



Marketing Plan

Created by

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I. EXECUTIVE SUMMARY

The Ink Pit Tattoo Company (“The Ink Pit”) is a locally owned, high quality body art business located in the Kokea Center of the Dillingham/Kapalama neighborhood. The Ink Pit’s services provide customers with an outlet of self expression by providing high quality tattoos. Several styles of tattoo are offered at The Ink Pit, ranging from kanji and tribal work to lettering and portraiture. The Ink Pit currently employs three tattoo artists and one piercer. All of the artists are proficient in all fields of tattooing, however most tend to specialize in Asian and tribal designs. Other services offered by the Ink Pit include piercing and branding.

Mr. Jack Omoto, founder and owner of The Ink Pit Tattoo Company as well as one of the primary tattooists, opened the shop in 2007. Although The Ink Pit has been open for a relatively short time, Mr. Omoto has 17 years of experience in the field of tattooing. Most of The Ink Pit’s revenues are derived from local customers, but these customers range greatly in terms of ethnicities and income level. The predominant age group of customers is from ages 19 to 30 years. Most promotion done at this point is simply word of mouth. The Ink Pit has decided to take a more proactive approach to making their business better known among the community.

The basic marketing problem facing The Ink Pit is: **How can we increase the awareness of The Ink Pit Tattoo Company as a premium sanitary tattoo shop and thereby increase sales?** Consequently, The Ink Pit’s marketing objectives are to: 1) increase monthly customer count by 20% from 600 to 720, 2) increase awareness of The Ink Pit Tattoo Company as a premium tattoo shop, and 3) increase positive perception of the tattoo industry.

Market Ready Associates has developed a marketing plan to research and develop marketing strategies that will address The Ink Pit's basic marketing problem. Working with management, we have developed the following marketing strategies:

- Introduce InfnitInk, a new product that will attract new customers
- Create a loyalty card to create sales promotion opportunities for new and repeat customers
- Promote the artistic aspect of tattoos through sponsoring Hawaii Film Festival to increase positive perception of the industry
- Use of surveys and social media to track customer satisfaction and awareness

II. MARKET RESEARCH ANALYSIS

A. Marketing Environment

i. Demographics

The customers of Ink Pit are varied due to the ethnic diversity in Hawaii. The ethnicities range from Asians, Caucasians, Pacific Islanders, Hispanics, African Americans, and others. Based on our survey, we noted a distinct age range for Ink Pit's customers –48% are from the age range of 19-30 years. We noted from our survey that there are an equal percentage of female and male customers. A majority of the potential customers have visited the Kapalama/Dillingham area and our surveys noted no distinct geographic residency. As will be discussed in the Customer Profile section of this plan, customers are not drawn to the Ink Pit because of geographic proximity but to the tattoo artist and design.

ii. Economic Environment

There is still a dispute between economic experts as to if the nation is truly out of the recession phase of the economic cycle. Some believe that the country is on the road to recovery while others fear the dreaded double dip recession. Most experts agree, however, that the worst of the 2008 financial collapse is behind us. The reason for this dispute among economists is that there are conflicting economic indicators. As of January 2011 the nation is seeing a 15% decrease in initial unemployment claims from the previous year. On the other hand, as of December 2010 the national unemployment rate was at 9.4%- still considered significantly high historically. Consumer confidence is still low while production seems to be creeping back. Of concern to most people are the duo threats of the expanding budget deficit and the enormous trade in balance, particularly with upcoming superpower China. (United States Department of Labor, 2011)

Hawaii, on the other hand, still has one of the lowest unemployment rates, 6.4%, in the nation as well as an 8.4% drop in initial unemployment claims from January 2010. Despite mending its way through the loss of such companies of Aloha Airlines, Maui Pineapple Company, and other smaller local business, which has created a ripple effect through the Hawaiian economy, Oahu is facing a 2.6% increase in initial unemployment claims. Oahu's initial unemployment claims total at 1,175 out of Hawaii's 2,096, in other words Oahu's filings account for approximately 56% of all total filings in Hawaii. With the advent of the Disney Resort opening in Ko Olina, there seems to be some optimism. The gist of all of this conflicting economic information is that consumers, at the moment, are still wary and are still looking for value in their purchases. (American City Business Journal, 2011)

However, studies done by UH economists show Hawaii will be seeing a 1.4% increase in jobs during this 2011. The University of Economic Research Organization has also predicted that it will increase by 2% in 2012, and once again by 2% in 2013. (American City Business Journal, 2011) If such predictions prove to be true, business in Hawaii, such as The Ink Pit will see that consumers are more willing to indulge in services of self expression. Unfortunately, the catastrophic events in Japan (earthquake, tsunami, and nuclear) has created an anxious feeling on the part of all Hawaii businesses and economic projections are now being decreased.

iii. Natural Environment

The Ink Pit Tattoo Company is located in the Dillingham/Kapalama neighborhood, in a respectable shopping center (1095 Dillingham Blvd # 102, Honolulu HI 96817-4533). It is about a block away from Chuck E. Cheese in a safe area with parking in front of the location. Although it is in Kalihi, it is in a cleaned up area that is safe to park your car in. Parking is available throughout the complex along with nearby side street parking, as well as a bus stop in front of the complex. The only real negative about the placement of The Ink Pit is that it is not a location that may attract any tourist clients.

The inside of the shop feels open and welcoming. The Asian décor gives an artistic vibe that goes well with the message that the shop tries to portray. There are also framed paintings and pictures on the wall that show tattoos as a work of art and thing of beauty. The waiting sofa is very comfortable, and there are sample books on a coffee table to browse through while you wait. The chairs inside the tattooing area are also nice, to try to make the client as comfortable as possible during an uncomfortable process.

Based on our survey, we found that 92 % of Ink Pit customers felt that The Ink Pit environment was comfortable.



The outside of The Ink Pit shop located in the Kokea Center



Award given to the Ink Pit by The Editorial Staff of the Consumer Business Review displayed on wall.



Pictures of tattoos displayed along the walls of the waiting room

iv. Technological Environment

As illustrated in Figures 1-3 in Appendix D, the technology of tattooing and piercing has come far in recent years. Figure 1 shows a piercing gun, simple, efficient, and clean. It offers a quick way to insert a piercing, minimizing discomfort. In Figure 2, a tattoo gun is broken down into its basic components. Modern technology has made

tattooing a far cry from the back alley prison tattoos of yesteryear. Professional tattoos are now safe and sanitary. By having a well-lit shop the artists can clearly see what they're doing. Counter and floor should be lightly colored so dirt is more visible. The Ink Pit only uses disposable needles. Tattoo needles should never be reused, but rather disposed after every use, which autoclaves do. Figure 3 shows what is considered a starter kit for tattooing. It includes guns, needles, ink, and other things necessary to create works of art on skin.

v. Political Environment

The Hawaii Department of Health has created standards and restrictions that all tattoo artists must follow. These rules for some reason have not been updated since 1981. In order to start a tattoo shop, the rules dictate that the application process includes an inspection by a government worker and pay a processing fee of seventy five dollars. To renew the permit only costs \$7.50. The same fees apply separately to obtain a permit to practice tattooing. In order to get a tattoo, a person has to be 16 years of age with parental consent. (Department of Health, 2011)

The standards and restrictions set up significantly affect tattoo artists in Hawaii. With state law restricting that tattoos may only be done by licensed tattooist in a licensed shop, means trade shows are prohibited. In 2008 House Bill 2283 was sent to the Hawaii Senate Committee on Ways and Means from a group of tattooist who desired to host Hawaii's first tattoo trade show. House Bill 2283 propose to issue a two week certificate of registration to allow artist to participate and work in a trade show, to educate people on health and safety issues as well as the cultural history of tattoos. Unfortunately this Bill

was overturned and Hawaii will yet to see its first tattoo trade show. (American City Business Journal, 2011)

B. Consumer Market Analysis

i. Cultural Factors

There are many different types of Polynesian and Asian cultures in Hawaii. According to our survey conducted, 20% were Pacific Islanders, or of Polynesian culture and 30% were of Asian culture. These cultures have an impact on the tattoo market because many people desire tribal or Asian kanji type tattoos. In addition to this local market, there is a large Caucasian clientele –38% that our survey indicated, mostly due to the large military presence in Hawaii. Although tribal designs are also popular with this demographic, they also often request the traditional military emblems and throwback tattoos. Overall these social aspects significantly increase the percentage of potential customers in Hawaii compared to the Mainland.

ii. Social Factors

Because of the military presence in Hawaii, its large numbers impact the market and create the opportunity for military and patriotic tattoos to thrive. Also prominent is the presence of blue collar workers, as tattoos are often an accessible form of self-expression available to them. The stereotype is that the only social groups that get tattoos are lower middle class. However, research shows that more and more upper middle class and the higher classes are becoming more prominent in the target market. According to a survey conducted by Pew Research in October 2009, 72% of adults of all ages have tattoos hidden beneath clothing. This statistic infers that adults in higher classer are getting tattoos, but conceal them due to business reasons.

iii. Personal Factors

The majority of consumers who desire tattoos choose to have personal tattoos that have meaning to them. According to our survey, nearly three times as many people would choose to get a custom tattoo than a pre-designed tattoo. Rather than other products that are cold and impersonal, the decision to get a tattoo is an immensely personal decision, as it is something that the customer may have to live with permanently. Due to this aspect of tattoos, many choose to custom design tattoos with portraits of loved ones, memorials, or other such personal matters and milestones. The survey conducted by Pew Research also indicated that of the 72% of adults that have the tattoos hidden beneath clothing, 70% of adults between the ages of 18-29 usually have their tattoos hidden beneath clothing and 73% of adults 30 years and older do. However women were 10% more likely to have the tattoo hidden beneath clothing compared to men.

iv. Psychological Factors

65% percent, a random sample of the market, consider tattoos to be an art form, and only 5% consider tattoos to be inappropriate. This reinforces our belief that tattoos are a growing status in the community. Also, our research shows that the stigma that was once associated with tattoos is disappearing even more quickly than we realized. Even research conducted by Pew Research reinforces the fact that tattoos are becoming further accepted in society, with adults between the ages of 18-29 being 23% more likely to have a tattoo than adults between the ages of 46-64.

C. Customer Profile

In the tattoo industry, the customer is nearly always the consumer. A small percentage of customers book the appointments as a present, but the decision to get a tattoo is a fairly independent process.

When deciding to get a tattoo, consumers look at several different factors. Primarily, consumers decide on a design. Often times these designs are inspired by some kind of personal event or experience, but symbolic images also are frequently obtained by searching the internet. At this point in the buying process, a minority of consumers simply go to the closest and most convenient tattoo parlor. More informed customers, however, will do further research into finding out which local artist will provide the best tattoo experience.

This research is common among first time tattoo buyers. 70% of consumers rate the importance of artist experience to be most important. A customer usually develops a loyalty to that particular artist once they get their first tattoo. Also, if a certain artist were to change loyalty to a different tattoo parlor, most of his or her customers will follow that artist to the new shop. Therefore, it is reasonable to concur that tattoo buyers do develop loyalty, not to certain locations as other consumers do, but to particular artists.

D. SWOT Analysis

i. External Opportunities

The greatest opportunity of The Ink Pit is the potential to improve the limited perception of tattoos, by doing so the market for tattooing will expand considerably. Considering the fact that there is no dominant tattoo shop in Hawaii, but rather many

equal ones, this creates an even greater opportunity to promote The Ink Pit as a premium sanitary tattoo shop.

There is no doubt that in the past decades the percentage of adults with tattoos has risen. According to a PBS Documentary, 1 in 7 people in North America have been inked and according to a survey conducted by Pew Research (only in the U.S) in October 2009, nearly four-in-ten (38%) adults between the ages of 18-29 have a tattoo. Of that 38%, about half of them decide that they want more than one and have between two to five tattoos. Another 18% have six or more tattoos. This is a significant opportunity because it shows that there is a chunk of the tattoo industry based of returning customers. However, 70% say their tattoos are hidden beneath clothing. This is most likely due to the perception of tattoos. (Freedom 2-Inc., 2011)

Adults between the ages of 30-45 are right behind, with 32% saying they have a tattoo. However, only 15% of adults between the ages of 46-64 have a tattoo, and 6% of 65 years of age and older have a tattoo. Of the adults ages 30 and older who have tattoos, 47% say they have just a single tattoo. Between adult men and women, they are equally likely to have a tattoo.

These percentages show that the tattoo industry is definitely on a trend with more adults getting tattoos. With many public figures (i.e. movie stars, music artists, etc.) and shows like "LA Ink" being exposed to adolescents, they are more likely to go and get a tattoo. The trend of tattoos is actually not a trend, but a form of art that is slowly being further accepted in society. In our own survey conducted, 65% of people said they believed tattoos are a form of art and 71% said it was a form of self expression.

ii. External Threats

The biggest threat that The Ink Pit faces is the many competitors in the tattoo field. Within a mile of The Ink Pit, there are competitor tattoo shops, such as Xtreme Ink Tattoo and Tattoos by Bong. Between legal tattoo shops and back alley/home tattoos, the tattoo market is severely competitive, but there is no dominant competitor. Another threat is the bad economy leads less people to indulge themselves into things like tattoos.

Although we feel that it is highly unlikely, the growth we're seeing in the tattoo industry could be just a trend and thereby dampen any growth potential for the company. Another unlikely scenario would be a conservative political group, that doesn't like tattoos, trying to pass restrictive legislation regarding tattoos.

iii. Internal Strengths

Since opening in 2007, The Ink Pit owner, Jack Omoto has been featured in Skin and Ink, a tattoo magazine, for his exceptional work. His art work has also been published in a book by Tricia Allen. It is the high quality tattoos provided by The Ink Pit that is its greatest internal strength. Along with this premium service, the workers are by contract so there are no unnecessary wages on customers and the workers provide premium customer service. The Ink Pit also sells flash books (tattoo designs) to help the artist community flow with creativity. Other strengths include Dermal Anchors, an innovative style of body piercing and branding, a unique way for individuals to express themselves.

iv. Internal Weaknesses

The negative stereotype of tattoos and their possibly unsanitary conditions is the stigma that legitimate and highly safe tattoo businesses such as The Ink Pit must bear.

Given the age group that the company is attracting, this stigma doesn't appear to be an issue; however, for older groups, this industry stigma still needs to be overcome.

Some people still fear the permanency of tattoos, especially as they get older. By having a permanent tattoo some people would be hesitant and others would only be one time customers.

Other weaknesses consist of a limited product mix in tattoos, piercing, and brands. In each product line, the mix is limited to simplistic services that need to be expanded. Another weakness is the single location is not tourist accessible and is located in the Dillingham/Kapalama neighborhood, a neighborhood not always associated with safety and sanitation.

III. MARKETING PROBLEM

Many people view tattooing as a socially unacceptable practice, instead of a valid art form and vehicle for self expression. Unfortunately, there are numerous shops and an increasing number of illegal home tattoo artists who contribute to this perception. This limited perception is the largest hurdle for any credible tattooing company to overcome. The Ink Pit Tattooing Company is such a credible company that has received numerous awards and reviews for the quality of its service and product. If this limited perception can be improved, the market for The Ink Pit's product will expand considerably.

We have decided, along with the owner of The Ink Pit that the main focus of this marketing plan should be working on improving this perception and the awareness of The Ink Pit as a credible provider of art. Specifically, the marketing problem can be

summarized as follows: **“How can we increase the awareness of The Ink Pit Tattooing Company as a premium sanitary tattoo shop and thereby increase sales?”**

IV. MARKETING OBJECTIVES

Our specific marketing objectives are to:

1. Increase monthly customer count from 600 to 720 (a 20% increase)
2. Increase awareness of The Ink Pit Tattoo Company as a premium tattoo shop
3. Increase positive perception of tattoo shops

V. MARKETING STRATEGIES PROPOSAL

A. Products and Services

i. Research on Current Status:

The Ink Pit Tattoo Company has creative artists who are adept at the art of tattooing. Able to produce a variety of tattoos, these Ink Pit artists can accommodate the customer’s needs and wants efficiently. There are four professional artists within The Ink Pit, including the owner, Jack Omoto and an additional two apprentices interning at the company. Since the artists are by contract, it is an exclusive relationship with The Ink Pit Tattoo Company.

When a customer first enters The Ink Pit, a consultation is provided. If getting a tattoo, a customer may look through a flash book to finalize their desired type of tattoo. This is a beneficial procedure that allows customers to sample the services of the tattooist before receiving the service themselves.

The basic feature of The Ink Pit, body art, which includes tattoos, piercings, and brands, provides a benefit of self expression. Additional features of this service include: custom designs, sanitary high quality work, and a comfortable environment. The benefits of these features includes: unique work, no risk, and a soothing environment for a sometimes uncomfortable process.

The Ink Pit's product mix consists of the following product lines: 1) pre-designed tattoos, 2) custom tattoos, 3) body piercings, 4) branding, and 5) flash books (designs) which are exclusively for other artists. The product lines of pre-designed and custom tattoos provide for black and white ink or color ink. These types of designs are infinite, ranging from tribal, Asian (kanji), to other designs such as pictures, animals, and symbols. The product line of piercings ranges from facial, body, dermal anchors (anchored under the skin with no backing), and gauges (stretched piercings). The product line of branding is limited because branding uses scar tissue to create a design and therefore can not be as intricate as tattoos.

Currently the tattoo industry is in the growth/maturity stage. As shown in our secondary research, each new generation is more likely to have a tattoo, which may mainly be due to media bombardment surrounding tattoo shops (such as Miami Ink, LA Ink, 808 Ink Magazine, and Skin and Ink Magazine, etc). However the differentiation between tattoos from different shops is minimal. What sets most shops apart is the artistic work of the artists. Although, tattooing is a service that is at its most productive stage, competition is fierce.

Unfortunately, since tattooing, piercing, and branding (designs burned into skin) are services, packaging is not applicable for The Ink Pit. The Ink Pit also has no logo

attached to the company, unlike nearby competitors whom have signs with the company name and logo.

ii. Product and Service Strategy Proposals:

Market Ready Associates plans to expand the product line in tattooing by the introduction of InfinitInk to The Ink Pit. Unlike normal tattoo inks used by a majority of tattooist, InfinitInk is a premium ink that has been designed for future removal. It is as permanent as a regular tattoo, but removal involves less laser treatments for removal, less excruciating pain from removal, and most of all it is less expensive for removal. These features allow many people whom are “fence sitters” to indulge themselves in self expression. According to a PBS Documentary on InfinitInk (Freedom 2-Inc., 2011), 25% of American adults 18 years of age and older, are people who would like to get a tattoo. However, they are not completely convinced on getting one because of its permanency. 52% of surveyors indicated in our survey that they would get a temporary tattoo. InfinitInk also offers people with tattoos to keep up with the ever changing popular art styles that are constantly evolving. It also offers hard core tattooist the same life-long permanency and quality of a real tattoo. Currently, however InfinitInk only has ink in black and red, but Freedom-2 Holding, Inc., the makers of InfinitInk, are working on putting other colors out on the market.

Along with the introduction of InfinitInk, Market Ready Associates proposes that during consultations artists show a flash book, of previous work including new innovated services that can be provided in piercing and branding, rather than just tattoos, but in the form of a binder. Such innovated services that can be featured are: horizontal ear piercings, dermal anchor piercing, as well as designs of brands, and most importantly

InfinItInk tattoos. By showing these client orientated “flash books”, clients are exposed to new innovated services that they many have never considered, specifically InfinItInk, which is not currently offered anywhere in Hawaii.

We also plan to create a logo for The Ink Pit Company to create recognition among customers and potential customers. (See Appendix E Figure 2) The logo will illustrate The Ink Pit’s greatest strengths, tribal and Asian styled art work. According to our survey conducted 31% would get a tribal tattoo and 24% would get an Asian styled tattoo, this is a total of 55% who would get a type of tattoo that is specialized at The Ink Pit. So by promoting these specializations in The Ink Pit, more potential customers will be drawn in and more potential customers will be aware of the premium high quality work offered by The Ink Pit Company.

B. Price

i. Research on Current Status:

The Ink Pit prices its services based on the cost method which factors in the price of ink and the artist cost. Currently, the prices seem to be competitive with other shops and may actually be priced too low. About 67% of customers in our survey indicated that they strongly agree or agree that the prices of The Ink Pit are reasonable. Because of the low mark ups, The Ink Pit has not provided discounts to customers.

With 67% of customers agreeing or strongly agreeing that the prices at The Ink Pit are reasonable this means demand is fairly elastic to increase in price. A typical tribal tattoo on a shoulder blade costs between \$100-500 at The Ink Pit depending on detail. The usual piercings cost between \$20-60 depending on placement. And lastly brands start at \$80.

ii. Price Strategy Proposals:

Market Ready Associates encourages The Ink Pit to increase pricing by 5% and create promotional discounts to increase profit and give clients the benefits of a variety of discounts. Such discounts would include military discounts, and loyal customer discounts by creation of a loyalty card which will be discussed later in the plan.

Along with these discounts, bundling tattoos and piercings is also suggested. Piercings usually range from \$20 to \$60 depending on the location and tattoos cost about \$100 for a simplistic tribal tattoo on the shoulder blade. By bundling piercings and tattoos, the total price would be \$108-144 instead of \$120-160, creating 10% savings for customers.

We also recommend that InfitInk be initially priced low to attract new clientele that would be interested in a semi-permanent tattoo. So initially such a tattoo can be priced at \$120 for a simplistic tribal tattoo design on the shoulder blade, 25% less, to attract new clientele. When prices for InfitInk are elastic enough, prices may be raised 35% from \$120 to a premium price of \$162 and be included in promotional discounts.

C. Place

i. Research on Current Status:

The Ink Pit is located in the Dillingham/Kapalama neighborhood, with sufficient parking, and a comfortable environment. Currently, the shop has no main website to allow customers to book appointments. The traffic flow in the Dillingham/Kapalama area is highly congested during morning travel. However the shop hours start at 11:00am-9:00pm Monday through Saturday and 11:00am-5:00pm on Sundays, avoiding the worst

of the morning commute. Also this The Ink Pit Company offers services more than merchandise product, so there are no inventory management issues.

ii. Place Strategy Proposals:

Situated in an ideal area, distribution of services is limited by law for The Ink Pit. Tattoo artists may only provide their services in a licensed tattoo shop, in other words prohibiting trade shows. To negate this we suggest The Ink Pit utilize the internet, a cost efficient way to promote its services. By creating a website for the shop, potential customers may view the premium quality work of The Ink Pit and reserve a time for consultation or an appointment time for a tattoo, piercing, or brand. This allows customers flexibility while in the process of getting a tattoo and does not limit them to store hours.

D. Promotion

i. Research on Current Status:

a. Public Relations and Publicity

The Ink Pit participates in no activities to create a favorable image of the business, and does not have any current publicity. The Ink Pit's owner, Jack Omoto is however been in Skin and Ink Magazine and has had his art published in *The Polynesian Tattoo Today* by Tricia Allen. The Shop has also won a Consumer Business Review award in 2009.

b. Advertisement

The Ink Pit currently does not rely on media advertisement. They have no radio, television, or print ads. There are also no outdoors advertisements like billboards (due to

the Hawaii restrictions). The Ink Pit instead relies on word of mouth and social media as a way to promote the company.

c. Personal Selling

The shop's able to meet with clients in a consultations style meeting to discuss the wants of the customer. The artists of the shop also all have their own business cards to keep in contact with clients.

d. Sales Promotion

The Ink Pit also currently has no Sales Promotion plans in place. The last sales promotion listed on the business's Myspace was February 17, 2009, which was a piercing special of \$20 for each piercing above the waist, with restrictions.

e. Social Media

A Myspace page is The Ink Pit's primary and direct social media, but clients have also taken charge by posting The Ink Pit in various other sites, such as Yelp, that rate business and leave comments. Yelp is a website that allows customers to rate and comment about local business for future customers. So far The Ink Pit has a 5 star average rating with praising the services offered by The Ink Pit employees.

ii. Promotion Strategy Proposals:

a. Public Relations and Publicity

We suggest the Ink Pit do a sponsorship of Hawaii International Film Festival, HIFF, to promote the sanitation and premium quality of the Ink Pit Tattoo Company. HIFF would be an ideal organization to sponsor because it is a form of self expression and art. HIFF's mission is also to spread cultural understanding from the East and West through film. This includes the history and cultural background of Asian and Polynesian

societies, the type of culture that The Ink Pit's artistic abilities specialize in. Sponsoring HIFF would also illustrate The Ink Pit's support of Hawaii's cultural and most importantly, arts.

b. Advertisement

Market Ready Associates suggest that The Ink Pit utilize different forms of Advertisement to increase awareness. First, we suggest a glass etching on the shop's window of a logo we created that captures the main qualities of The Ink Pit (original design by Angel Feet). We strongly suggest the creation of a radio ad to air on Star 101.9 once a day for a duration of 3 months to inform clients of InfitInk and persuade potential clients to come to The Ink Pit.

c. Personal Selling

We suggest a business card for the business be created to promote the shop rather than the artists, individually. The business card will contain a catchy slogan "If you can think it, we can ink it" and the business logo on the opposite side, as indicated in Appendix E, figure 6.

d. Sales Promotion

Two promotional programs we suggest The Ink Pit use are Groupon and loyalty cards, as mentioned earlier. As noted earlier in the External Opportunities, a significant part of the tattoo market is comprised of returning customers. This makes loyalty cards very beneficial to create these loyal customer client relations and to maintain them. Such a loyalty program would be called "Ink Rewards". When a customer comes in they can choose to receive an "Ink Rewards" card, which will be free of charge, and when they

come in a second time a discount of 5 % can be applied. After coming in 3 times the discount would be upgraded to 10%. And so on and so forth until 50% is achieved.

The second promotional program that we propose is the use of Groupon, which allows customers to save 50-90% off on products or services. Through use of Groupon, The Ink Pit can post the deals when they want an all time low cost, which will attract customers and allow those customers to follow new deals. It also allows The Ink Pit to keep in contact with their followers on Groupon. Groupon also provides free promotion of business that creates a “Groupon Store”.

e. Social Media

Currently The Ink Pit does have a Myspace page to provide information to customers, but not a Facebook page. With Facebook as the most visited site, beating even Google, it would be more beneficial than the Myspace page. By use of Facebook, The Ink Pit may have a “Like” page as indicated in Appendix E, Figure 4, and an account to network with potential customers and current customers, Figure 5. Such accounts will feature pictures and allow communication between The Ink Pit and its clients. Such a relationship is important because it allows the customers to voice their opinion as well as keep customers informed about new deals that will be offered on Groupon. Overall Facebook is a cost efficient way for The Ink Pit to reach out to its customers.

VI. BUDGET

A. Cost of Product Proposals

With 90-150 customers coming in for a tattoo over a period of 3 months, 107 bottles of 5ml of InfnitInk will cover 24-40% of customers, as an introduction period of the new product.

	<u>Proposals</u>	<u>Expenditure Details</u>	<u>Out of Pocket Costs</u>
1	InfinItInk	Black ink - 107 bottles of 5ml x \$40.00	\$ 4,280
2	Flash book	Binder - 1x 1" binder	\$ 2
		Sheet Protectors - 1 x box of 100 sheets	\$ 8
		Photo Print Paper - 100 sheets 8.5" x 11"	\$ 34
3	New Logo	Created by Market Ready Associates	\$ -
		Product Subtotal	\$ 4,324

B. Cost of Price Proposals

Mark up prices, as well as discounts offered to military and returning customers.

	<u>Proposals</u>	<u>Expenditure Details</u>	<u>Out of Pocket Costs</u>
1	Increase Price	Normal Production Cost	\$ -
2	Decrease Price	25% mark down on InfinItInk	\$ -
		Price Subtotal	\$ -

C. Cost of Place Proposals

New website to be created including new logo, hours of operation, location, contact information, and an area of the site where appointments may be made online.

	<u>Proposals</u>	<u>Expenditure Details</u>	<u>Out of Pocket Costs</u>
1	Website	In-house design	\$ -
		Hosting for 1 year - 12 months x \$10.00	\$ 120
		Place Subtotal	\$ 120

D. Cost of Promotion Proposals

i. Public Relations and Publicity

The cost of sponsoring the Hawaii Film Festival includes on screen advertising prior to film screenings, as well as logo placement and acknowledgement in the HIFF program book. The Ink Pit will also receive special event invitations and film admission.

ii. Advertising

The radio ad will run once a day for 3 months on the radio station Star 101.9. Each radio ad will last 30 seconds and consist of the name and address of the shop as well as positive messaging to entice possible customers.

iii. Personal Selling

We will initially be printing 500 of these business cards, which we found at a greatly discounted price. (VistaPrint, 2001)

iv. Sales Promotion

500 “Ink Rewards” cards will be printed as a starting point and will be optionally issued to each customer free of charge. The costs noted take into consideration the shipping fee to Hawaii, as well as a one time set-up fee. If The Ink Pit chooses to order more cards in the future, the design setup fee will not be part of the cost.

The use of Groupon does not entail any out of pocket costs. The only payment that Groupon requires is a small percentage of any profits made in relation to the Groupon customers.

v. Social Media

Both a Facebook account and a “Like” page would be beneficial in different ways. There is no setup or maintenance fee for either of these services.

Proposals	Expenditure Details	Out of Pocket Costs
	<i>PR & Publicity</i>	
1	Sponsor HIFF Various benefits including on screen ad	\$ 3,500
	<i>Advertising</i>	
1	Radio Ad 30sec per day for 3 months 3 month x \$2000.00	\$ 6,000
2	Glass Etching Storefront window etching of logo	\$ 500
	<i>Personal Selling</i>	
1	Business Cards Card: colored, double-sided - 500 x \$.03	\$ 16
	<i>Sales Promotion</i>	
1	Loyalty Cards Card:Barcode, colored, double-sided-500 x \$.43 Initial design setup fee - One time cost x \$35.00 Shipping Costs - \$55.00	\$ 215 \$ 35 \$ 55
2	Groupon Building customer loyalties	\$ -
	<i>Social Media</i>	
1	Facebook Account Customer interaction outlet	\$ -
2	"Like" page Opportunity to monitor customer satisfaction	\$ -
	Promotion Subtotal	\$ 10,321

E. Total Cost for Proposals

Proposal Type	Out of Pocket Costs
Product	\$ 4,324
Price	\$ -
Place	\$ 120
Promotion	\$ 10,321
Proposal Total	\$ 14,765

VII. EVALUATION PLAN

A variety of methods will be used to track and access expenditures relative to the forecasted data and information. The Ink Pit will continue to monitor customer counts to assess customer visitations and monitor increases. If the number of monthly customers remains 720 customers consistently, then the goal of increasing the count by 20% has been achieved. The customer count increasing, besides showing a significant increase in market share, shows that the promotions have been effective, as more customers become aware of The Ink Pit Tattoo Co. as a premium sanitary tattoo shop.

Market research will be conducted in the form of surveys to hand out to customers six months from the time promotions and proposals are put in place. Customers will be encouraged to complete the surveys because of the incentive of a small discount for their time. The surveys will measure customer satisfaction and give a gauge of customer awareness.

As far as ethical considerations, a few did come into consideration while developing this marketing plan. Promotional activities such as radio ads must, obviously, be completely truthful and offer no ambiguities that may be misinterpreted. Of course, any information gathered during the survey process must not be leaked in any way and must be kept confidential. Also, given that sanitation is such a primary concern for consumers of tattoos, we must make sure that all equipment and the environment is sterile, and that the customers are not put into any unnecessary danger.

VIII. REFERENCES

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Appendix A

The Ink Pit Survey

The Ink Pit Survey Questions

1. You believe tattoos are: (Circle all that apply)
 - a. A form of art
 - b. A form of self expression
 - c. Not your thing
 - d. Unsanitary
 - e. Inappropriate
 - f. Other: _____
 2. Would you ever get a tattoo?
 - a. Yes
 - b. No
 3. Would you ever be interested in a semi-permanent tattoo (made to be removed)?
 - a. Yes
 - b. No
- If no to question 2 & 3, skip to question 7
4. Would you rather get a pre-designed or custom tattoo?
 - a. Pre-designed
 - b. Custom
 - c. Both
 5. Would you rather have black ink or color tattoo?
 - a. Black ink only
 - b. Color
 - c. Both
 6. What type of tattoo design would you get? (Circle all that apply)
 - a. Tribal
 - b. Asian (Kanji)
 - c. Symbols
 - d. Other: _____
 7. Have you heard of Ink Pit, a tattoo shop?
 - a. Yes
 - b. No
- If no to question 7, skip to question 14
8. Have you been a customer of Ink Pit before?
 - a. Yes
 - b. No
 9. How many times have you gone to Ink Pit as a customer?
 - a. 0-1
 - b. 2-3
 - c. 4-5
 - d. More than 5 times
 10. What is your favorite aspect of Ink Pit the tattoo shop? (Circle all that apply)
 - a. Its safety and sanitation
 - b. It's an award winning shop
 - c. The high quality work
 - d. Other: _____
 11. Is the Ink Pit environment comfortable?
 - a. Yes
 - b. No
 12. The prices of Ink Pit are reasonable:
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
 13. How did you learn of The Ink Pit?
 - a. Word of mouth
 - b. Social media
 - c. Newspaper
 - d. Radio
 - e. TV
 - f. Other: _____
 14. How important is the following in relation to tattoos:
 - a. Artist experience:
1 2 3 4 5
 - b. Artist availability:
1 2 3 4 5
 - c. Design quality:
1 2 3 4 5
 - d. Design availability:
1 2 3 4 5
 - e. Originality of pre-made designs:
1 2 3 4 5
 15. Would you ever get a piercing?
 - a. Yes
 - b. No
 16. What type of piercing would you get?
 - a. Dermal Anchor: a piercing anchored into the skin (no backing)
 - b. Gauges: stretching of the ear lobes
 - c. Facial piercings
 - d. Other _____
 - e. Wouldn't get piercing
 17. Would you ever get a brand (design burned into skin)?
 - a. Yes
 - b. No
 18. What type of networking site do you use most often?
 - a. Myspace
 - b. Facebook
 - c. Twitter
 - d. Tumblr
 - e. Other: _____
 19. What form of advertisement are you most likely to notice?
 - a. Internet
 - b. Newspaper
 - c. Radio
 - d. TV
 - e. Other: _____
 20. What radio station you usually listen to?
 - a. 93.1 The Zone
 - b. 101.9 Star
 - c. 102.7 Da Bomb
 - d. Power 104.3
 - e. Other: _____
 21. Sales promotion that you would be interested from Ink Pit: (Circle all that apply)
 - a. Loyalty (returning customer) price discounts
 - b. Referral discounts (price discounts if you refer customers)
 - c. Come with a friend price discount
 - d. Seasonal discounts
 - e. Other: _____
 22. How often do you go to Kapalama/Dillingham area?
 - a. Very Often
 - b. Not that Often
 - c. Once in a while
 - d. Never
 23. Gender?
 - a. Male
 - b. Female
 24. What age group do you belong to?
 - a. 0-12
 - b. 13-18
 - c. 19-30
 - d. 31-45
 - e. 45-60
 - f. 60+
 25. What is your primary ethnicity?
 - a. African-American
 - b. Asian
 - c. Caucasian
 - d. Hispanic
 - e. Pacific Islander
 - f. Other: _____
 26. What is your annual income?
 - a. \$40,000 or less
 - b. \$40,001 to \$60,000
 - c. \$60,001 to \$80,000
 - d. \$80,000+
 27. What area of Oahu do you currently live?
 - a. East Oahu
 - b. Downtown Honolulu
 - c. Central Oahu
 - d. Leeward Oahu
 - e. Windward Oahu
 - f. North Shore
 - g. Other _____

Appendix B Survey Results

You believe tattoos are a form of art.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	65	65.0	65.0	65.0
	missing value	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

You believe tattoos are a form of self expression.

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

You believe tattoos are not your thing.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	24	24.0	24.0	24.0
	missing value	76	76.0	76.0	100.0
	Total	100	100.0	100.0	

You believe tattoos are unsanitary.

		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	

You believe tattoos are inappropriate.

		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	

You believe tattoos are other.

		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	

Appendix B Survey Results

Would you ever get a tattoo?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	66	66.0	66.0	66.0
no	34	34.0	34.0	100.0
Total	100	100.0	100.0	

Would you ever be interested in a semi-permanent tattoo(made to be removed)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	52	52.0	52.0	52.0
no	47	47.0	47.0	99.0
missing value	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Would you rather get a pre-designed or custom tattoo?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid pre-designed	12	12.0	12.0	12.0
custom	34	34.0	34.0	46.0
both	28	28.0	28.0	74.0
missing value	26	26.0	26.0	100.0
Total	100	100.0	100.0	

Would you rather have a black ink or color tattoo?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid black ink only	25	25.0	25.0	25.0
color	10	10.0	10.0	35.0
both	40	40.0	40.0	75.0
missing value	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Would you get a tribal tattoo?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	31	31.0	31.0	31.0
missing value	69	69.0	69.0	100.0
Total	100	100.0	100.0	

Appendix B Survey Results

Would you get an asian(kanji) tattoo?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	24	24.0	24.0	24.0
	missing value	76	76.0	76.0	100.0
	Total	100	100.0	100.0	

Would you get a symbol tattoo?

		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	

Would you get an other tattoo?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	37	37.0	37.0	37.0
	no	2	2.0	2.0	39.0
	missing value	61	61.0	61.0	100.0
	Total	100	100.0	100.0	

Have you ever heard of Ink Pit, a tattoo shop?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	17	17.0	17.0	17.0
	no	79	79.0	79.0	96.0
	missing value	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Have you ever been a customer of Ink Pit before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	7	7.0	7.0	7.0
	no	18	18.0	18.0	25.0
	missing value	75	75.0	75.0	100.0
	Total	100	100.0	100.0	

Appendix B Survey Results

How many times have you gone to Ink Pit as a customer?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-1	16	16.0	16.0	16.0
2-3	4	4.0	4.0	20.0
4-5	1	1.0	1.0	21.0
missing value	79	79.0	79.0	100.0
Total	100	100.0	100.0	

Is your favorite aspect of Ink Pit its safety and sanitation?

	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	

Is your favorite aspect of Ink Pit the fact that it is an award winning shop?

	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	

Is your favorite aspect of Ink Pit the high quality of work?

	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	

Is your favorite aspect of Ink Pit something else?

	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

Is the Ink Pit environment comfortable?

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

The prices of Ink Pit are reasonable.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	4	4.0	4.0	4.0
agree	4	4.0	4.0	8.0
neutral	3	3.0	3.0	11.0
disagree	1	1.0	1.0	12.0
missing value	88	88.0	88.0	100.0
Total	100	100.0	100.0	

How did you learn of the Ink Pit?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid word of mouth	11	11.0	11.0	11.0
social media	2	2.0	2.0	13.0
other	1	1.0	1.0	14.0
missing value	86	86.0	86.0	100.0
Total	100	100.0	100.0	

How important is artist experience in relation to tattoos?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	5.0	5.0	5.0
2	1	1.0	1.0	6.0
3	10	10.0	10.0	16.0
4	10	10.0	10.0	26.0
5	70	70.0	70.0	96.0
missing value	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Appendix B Survey Results

How important is artist availability in relation to tattoos?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6.0	6.0	6.0
	2	6	6.0	6.0	12.0
	3	27	27.0	27.0	39.0
	4	18	18.0	18.0	57.0
	5	38	38.0	38.0	95.0
	missing value	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

How important is design quality in relation tattoos?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	5.0	5.0	5.0
	3	1	1.0	1.0	6.0
	4	9	9.0	9.0	15.0
	5	80	80.0	80.0	95.0
	missing value	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

How important is design availability in relation to tattoos?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	9.0	9.0	9.0
	2	4	4.0	4.0	13.0
	3	22	22.0	22.0	35.0
	4	17	17.0	17.0	52.0
	5	43	43.0	43.0	95.0
	missing value	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

How important is originality of pre-made designs in relation to tattoos?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	11.0	11.0	11.0
	2	4	4.0	4.0	15.0
	3	19	19.0	19.0	34.0
	4	20	20.0	20.0	54.0
	5	39	39.0	39.0	93.0
	missing value	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Appendix B Survey Results

Would you ever get a piercing?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	51	51.0	51.0	51.0
no	49	49.0	49.0	100.0
Total	100	100.0	100.0	

What type of piercing would you get?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid dermal anchor: a piercing anchored into the skin(no backing)	6	6.0	6.0	6.0
gauges: stretching of the ear lobes	12	12.0	12.0	18.0
facial piercings	16	16.0	16.0	34.0
other	13	13.0	13.0	47.0
wouldn't get piercing	47	47.0	47.0	94.0
missing value	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Would you ever get a brand (design burned into skin)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	8	8.0	8.0	8.0
no	92	92.0	92.0	100.0
Total	100	100.0	100.0	

What type of networking site do you use most often?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid myspace	15	15.0	15.0	15.0
facebook	60	60.0	60.0	75.0
twitter	2	2.0	2.0	77.0
tumblr	1	1.0	1.0	78.0
other	11	11.0	11.0	89.0
missing value	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Appendix B Survey Results

What radio station do you usually listen to?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	93.1 the zone	12	12.0	12.0	12.0
	101.9 star	20	20.0	20.0	32.0
	102.7 da bomb	19	19.0	19.0	51.0
	power 104.3	15	15.0	15.0	66.0
	other	27	27.0	27.0	93.0
	missing value	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

You would be interested in loyalty(returning customer) price discounts from Ink Pit.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	31	31.0	31.0	31.0
	missing value	69	69.0	69.0	100.0
	Total	100	100.0	100.0	

You would be interested in referral discounts(price discounts if you refer customers) from Ink Pit.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	21	21.0	21.0	21.0
	missing value	79	79.0	79.0	100.0
	Total	100	100.0	100.0	

You would be interested in "come with a friend" price discounts from Ink Pit.

		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	

You would be interested in seasonal discounts from Ink Pit.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	28	28.0	28.0	28.0
	missing value	72	72.0	72.0	100.0
	Total	100	100.0	100.0	

Appendix B Survey Results

You would be interested in other sales promotions from Ink Pit.

	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	

How often do you go to the Kapalama/Dillingham area?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very often	18	18.0	18.0	18.0
not that often	23	23.0	23.0	41.0
once in a while	45	45.0	45.0	86.0
never	13	13.0	13.0	99.0
missing value	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	55	55.0	55.0	55.0
female	45	45.0	45.0	100.0
Total	100	100.0	100.0	

What age group do you belong to?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-12	1	1.0	1.0	1.0
13-18	12	12.0	12.0	13.0
19-30	48	48.0	48.0	61.0
31-45	22	22.0	22.0	83.0
46-60	16	16.0	16.0	99.0
missing value	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Appendix B Survey Results

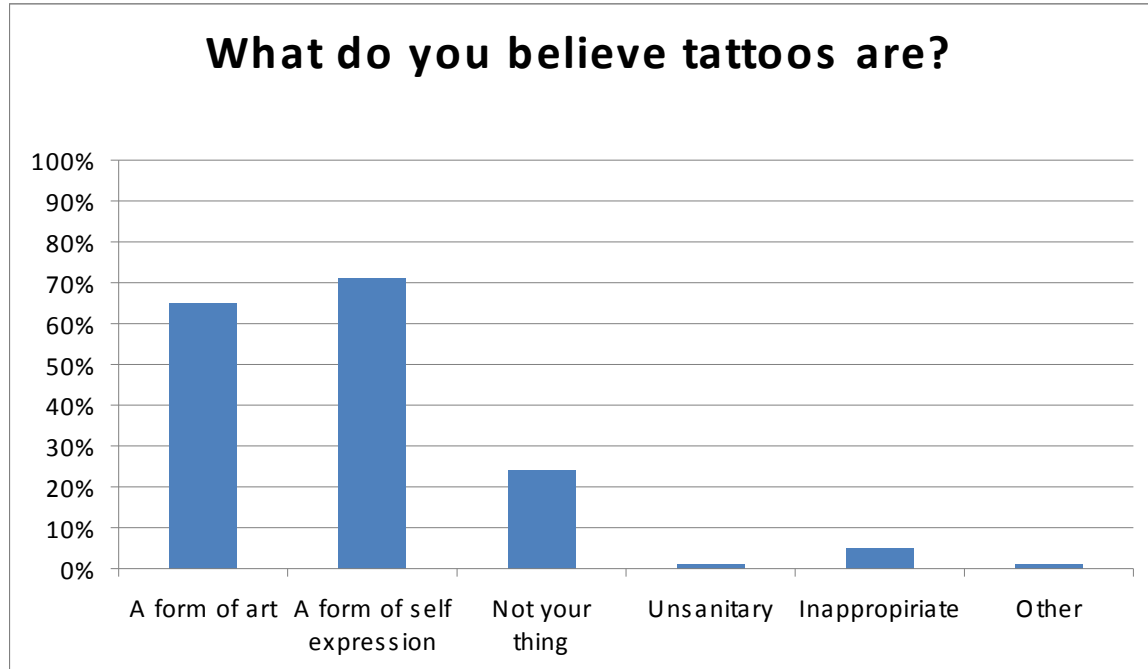
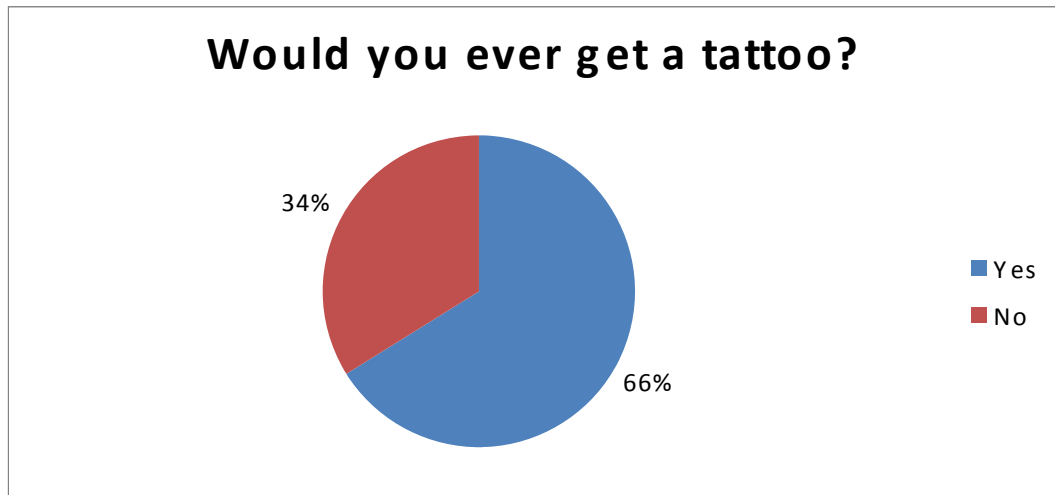
What is your primary ethnicity?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid african american	5	5.0	5.0	5.0
asian	30	30.0	30.0	35.0
caucasian	38	38.0	38.0	73.0
hispanic	6	6.0	6.0	79.0
pacific islander	20	20.0	20.0	99.0
other	1	1.0	1.0	100.0
Total	100	100.0	100.0	

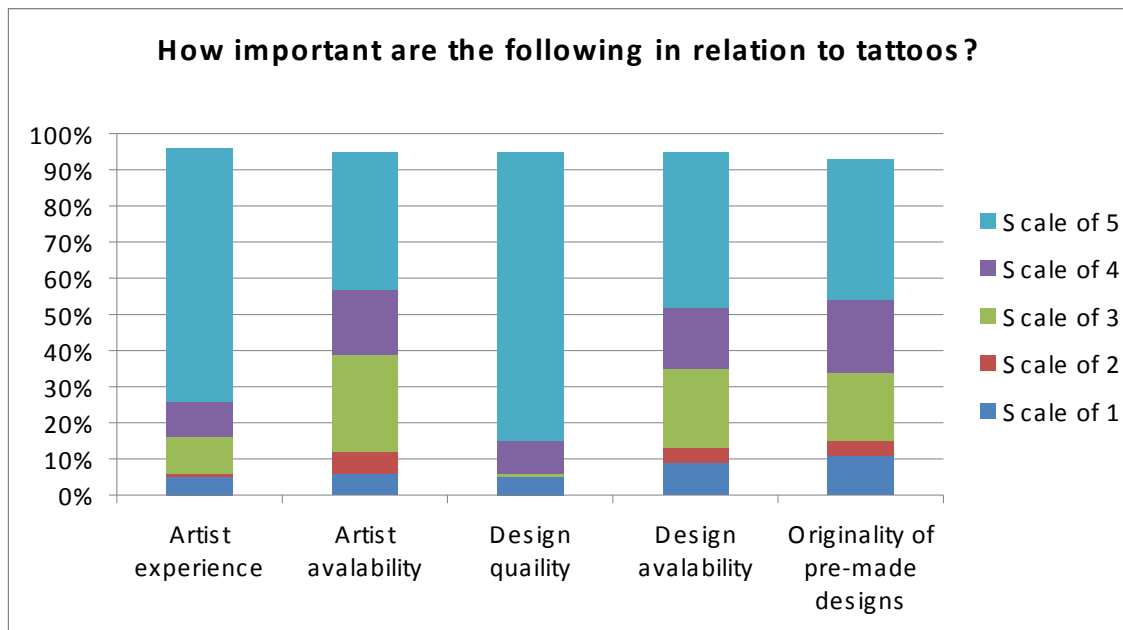
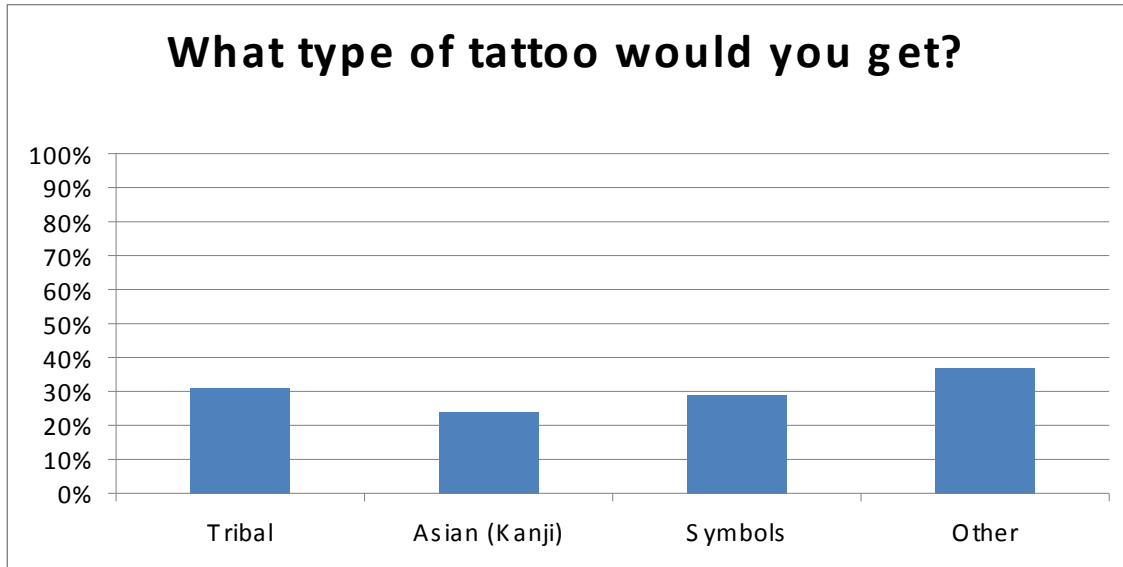
What area of Oahu do you currently live?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid east oahu	5	5.0	5.0	5.0
downtown honolulu	9	9.0	9.0	14.0
central oahu	67	67.0	67.0	81.0
leeward oahu	11	11.0	11.0	92.0
windward oahu	1	1.0	1.0	93.0
north shore	4	4.0	4.0	97.0
other	2	2.0	2.0	99.0
missing value	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Appendix C Survey Charts

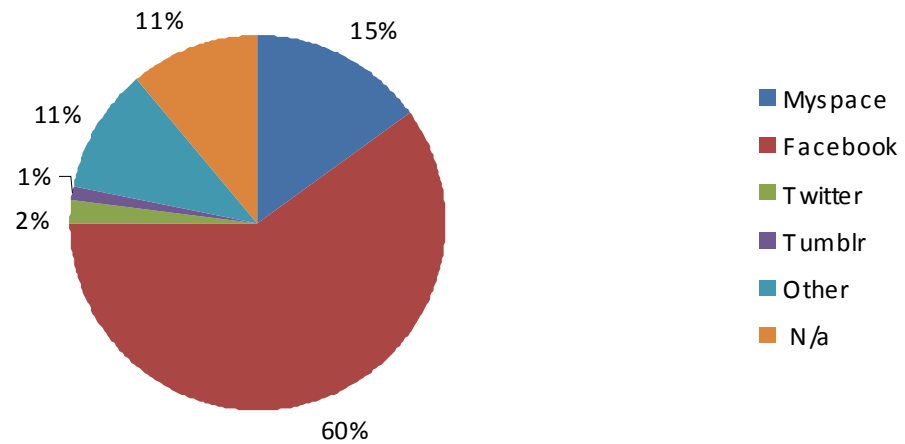


Appendix C Survey Charts

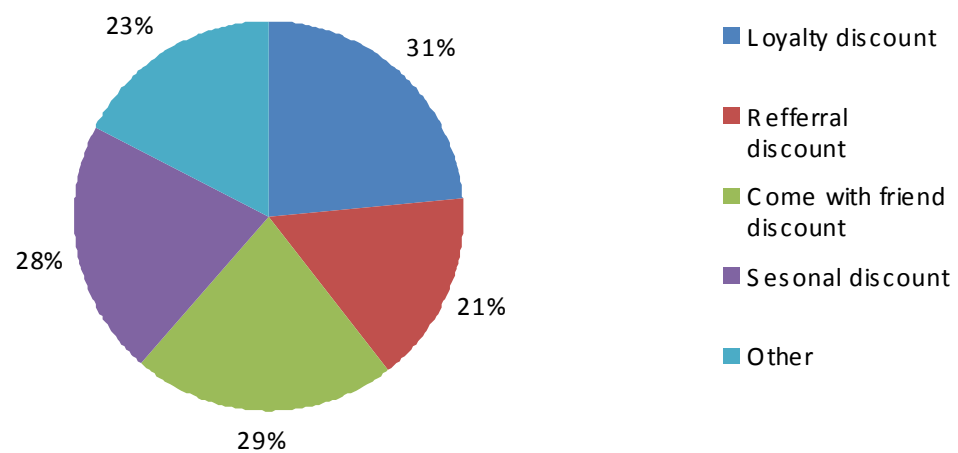


Appendix C Survey Charts

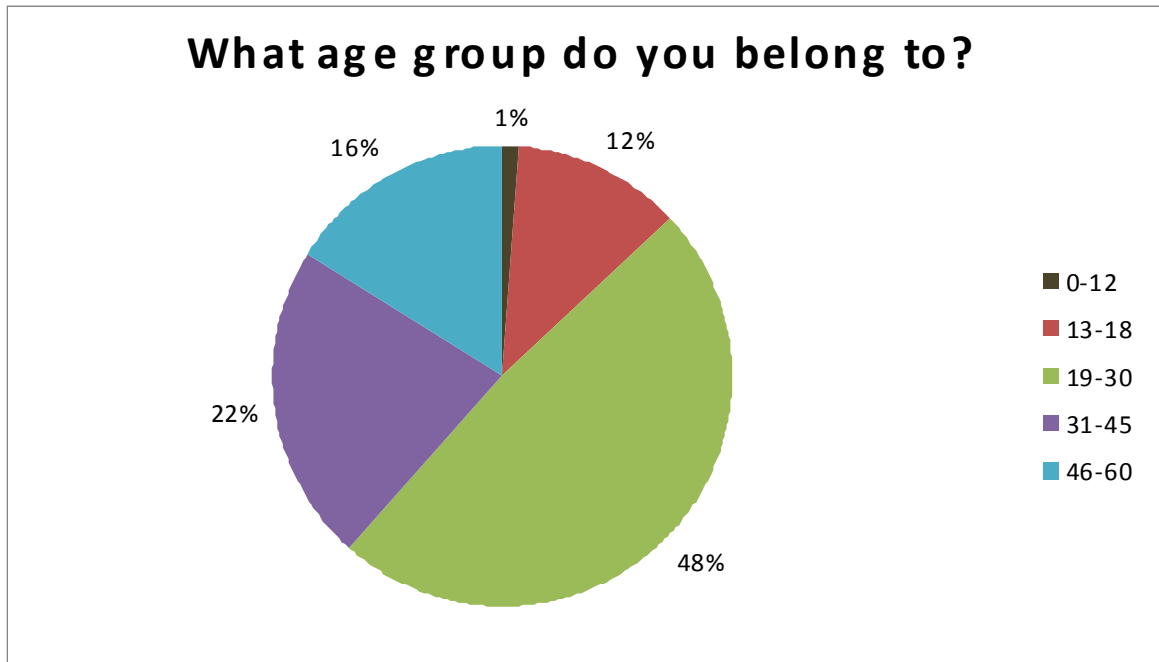
What type of networking site do you use most often?



Type of Sales Promotion that you would be interested in?



Appendix C Survey Charts



Appendix D Pictures

Figure 1: A piercing gun



Figure 2: Breakdown of a tattoo gun

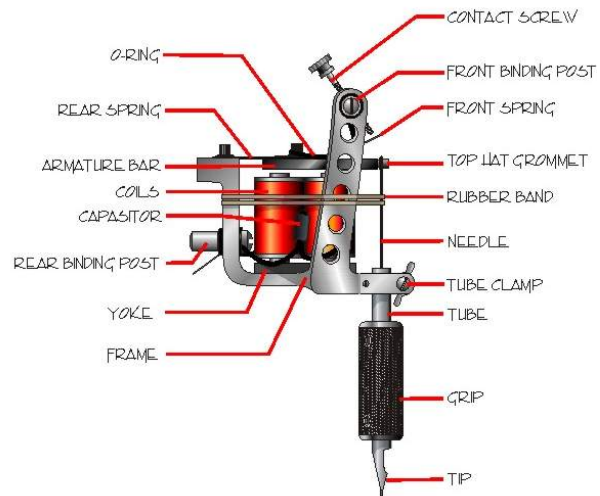


Figure 3: Tattooing starter kit (the necessities for tattooing)



Appendix D Pictures



Figures 4-7: Front of Personal Business Cards



Figure 8: Back of Personal Business Cards



Appendix D Pictures



Figure 9-10: Newspaper articles featuring owner Jack Omoto framed and hung on wall.



Figure 11-12: Pictures of the Kokea Center where The Ink Pit is located.

Appendix D Pictures



Figure 13-14: Samples of the artists work on actual customers, photographed, framed, and displayed in the shop for potential customers to view.

Appendix E

Collateral and Promotional Material

Figure 1: 30 second Radio ad for Star 101.9

1st person: Hey, I was thinking about getting a tattoo, do you know any good shops?

2nd person: Have you heard of The Ink Pit? They can do anything, and it's so clean and comfortable in there.

1: Oh really? I think I have heard of them. I'll check it out. Where is it?

2: It's over in the Dillingham Shopping Center, and you might want to head over there soon, it gets busy.

1: I can't wait; I've heard they do really good work. I'll let you know how it goes!

The Ink Pit Tattoo Company, located on 1095 Dillingham Blvd. Come in and make an appointment today. "If you can think it, we can ink it!"



Figure 2: New Logo created by Market Ready Associates

Appendix E Collateral and Promotional Material

Figure 3: Loyalty Card



Appendix E

Collateral and Promotional Material

Figure 4: Mock up of a Facebook like page



Figure 5: Mock up of a Facebook profile

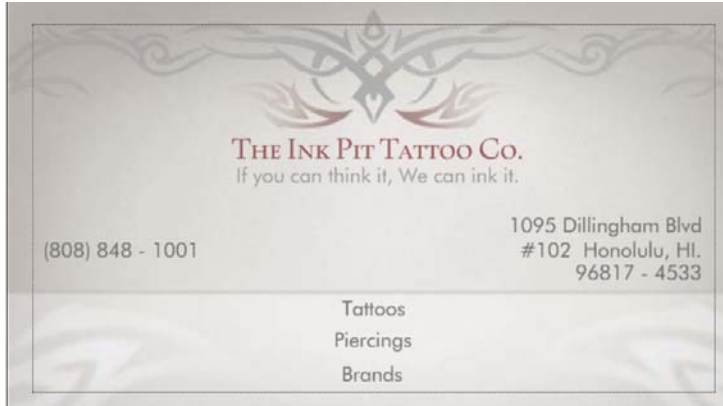


Appendix E

Collateral and Promotional Material

Figure 6: Business Card

Front



Back

