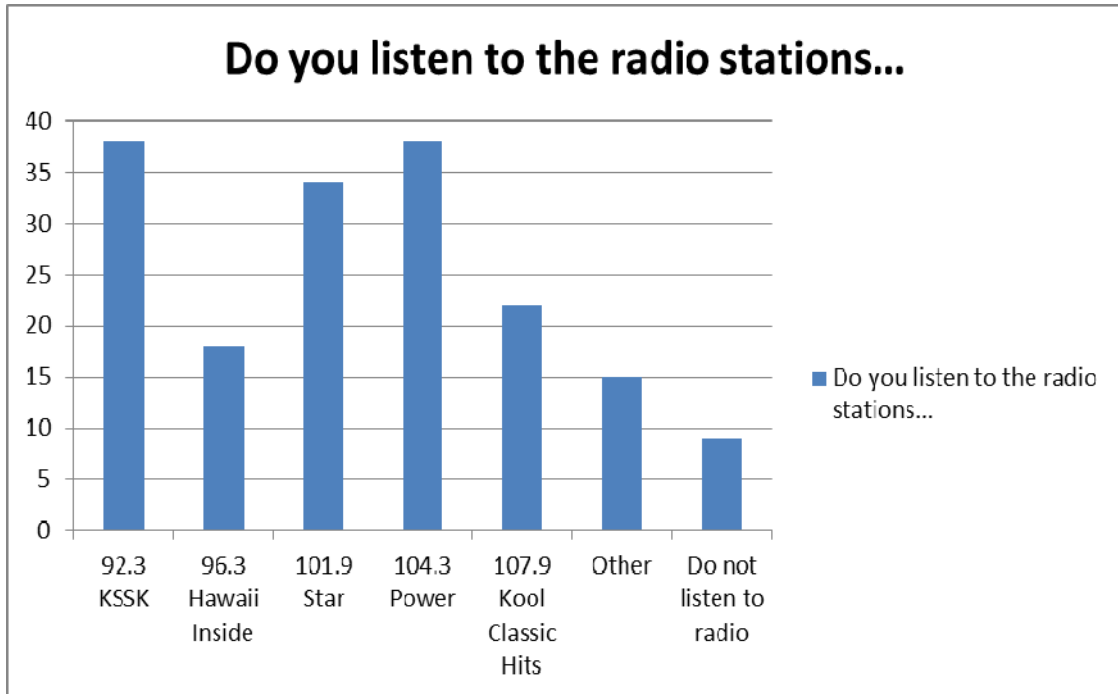
## Appendix C

### Survey Charts



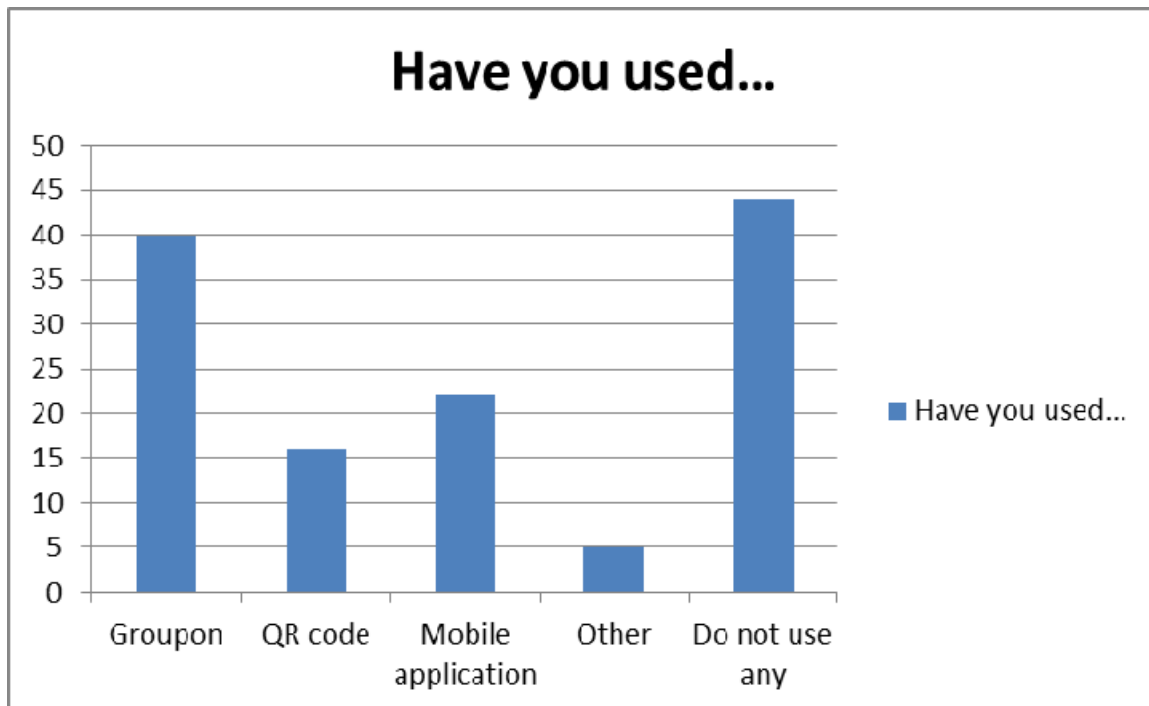
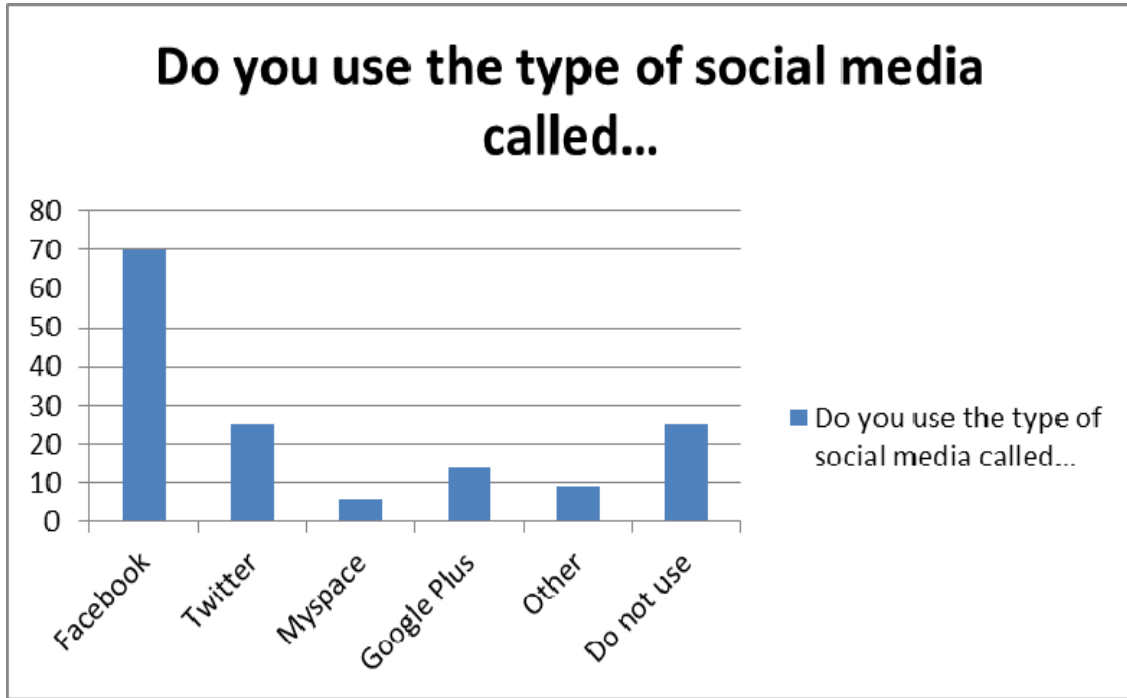
## Appendix C

### Survey Charts



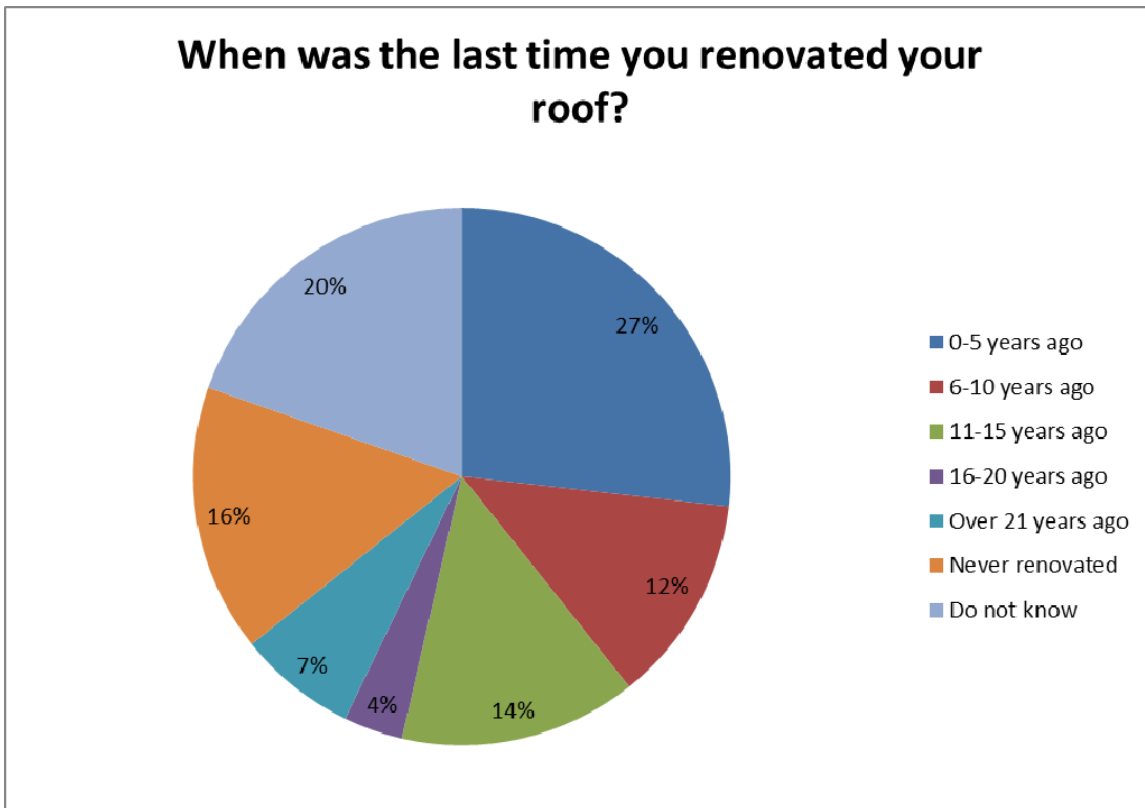
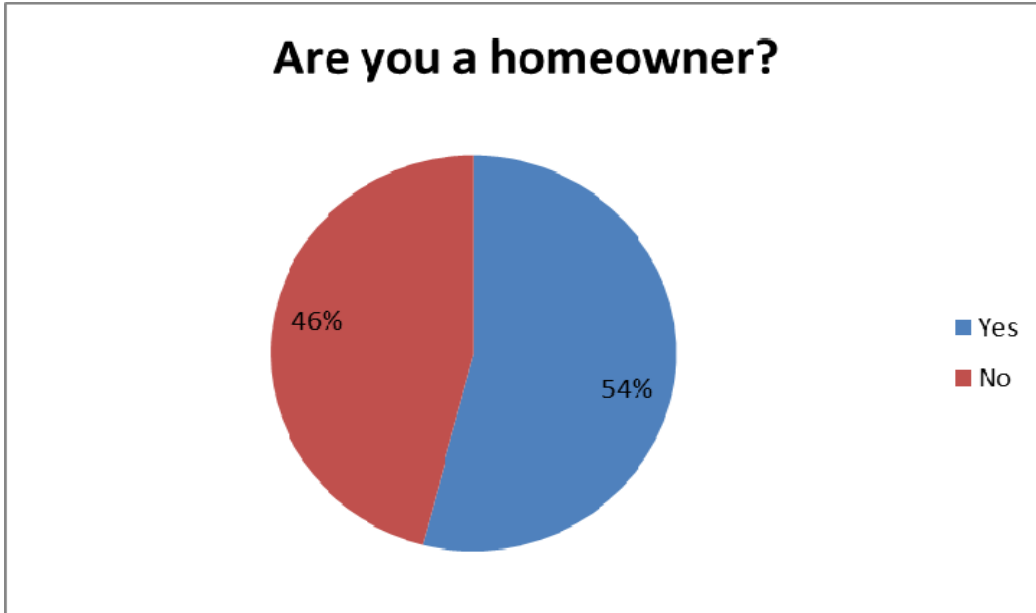
## Appendix C

### Survey Chart



## Appendix C

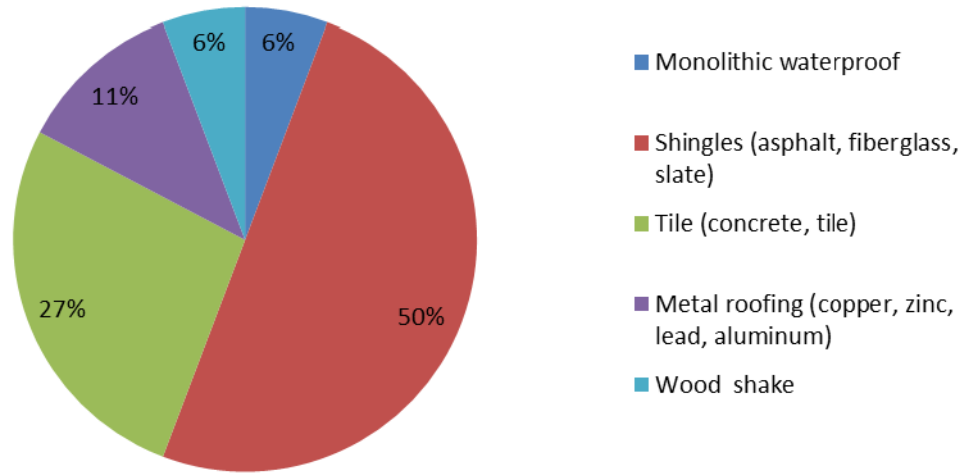
### Survey Charts



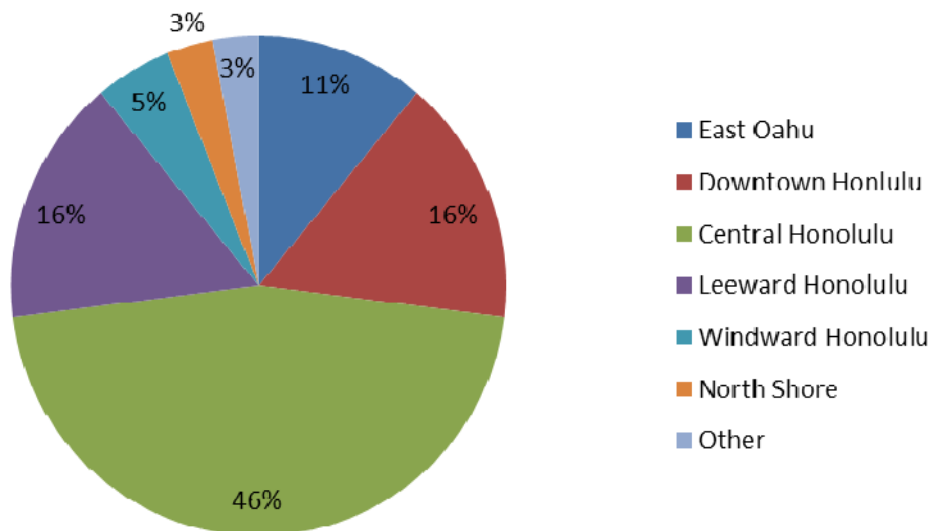
## Appendix C

### Survey Charts

#### What type of roof do you currently have?

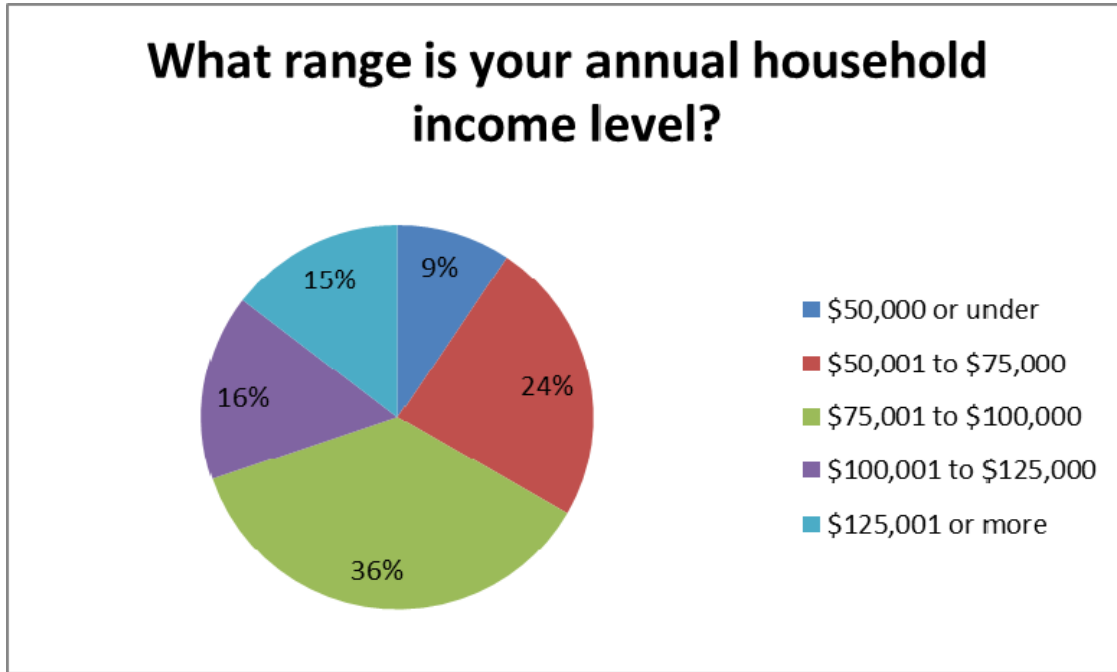


#### Where do you live?



## Appendix C

### Survey Charts



## Appendix D

### Pictures

Figure 1: Hawaii Self Storage



Figure 2: Public Storage



## Appendix D

### Pictures

Figures 3-7: Office pictures



Figure 8-11: Some tools used

(To the left pressure washer, to the right we have the roof roller, and at the middle is the storage room containing average constructions tools, then the)





## Appendix D

### Pictures

Figure 12: Safety equipment

(Hard hat, vest, etc)



Figure 13: Company Mini



Figure 14: Company Truck



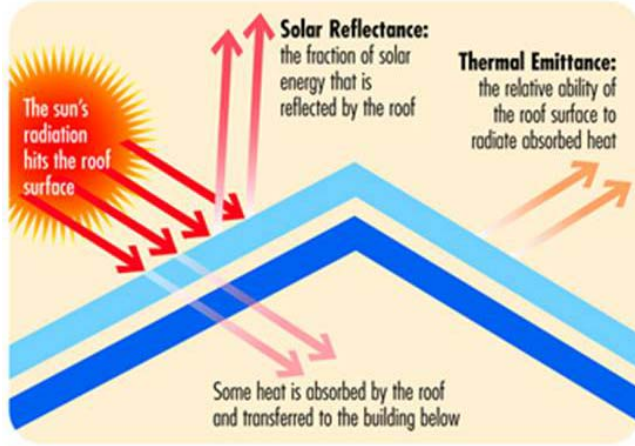
Figure 15: Certifications



## Appendix D

### Pictures

Figure 16: How cool roof works



Source: coolroofs.org

Figure 17: How solar fans work

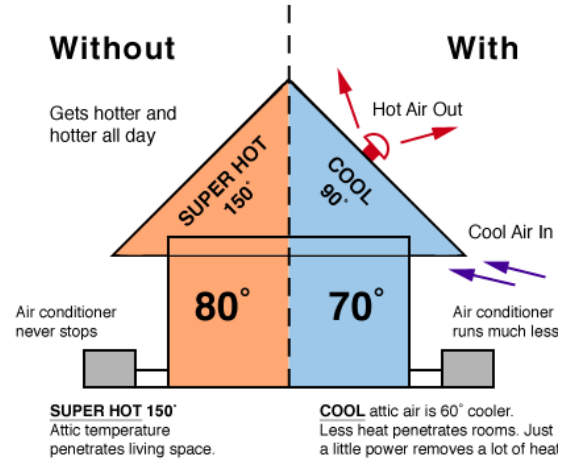


Figure 18: Cool roof installation process

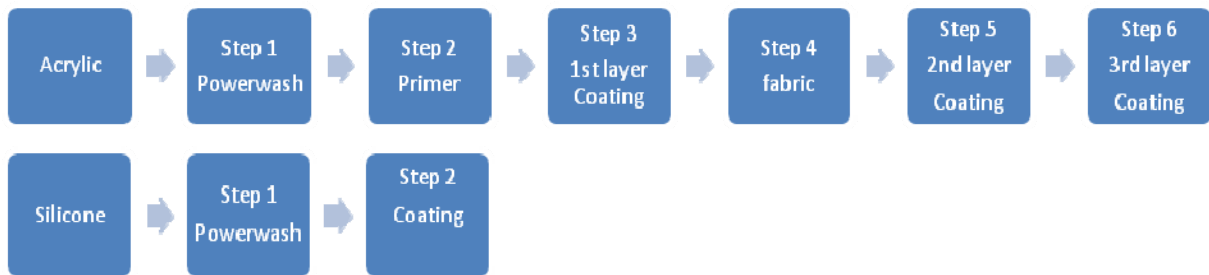


Figure 19: Cool roof installation



Figure 20: Skylight and solar fan



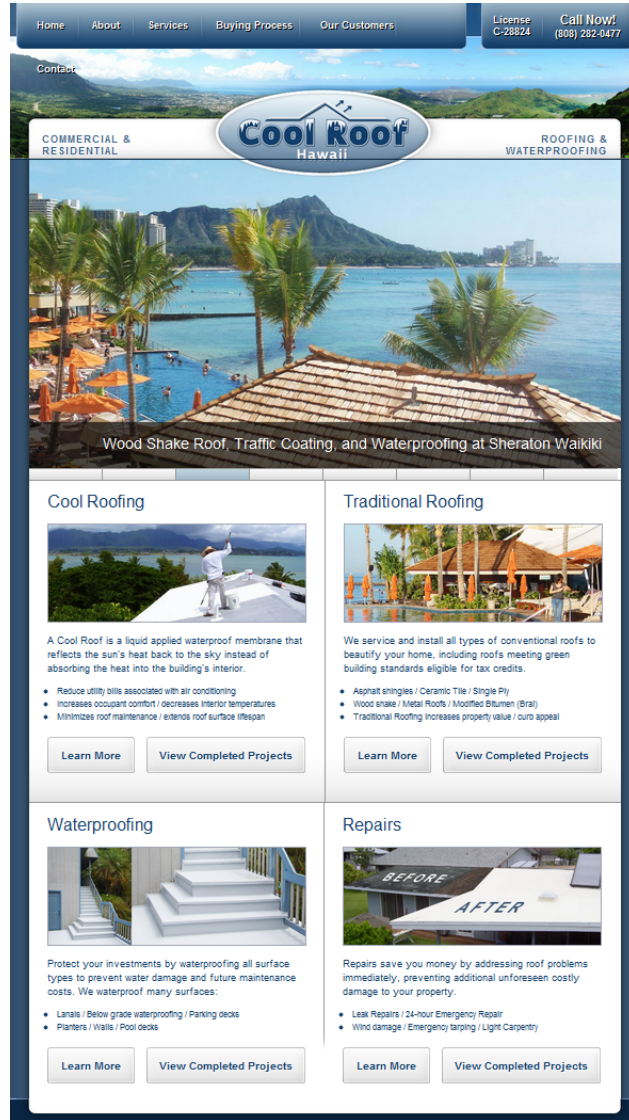
# Appendix D

## Pictures

Figure 21: Hawaii Business News article



Figure 22: Cool Roof Hawaii website Home page



## Appendix D

### Pictures

Figure 23: Competitor grid

Company	Services	Location	# of Years in Business	Company Size
Leakmasters	Cool roofing, Single Ply, Metal Roof, Asphalt Shingles, Asphalt roof, Tile Roof, roof repair, photovoltaic panels, waterproofing, solar roof vents, hot water solar panels, skylights	Honolulu	19 Years	?
Surface Shield Inc.	Cool roofing, Single Ply, Metal Roof, Asphalt Shingles, Tile Roof, Brai and modified Bituman roof, Wood Shake roof.	Honolulu	5 Years	10 employees
Tory's Commercial Roofing Inc.	General Roofing, any type	Pearl City	39 Years	35 employees
Tropical Roofing	Shingle, Tile, Shake, Metal, Roof Coating Systems (Cool roof), Flat and low pitch, photovoltaic solar, Raingutters - copper, aluminum, galvanized steel	Honolulu	20 Years	70-80 employees
Rainbow Roofing Solutions	Cool roofing, Cedar and wood shake, Asphalt, Tile, Roof repair, Roof Maintinance, Single Ply, Hot Tar,	Honolulu	34 Years	?
Heritage Roofing	Cool Roofing, Asphalt Shingle, Tile, Wood Shake, Metal Roof, Single Ply, Torth Down, Roof and Leak Repair	Honolulu	?	?
Hawaiian SunGuard	Shingle, Metal roof, Roof Repair, traditional roof	Honolulu	?	?



# Appendix E

## Collateral and Promotional Material

Figure 1: Valpak online coupon

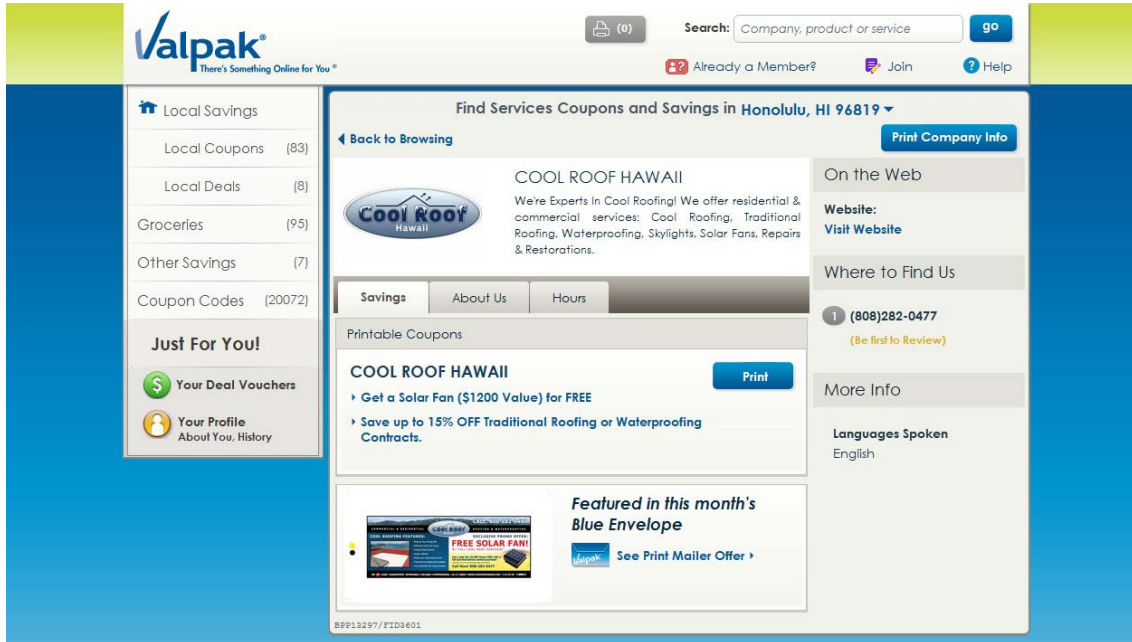


Figure 2: Example of Cool Roof Hawaii Groupon



## Appendix E

### Collateral and Promotional Material

Figure 3: Cool Roof Hawaii QR code



Figure 4: Bundle chart

<b>Cool Roof Basic Package</b>
<ul style="list-style-type: none"><li>• Cool Roof Roofing System (per sq ft)</li><li>• 2 skylight</li></ul>
<b>Cool Roof Deluxe Package</b>
<ul style="list-style-type: none"><li>• Cool Roof Roofing System (per sq ft)</li><li>• Up to 1 Solar Fan</li><li>• Up to 4 skylight</li></ul>
<b>Cool Roof Supreme Package</b>
<ul style="list-style-type: none"><li>• Cool Roof Roofing System (per sq ft)</li><li>• Up to 2 Solar Fan</li><li>• Up to 6 Skylight</li><li>• Waterproofing up to 100 sq ft</li></ul>
<b>Photovoltaic Cool Package</b>
<ul style="list-style-type: none"><li>• Photovoltaic Roofing System (# of panels)</li><li>• Photovoltaic Heating System (# of panels)</li><li>• Up to 3 Solar Fan</li><li>• Up to 3 Skylight</li></ul>
<b>Traditional Roof Package</b>
<ul style="list-style-type: none"><li>• Traditional Roofing (per sq ft any choice below)<ul style="list-style-type: none"><li>• Asphalt Shingles</li><li>• Torch Down and Peel and Stick rolled asphalt roofing</li><li>• Wood roofs: Shake Roofs and Wood shingle systems</li><li>• Metal Roofing Systems which come in numerous styles<ul style="list-style-type: none"><li>• Single Ply systems: Duro-Last PVC, Firestone TPO, Carlisle, and many others</li></ul></li></ul></li><li>• Up to 3 Solar Fan</li><li>• Up to 3 Skylight</li></ul>
<b>Renovation Program</b>
<ul style="list-style-type: none"><li>• If you renovate your home or roof with Cool Roof Hawaii, you could receive up to 20% discount on any of the selected roofing packages offered by Cool Roof Hawaii</li></ul>

## Appendix E

### Collateral and Promotional Material

Figure 5: Updated Company Website

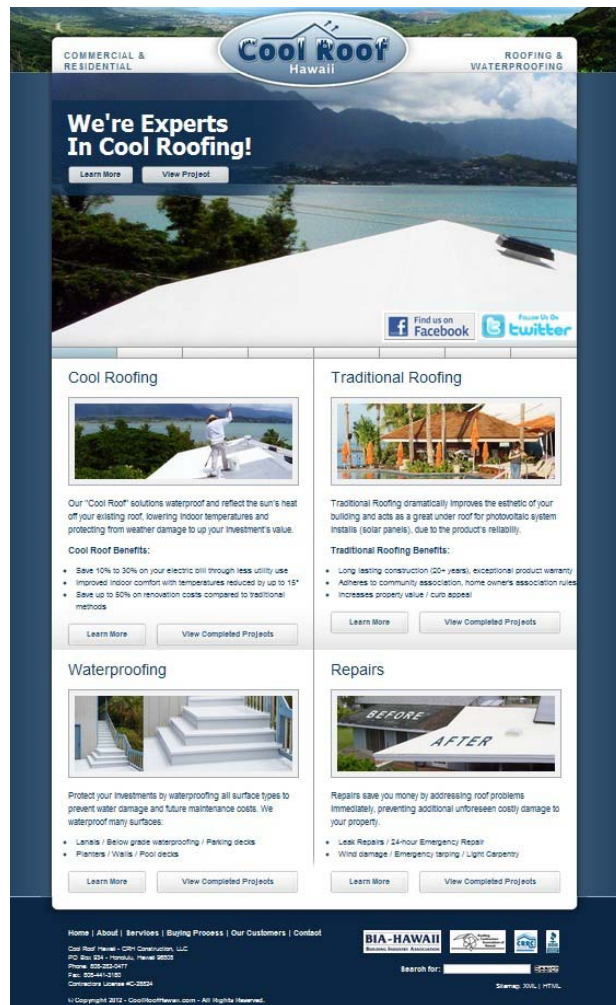


Figure 6: 15 Second radio ad for 90.3 and 107.9

Speakers	Dialogue
1st Person	My house is super hot! What should I do?
2nd Person	Why don't you get a cool roof?
1	What is that?
2	It's a roof that reflects heat from the sun so your house stays cool throughout the day! Call Cool Roof Hawaii, they are experts in cool roofing!
1	Really? That sounds "cool"!
2	Yep, call them at (808) 282-0477, they offer free estimates!
1	Really? Thanks! I'll be sure to call them!
2	~A Cooler Hawaii with Cool Roof Hawaii~

## Appendix E

### Collateral and Promotional Material

Figure 7: New logo incorporated with slogan



Figure 8: Direct postcard mail-out design

The postcard design features a central logo for "Cool Roof Hawaii" at the top. Below the logo, the text "COMMERCIAL &amp; RESIDENTIAL" is on the left and "ROOFING &amp; WATERPROOFING" is on the right. The main body of the postcard contains a vertical headline on the left: "Do you want to save money, protect the environment, and have a 'cooler' home?". To the right of the headline is a paragraph explaining that a "Cool Roof" is a waterproof membrane that reflects heat, and that Hawaii's climate is ideal for it. Below this text is an image of a white roof with solar panels. To the right of the image is another image of a worker on a roof. Below the images is a list of services: "Our Professional Services include: Cool Roof Coating Systems, Photovoltaic Roofing Systems, Traditional Roofing Systems, Waterproofing, Solar Fans". At the bottom, it says "We service all the Hawaiian islands and are experienced in all types of roofing and waterproofing systems." The bottom section of the postcard features a large call to action: "Free Estimate at 808-282-0477". Below this, there is a QR code, contact information for Kevin McCallum (Owner - CEO), a cartoon character holding a sign that says "A Cooler Hawaii with Cool Roof Hawaii!", and logos for CRH Construction, LLC, BIA-HAWAII, and social media links for Facebook and Twitter. The copyright notice at the bottom reads "© Copyright 2012 - CoolRoofHawaii.com - All Rights Reserved."



# Appendix E

## Collateral and Promotional Material

Figure 9: Updated Facebook page

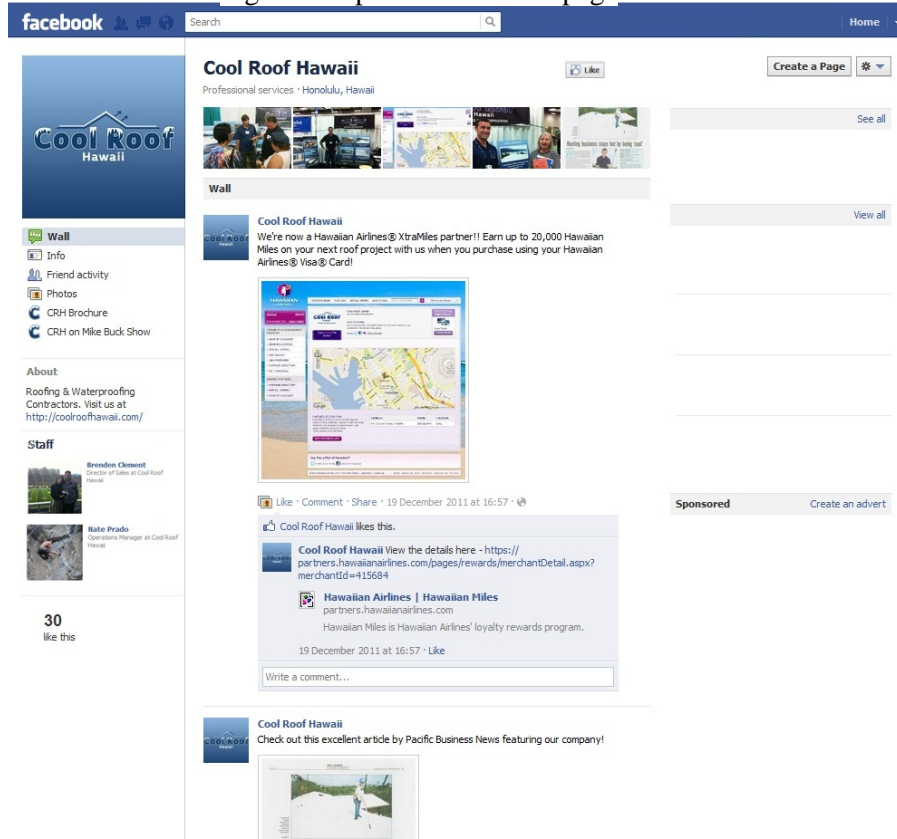


Figure 10: Twitter page



## Appendix E

### Collateral and Promotional Material

Figure 11: YouTube channel

The image shows a screenshot of a YouTube channel page for 'CoolRoof-Hawaii'. The channel banner at the top reads 'CoolRoof-Hawaii's Channel' with a 'Subscribe' button and a message: 'CoolRoofHawaii has no videos available.' Below the banner, the channel's profile information is displayed on the left, and the 'Channel Comments' section is on the right.

**Channel Profile:**

- Channel Name:** CoolRoof-Hawaii
- Subscribe:** [Subscribe button]
- Actions:** Add as Contact | Block User | Send Message
- Profile:**
- Channel Views:** 0
- Total Upload Views:** 0
- Joined:** Mar 6, 2012
- Latest Activity:** Mar 6, 2012
- Subscribers:** 0
- Website:** <http://coolroofhawaii.com/>
- About Me:**

Cool Roof Hawaii is a Honolulu based, fully licensed and insured roofing and waterproofing contractor. We service commercial and residential buildings, specializing in cool roofing, traditional roofing, waterproofing, repairs, skylights, and solar fan installations.

We offer free on site estimates, a quick quoting process, thorough project planning, a project completion walk-through by CRH's owner, and highly competitive rates.

Our company's success is built upon the foundation of providing quality work from beginning to end and operating under the highest standards of integrity and honesty. No project is too large or small and we enthusiastically await to hear from you regarding how we can work together to improve your roof.

Visit <http://coolroofhawaii.com/> for further information about our company, buying process, portfolio of completed projects, and more!
- Mahalo,**
- Kevin McCallum**  
Owner, Cool Roof Hawaii
- Country:** United States
- Occupation:** Roofing & Waterproofing Contractors

**Channel Comments:**

- Refresh:** [Refresh button]
- Message:** There are no comments for this user.
- Action:** Add Comment