

**PRELIMINARY MARKETING PLAN FOR
BABY CARRIAGE ONLINE STORE
IN MURMANSK REGION**

Valeriia Kirienko

Bachelor's Thesis
Lapland University of Applied Sciences
Innovative Business Services

2016

Lapland University of Applied
Sciences
Innovative Business Services

Author	Valeriia Kirienko	Year	2016
Supervisor			
Commissioned by			
Title of Thesis	Preliminary Marketing Plan for Baby Carriage Online Store in Murmansk Region		
No. of pages + app.	47 + 8		

The goal of the thesis is to create a clear and understandable preliminary marketing plan based on both types of research: secondary and primary. The objective is to identify strategic marketing ideas based on different analyses and research. The chosen bibliography together with the thesis author's own thoughts and experience are used in the thesis work.

For secondary research, the author of the thesis uses information from Data Insight company. The firm provides the results of the survey about online shopping in the Russian Federation. Furthermore, micro and macro environment analyses and SWOT are introduced in the thesis. In addition, the theoretical material is based on literacy about marketing management. For primary research, the author uses a survey as a quantitative research method in data collection. The survey questionnaire includes also open-ended questions, which are qualitative type of questions. The results of the survey give guidelines for the decision making process for the future baby stroller online store, however the results are not statistically representative.

The preliminary marketing plan includes suggestion for the future Internet store. There are three elements that could be used as recommendations in the future: convenience as a benefit for customers; creation of mobile application, social media profiles, and brochures for promotion; attraction of customers through the building of a good relationship. The preliminary marketing plan for the baby carriage online store provides information for future marketing planning. Different professional areas should be taken into account as customer relation, organization development, service delivery, etc. Understanding core concepts of marketing management helps to transform the theory to the reality when starting up the business.

Key words marketing plan, strategic suggestion, environment analysis, online store

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1 INTRODUCTION

Nowadays, more and more companies think that there are some ways to become popular and attract clients. Some people just invest money in advertising or reduce the prices of a product or service. In both cases, it is a risk to lose profit. There is one decision in order to avoid such a mistake. A marketer helps an entrepreneur to succeed and ideas suggested can be more profitable for the business.

Every manager thinks about several questions. How to get more clients? How to become popular? How to sell products and get a profitable business? What to do if the enterprise does not have much money? What to do if an entrepreneur has already invested money in advertising and does not get any successful results? Obviously, the vast majority of companies would think about advertising. People do not know how many ways of promotion can be. It is possible to invest with less money and achieve success without wasting time. In the 21st century, the world has many outstanding marketing specialists. They put their own experience into theoretical masterpieces and provided information for businesspeople. It is all about how easy, unique and the most importantly efficient some marketing tricks can be. In addition, it is the reality of the modern life.

For secondary research, the author of the thesis used information from Data Insight company. It was done for better understanding potential customers and an operation market in the Russian Federation. Primary research is also represented in the thesis. The general objective of the research is to identify the target group and its needs, wants, and desires. The specific objective is to create marketing mix for choosing suggestions for future marketing planning. In addition, qualitative type of questions is represented in the survey. Furthermore, theoretical materials from Philip Kotler were taken into consideration when creating the preliminary marketing plan. Mr. Kotler introduced principles of marketing, strategies, consumer behavior, positioning, research methods, etc. (Hakala 1998, 105.)

2 BUSINESS OVERVIEW

An online baby carriage store is an imaginary company that is not established yet. The future operation of the company will be in Murmansk region. The location of the baby stroller shop will be in the northern part of the Russian Federation. Reasons for choosing the area are the undeveloped market in such field of business area and small number of high quality products from Europe and the United States of America. The goals of establishing the company are to improve the market situation and to give people an opportunity to choose the excellent products. The baby carriage online store has well defined objectives. First, it is important to analyze the market and get suggestions to be competitive at the beginning of business operation. In addition, knowing baby stroller brands and getting a wide range of high quality goods are also a valuable factor for selling as much products as possible. Company's vision is to provide the baby carriage goods for inhabitants with professional service. It is used for preventing the wrong use and the wrong choice of the stroller. The most important question for the company what could be distinctly valuable for the customer. The answer leads to the variety of products and convenience in using the service. Furthermore, a service person will guide and consult parents twenty-four hours per day. What kind of feelings a consumer could get by using the online store service? It is very easy to answer. The Internet store makes feel its clients safe, comfortable, carefree and special. The online store keeps its promise to the consumers. The mission statement of the baby stroller e-store is to provide an online marketplace where everyone can find suitable products. There are five basic values:

1. The company believes parents take care of their children.
2. The company respects everyone.
3. The customer is always right.
4. The combination of safety and comfort for both the parent and his or her child is perfect.

The business overview shows the overall picture of what is done and what could be done in order to achieve goals. Such information helps to identify future actions for rich different aims. (Fullen & Podmoroff 2006, 43-48.)

3 MARKET ANALYSIS

3.1 Situation Analysis

For starting up a new business, a preliminary marketing plan is needed. The most valuable key is to get clear understandable knowledge about the market and potential customers for the online baby carriage store. It is necessary to do an analysis and do research. Data collection will help to make decisions for future operation.

The situation analysis part of the thesis consists of several elements. First, a market summary that describes future customer groups. The market needs introduce activities that should be done. Market trends show elements that the company pays attention to as professional service or convenience in use for consumers. Market growth is about level of development of the operation market. (Green & Williams 1996, 51-52.)

To begin with, the marketer could understand who will be the potential customer according to the research results. The most important focus group for the company is a young parent from eighteen to thirty-five years old. It consists of ninety percent of the possible buyers of the whole region. Other group includes older people and those who would like to buy the product as a gift. It is approximately ten percent of all future consumers.

It is very important for the company to respect its consumers. The level of customer satisfaction could be increased and the brand would be more popular. In order to achieve goals, the factor of the service quality should be taken into consideration by an entrepreneur and a marketer. Another factor is convenience in using the service. Clients will not waste their time when shopping. People could order the product and relax in their homes at the same time. The payment system will be very easy and not hard for understanding. Responsibilities of the workers of the company will include non-stop developing and improving of the

service for client's convenience. A trustful relationship between the firm and its customers could be a result of it.

The operation market in baby stroller industry is undeveloped in the Murmansk region. There are several physical and online stores but not so many. On the one hand, it could be considered as an advantage because of small amount of competitors. On the other hand, it is a disadvantage because the market is not developed enough. Anyway, the future implementation of the firm will not be complicated. The service could be popular and will grow rapidly according to the preliminary marketing plan and possibilities for start-up.

The baby carriage retail online store will enter the operation market for small business. Implementation of the service depends on the size of the market. The size of the market is not large. In the Murmansk region, there are not so many baby stroller providers. However, there is a huge market in an online sales industry. The first steps for starting up and establishing the business are not expensive because of an online operation. (Aaker & McLoughlin 2010, 73.)

3.2 Microenvironment Analysis

In the thesis, microenvironment analysis includes two parts: customers and competitors. The section represents information that helps to identify suggestions for future operation. Results of the analysis help to understand unique factors that together with an explanation of customer needs and wants make business competitive (Campbell, Stonehouse & Houston 2002, 31). Secondary research was used when creating a customer profile. In 2014, the research about selling baby care products online in Russia was done by the Data Insight company. The results show how the Russian online users behave and what are their needs, wants and desires. In addition, statistical results are represented in the survey analysis part. It means that data has exact numbers that are important for establishing the online store (Data Insight 2014).

Customer Analysis

According to secondary research, most of the clients who are buying goods for children are women. It is fifty-nine percent of all respondents. In addition, females use online service more than males. The second important characteristic is age. The most active group of Internet users with seven years of surfing experience are from twenty-five till thirty-four years old. The average age is thirty-two point three. One of the most important predictions is that the market will be developed and number of buyers will be increased for five percent in the nearest future. It is very good for establishing such business as the online baby stroller shop. Results of the research show that most of the women who are interested in buying products for children are housewives. They do not have any work because of a small child. The next element that the marketer should pay attention is client's income. The online buyers of baby care goods have the high level of income. There are thirty thousand till seventy-five thousand rubles per month. From 20 November 2015, one euro is sixty-nine point four rubles. It means that potential customer has seven hundred fifty-six point four euro per month. Based on previous calculations, such purchasers are richer than those who are interested in other products. (Data Insight 2014.)

It is very important to understand how the client looks like. The author of the preliminary marketing plan made the ideal customer profile (Table 1). It is based on both secondary and primary research. The goal of creation such profile is to reach the target audience (Campbell *et al.* 2002, 89-90).

Table 1. Ideal Customer Profile (Data Insight 2014)

Name	Maria Ivanova
Gender	Female
Age	32 years old
Status	Married
Nationality	Russian
Income	52 500 rubles/month; 756 euros/month
Job	Housewife
Children	Having 1 newborn
Behavior	Active internet user, like to spend time by walking and playing games with kids
Needs and wants	Does not waste time by shopping, has an opportunity to buy high quality products

Competitor Analysis

The second component of microenvironment analysis is competitors. The goal of making the research is to create unique online service of selling products as baby carriages. The objective is to identify the advantages and disadvantages of competitors. (Small Business Encyclopedia 2015.) First, the focus industry refers to baby care goods. The Murmansk region has not so many competitors in such field of business area. Only four shops provide strollers for children. In addition, several online shops operate in the Russian Federation. Most of them were not considered when analyzing competitors. The reason for that is delivery time, which is more than in those shops that focus on the Murmansk region. Competitor analysis is based on information about each company's official website.

The information about strengths and weaknesses of competitors are very important (Table 2). The main competitor is the shop called "Детский Мир" that means "Child's World". The company has two ways of selling. The first way refers to using the online service and the second one leads to using the physical store. The operation area covered the whole Russia. Several physical stores are located in the city of Murmansk. The goal of the firm is to be a

benchmark store by providing a wide range of goods for babies and teenagers. The company sells not only strollers but also clothes, toys, and different games. Baby strollers are not the main product. It means that baby carriages could not be in stock at some time. The company offer high quality goods. The prices are higher than in other shops because of the popular brand. (Детский Мир 2015.)

The next store “Малыш” that means “Baby”. The company as a previous one has many products for sale. The shop does not provide a wide range of baby strollers. The business operation area is in the Murmansk region. In general, the shop offers carriages for good weather condition. The key type is the umbrella strollers. It is one of the weaknesses of the shop. (Малыш 2010.)

Then “Капаныз” store where parents could find products for their children. The operation area is in the Murmansk region. The company provides an opportunity to shop online and in the physical shop. Classic type of baby strollers is more popular than other types. It is not a good point because there is no chance to choose purchase among the variety of products. The shop has its own game room where parents could leave children. Moreover, the store organizes the celebrations of birthdays or any other important days. (Капаныз 2015.)

“Аистёнок” is the online shop that needs to be considered as a competitor. The company has a wide range of products. It focuses not only on selling baby strollers, but also provides other goods for children. Baby strollers do not have any descriptions on the web site. That is the reason why people cannot recognize the product. (Аистёнок 2011.)

The number of competitors is so small therefore, there is an opportunity to establish the online store and be competitive at the beginning. All of the characteristics from the microenvironment analysis section would be taken into consideration when creating SWOT analysis and making decisions about future suggestions for business. (Griffin 2008, 67-68.)

Table 2. Strengths and Weaknesses of Competitors

Company Name	Strengths	Weaknesses
Детский Мир	High quality baby strollers; popular brand	Baby stroller is not the main product; lack of baby carriages in the stock; high prices
Малыш	Physical and online stores; using of discount cards	Baby stroller is not the main product; in general, offers baby strollers for summer season (umbrella type)
Карпуз	Physical and online stores; game room for children; organizing of celebrations	Lack of different types of baby strollers
Аистёнок	Different types of baby strollers available	Not clear understandable web-site; no description (just name of the model)

3.3 Macroenvironment Analysis

Usually macroenvironment consists of four elements: political, economic, social, and technological. In the thesis, analysis includes two additional parts the demographic and natural ones. The first analysis is demographic environment. This part shows population growth, regions, nationalities of the area, educational level, and other characteristics. The most important aspect for the baby stroller shop is the number of newborns in recent years. The next is an economic factor that describes income, prices, savings, debt, and credit availability. Summarizing the results of this analysis gives an opportunity to calculate the financial statements to start up the business. Third element is sociocultural. It depends on leisure time activities, cultural values and beliefs. The next part is natural environment. It explains all of the facts refer to “green”. It could be nature, pollution, organic food, weather condition or even electric car. This part describes all things that have ever happened around people. The fifth element is technological. It introduces modern innovations and changes.

For example, fact that nowadays people use Internet connection almost everywhere is very important for the online store. The last but not the least, it is the political-legal factor. It consists of business legislation changes that depend on governmental decisions. Sometimes recreation laws give new business opportunities. (Kotler & Keller 2012, 96-106.)

All of the major forces that are mentioned have interconnection between each other. Some of the elements depend on the regional changes or factors that happened exactly in the area of the Murmansk region. Each section of the macroenvironment analysis has small conclusions that describe pros and cons of establishing the online store. Results of analysis show opportunities and threats for business operation. It will be a part of SWOT analysis in the next chapter of the thesis.

Demographic Environment

The first point that every manager should take notice of building up the new company is the location of business operation. It is very important to start with success. Every entrepreneur should have answers to the following questions: What is the size and growth rate of human population? What is the level of education of locals?

The Murmansk region is the part of Northwestern Federal District. There are forty municipal territories. Murmansk is the regional capital, the biggest city and population growth is the highest among all of the towns from the oblast. According to a census from 1 January 2014, the population of the whole region is seven hundred seventy-one thousand people. The city of the Murmansk has two hundred ninety-nine thousand people. (Government of Murmansk region 2014.) Russian is the main nationality in the Murmansk region. In 2014, some of the Ukrainian refugees came to the North to live and the number of people from Ukraine has increased.

An educational system in the Murmansk region is the same as in the whole Russia. First part of the educational process starts with preschool. Then it is

secondary comprehensive school. After graduating from school, a person could choose what to do next. One of the future choices could be continues of studying at high school for two more years. The other one is to enroll for three academic years at specialized college. After graduating and passing the official exams almost everyone applies to study at the University. In the Murmansk region, there are twenty-two higher professional education institutions; one thousand two hundred and eighty-eight people who have higher degree diploma and one hundred and eighty-six who are doctorates (Administration of the city Murmansk 2015).

This paragraph explains the demographic environment in the Murmansk region (Table 3). It considered numbers of newborns, marriages and divorces in 2014 and 2015. Information was taken from the Federal State Statistics Service. It is an interesting fact that in 2015 there are more newborns then in 2014. At the same time, marriages decreased. It means that there are many single families with a baby in comparison with previous year.

Table 3. Demographic Environment in Murmansk Region (Administration of the city Murmansk 2015)

		Person January - June	
	2014	2015	Increment Decrement (-)
Newborns	4 447	4 491	44
Marriage	3 037	2 833	-204
Divorce	2 393	1 983	-410

To sum up, there is not a small number of newborns per year. Moreover, the number of children has increased in comparison with the previous year 2014. It means that baby carriage business in the Murmansk region could be useful for people and profitable for the entrepreneur.

Economic Environment

The Russian Federation is the industrial structured country with raw material exporting economies. The Murmansk region is one of the powerful export-oriented regions of the whole Russia. The most profitable areas are mining industry, manufacturing activity, and production of electric energy, gas, and water. Important information, which is based on the official site of the Murmansk Regional Government, shows the percentage ratio of regional products. In addition, it describes factors that have a huge influence on regional economic (Figure 1). The biggest part is mining, manufacturing, the producing of electric energy, gas, and water. It is thirty-six percent. Twenty-four percent are the budget sector. Three parts have almost the same value of eight percent. First, it is about wholesale and retail trade, a repairing of vehicles, household appliances, and articles of personal use. The next part is transport and telecommunication. Furthermore, the last one is about fishing and fish farming. Of course, the figure number one has part as other activities, which is fifteen percent. (Government of Murmansk region 2014.)

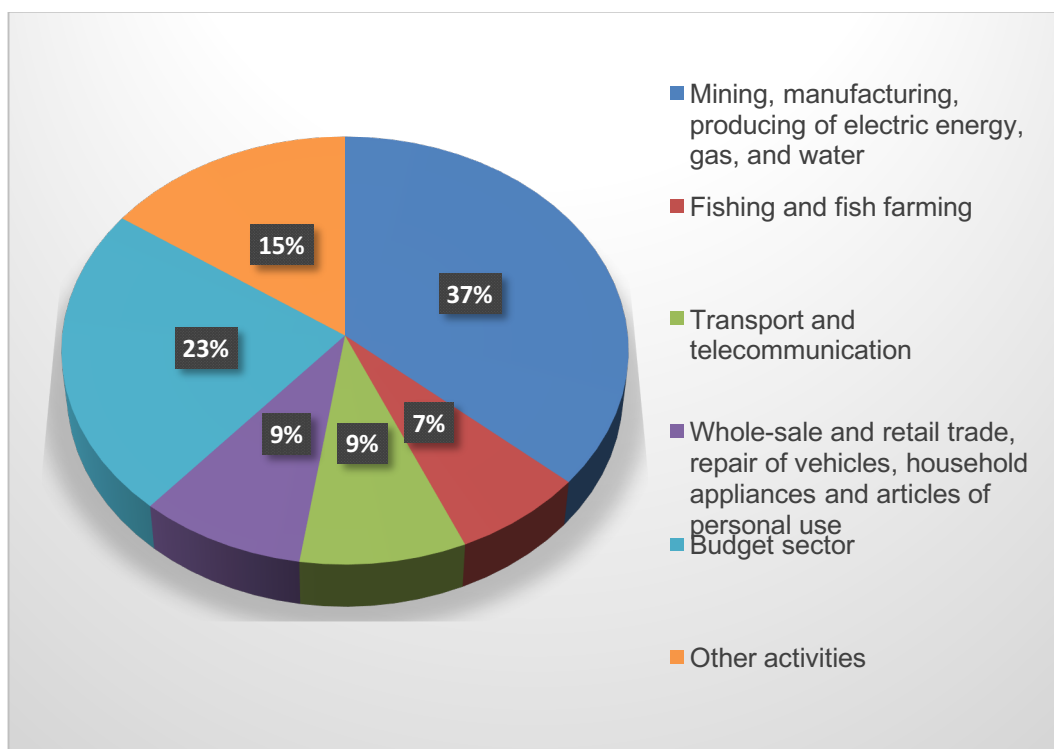


Figure 1. Regional Product (Government of Murmansk region 2014)

The Murmansk region operates with different cities and has its own trade partners: The Netherlands is about thirty-seven and seven percent; Finland is ten point six percent, China is eleven and four percent and Norway is eight percent. An unemployment rate of 2012 is seven point seventy-one percent that means thirty-six thousand unemployed people and four hundred and thirty-five thousand employed. (Government of Russian Federation 2012.)

Because of the international cooperation and good relationship between the Murmansk region and European countries, it is an opportunity for future business. Goods could be easily ordered from other countries. It means that customers could get a wide range of high quality products from abroad. Furthermore, the Murmansk oblast is one of the richest areas of the Russian Federation. It is absolutely an advantage. Rich locals are able to buy an expensive product. (Kotler & Keller 2012, 100.)

Sociocultural Environment

Nowadays, the government of the Murmansk region is in process of developing social and cultural environment. Many entertainment malls with cinema, shops, cafes, quiz rooms, and game stations have open doors from the early morning till the late evening. Young generation likes to spend their leisure time at such place and do some activities. On weekends, there are many families with their children. People like to do sport and cities have special gyms for women with fitness, different kinds of dances, swimming pools, saunas and spa treatments. As for men, there are wrestling, powerlifting area, and room for relaxation after hard workout day. Parents do not need to worry about their children while doing some exercises. Gyms have childcare rooms, where kids could play with the peers. All of the places that were mentioned have its own Internet connection, which is free of charge and every person could simply use it without any special password. Of course, the Murmansk region is full of anglers and many people like to spend time fishing and enjoying the nature. Such leisure time refers to the cultural factor. Northerners do not forget their traditions and try to keep them as much as possible. Furthermore, there are many celebrations. The government of the region organizes events in cities. Local people spend time

together by having fun, dancing, singing, eating, etc. There is a need to know these special dates in order to make promotion for people at such day. (Administration of the city Murmansk 2015.)

The Murmansk region is a highly developed area. People use social networking sites. It does not matter who the person, almost everyone surfing the Internet not only at homes or offices, but also in various places with free Wi-Fi area. It is admirable fact for creating an online store in the Murmansk region in the digital age.

Natural Environment

The Murmansk region has unique northern nature. The oblast has forests full of berries and mushrooms, rivers and lakes with fresh fish. All of such nature gifts are a pleasure to behold. The government of the Murmansk region takes care of beautiful places and tries to keep it clear with fresh air. Unfortunately, in cities lots of manufactures and incinerators have a bad influence on people health. Every year the Ministry of natural resources and environment of the Murmansk region monitor natural environment, flora and fauna. (Administration of the city Murmansk 2015.)

The Murmansk region is located in the Atlantic-Arctic zone. The oblast has rigorous climate. It is very frozen in winter, and locals always make jokes about summer time that they do not have it at all. This section includes information about the average temperature monthly in the biggest cities of the Murmansk region as Murmansk, Monchegorsk, and Kandalaksha (Table 4). Usually the first snow falls down in the middle of October. The snow does not melt until the end of April. Let us take the Monchegorsk city that has the worst temperature of the whole calendar year. In February, the average temperature is minus twelve point eight degrees. The minimum temperature was fixed at the end of 1985. It was about minus thirty-nine point four grades Celsius. (Administration of the city Murmansk 2015.)

Table 4. Average Temperature (°C) in Murmansk region (Handbook 2006-15)

Month	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
City												
Murmansk	-10,5	-10,8	-6,9	-1,6	3,4	9,3	12,6	11,3	6,6	0,7	-4,2	-7,8
Monchegorsk	-12,8	-12,7	-8,6	-2,5	3,4	10,2	13,8	12,0	6,6	0,2	-5,4	-9,7
Kandalaksha	-11,8	-12,1	-7,8	-1,6	4,1	10,6	14,8	12,7	7,1	1,1	-4,2	-8,5

To conclude, the region has a bad weather condition with cold temperature. It is the reason why the store needs to provide warm products, especially for children. Northern climate is one of the opportunities for starting up the business in a baby carriage sale industry. In addition, there is an advantage to sell or to make gifts extra blankets for a child and mittens for a parent. Moreover, locals are trying to find durable products for private use. The baby carriage store has solution and would have the baby strollers with steady wheels. The reason for it is slippery roads that are very dangerous not only for children but also for parents.

Technological Environment

In general, the reason for staying at home for locals is bad weather. As mentioned, the temperature is very low not only in winter but also in a summer period. It might be cold outside, therefore students, pupils, unemployed, and old generation forced to be at home all day long. They need to do something. Modern technology is the solution to solving this problem. Teenagers have been surfing the Internet twenty-four hours a day and use Networks. It is not a surprise to discover a new advertisement by using such social media as Facebook, Instagram, Tumblr, and VK, etc. At the same time, old people are watching different television channels that include promotional videos about products that they could buy by phone calls, online, or in a physical store. The Russian Federation has the same technological level as other developed countries. Wi-Fi is available almost everywhere. Information about Wi-Fi areas was taken from mobile application called Wi-Fi Space. Such application could

find free points in a green color, with password in a yellow color and without password in a red color (Figure 2).

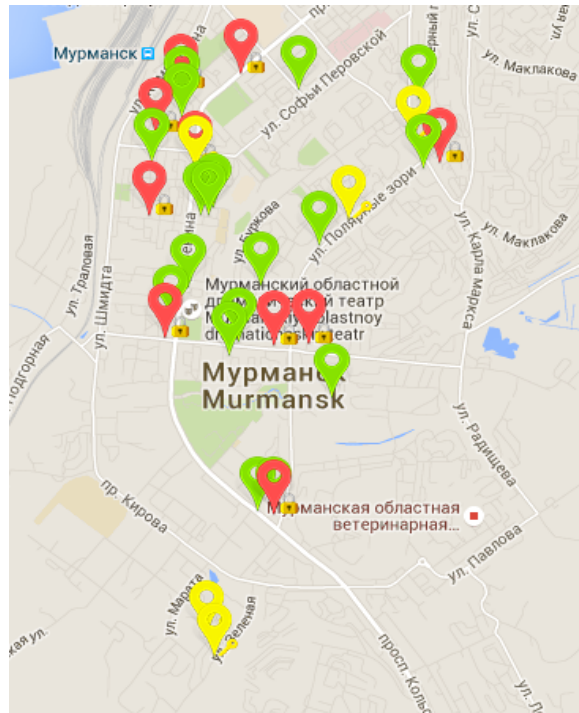


Figure 2. Wi-Fi Areas in City of Murmansk (Wi-Fi Space 2015)

In the capital of the region – city Murmansk there are several higher education universities and institutions that have bachelor and master degrees in technology industry. In addition, at secondary and high school, there is compulsory course Information Technology where young people get knowledge in modern and innovative activities and social life.

In the Murmansk region, there is a high level of popularity in technological area among citizens. That is why it is wonderful opportunity for businessperson to promote the products by using modern technology. Young people will get information from the Internet. At the same time, older people could know something new from different TV or radio channels. In addition, it could be useful to create a mobile version of the online baby stroller store for android and iOS operation systems. Customers could receive messages about new products by using mobile application. In addition, SMS could be used for providing information about the products for the customer.

Political-Legal Environment

The most significant document for the Russian citizens is Constitution. It is a book clarifies domestic laws. The document was adopted by the vote on nineteen and ninety-three. (The Constitution of the Russian Federation, 1993.) It provides information about human rights and freedom. During the period of existence of the Constitution, some paragraphs in articles were added or changed. The Federal Law of Russian Federation No. 256-FZ from 29 December 2006 called "About the additional measure of the government support of the families having children".

The paragraph includes information about the maternal capital and its changes from 2007 (Table 5). For the last eight years, the situation about family capital has changed several times. The amount of money has increased. There were two hundred fifty thousand rubles. As for now, there are four hundred fifty-three thousand and twenty-six rubles. The difference is almost fifty percent. It is very good for parents and their child to get maternal capital and spend money on necessary baby products. (The Federal Law of Russian Federation No. 256-FZ.)

From 23 September 2015, 1 Euro = 73, 96 Rub

Table 5. Changes in Maternal or Family Capital (The Federal Law of Russian Federation No. 256-FZ)

Year	Sum (Rub)	Sum (Euro)
2007	250 000,0	3 380,2
2008	276 250,0	3 735,1
2009	312 162,5	4 220,6
2010	343 378,8	4 642,7
2011	365 698,4	4 944,5
2012	387 640,3	5 241,2
2013	408 960,5	5 529,4
2014	429 408,5	5 805,9
2015	453 026,0	6 125,2

The baby carriage online store focuses on parents as a target group. That is the reason for paying attention on the law and its changes about maternal or family capital. The number of money has increased. It means that parents could spend more money for buying products that are more expensive than it has been before.

3.4 SWOT Analysis

SWOT analysis is an analysis undertaken by business firms to understand their external and internal environment. The term SWOT consists of four words. Two letters present the internal environment. The first letter means strengths. It is about strong points of the business company, advantages in comparison to competitors. The second one is weakness. It is an opposite of word strength. It describes disadvantages over competitors, aspects that need to be improved. Other letters introduce external environment. Opportunities are the most important for every company. It contributes to increase the ability to sell products and get more profit for the company. The last letter means threats. It is the risk for the firm. It leads to increasing the danger level for future perspective. Growing competition could destroy the company from the market forever. Strengths and weaknesses are based on the internal environment. Contrariwise, opportunities and threats refer to the external environment. (Coyle 2004 ,88-100.)

The SWOT analysis of the online baby stroller store includes important information that could explain possible advantages and disadvantages (Table 6). Let us take the strength points of the future business. The e-shop will have high quality goods made from durable materials for various weather conditions. In addition, customers will get warm gifts from the service. Convenience in use of the baby carriage online shop is also a strong point. Clients will use Internet instead of going out for making purchase. Availability of the products is one of the useful factors. People do not need to waste their time for a long standby.

Internal and harmful element is weakness. The store has not been established yet, the brand of the service will not be popular, people do not know the brand. That is the reason why it could be hard for implementing the new store. Because of an unknown factor, there will be not so many clients at the beginning. The service will not have ability to pay with 'child care' cards.

Opportunities and threats are based on the macroenvironment analysis. External and helpful element is opportunity. It is mentioned that the number of newborns has increased. The baby stroller products are useful for locals and it is an opportunity for new business. The Murmansk region is the developed region that has digital generation. It is easy to access Internet and surfing all day long. It is great for promoting and using an online shop. Because of the bad weather condition and availability of durable goods, there is a positive side for selling first class wheels and extra products. According to macroenvironment analysis, the family capital has increased. Parents could spend more money for buying products for their children than previous years. It is also good for new business to sell more goods and get profit.

However, it is also a bad side called threats. Several competitors that already have customers and the well-known brands among locals are considered as threat. The physical shops could also be problematic because people could touch and see products in reality.

Table 6. SWOT Analysis of Baby Stroller Online Store

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ High quality product ▪ Wide selection of winter models with first class wheels ▪ Extra products or gifts: mittens for parent, blanket for kids ▪ Online convenient service ▪ Easy to pay ▪ Availability of imported goods 	<ul style="list-style-type: none"> ▪ Unknown brand ▪ No physical stores ▪ Disability to pay by 'child care' cards (cards with money given by government)
Opportunities	Threats
<ul style="list-style-type: none"> ▪ Increasing number of newborns ▪ Technological developed region. Easy to access Internet connection ▪ Cold weather. Need of first class wheels ▪ Increasing of family capital by the government 	<ul style="list-style-type: none"> ▪ Competitors ▪ Physical store with possibility to show the product in reality

4 POTENTIAL MARKET

4.1 Market Segmentation

To begin with, this chapter of the thesis is based on secondary and primary research. Theoretical materials from various authors and results of the survey would help to clarify four elements of segmentation and identify target group.

Segmenting-targeting-positioning (STP) process is a base for marketing mix (MM). It is very important for company to know its own target group. Understanding such valuable fact is very useful for creation marketing strategies. The STP process includes three phases with several factors that effect on developing or improving different kinds of the business fields of industry. There are four elements for segmentation, such as geographic, demographic, psychographic, and behavioral (Kotler & Armstrong 2010, 73).

The first phase of STP process is segmentation. Based on an online dictionary the meaning of segmentation definition is a dividing process of the potential customer into groups that have the same behavior and needs (Investopedia 2015). After the identification of market segments, there is the second step – targeting. Generally, target market gives answers to the following questions: what is the gender of the customer? How old is s (he)? What is his or her income? Based on the Information Technology (IT) education website, targeting is the classification system of future consumers according to their personal preferences and thoughts. This definition refers to marketing because it could effect on strategic decisions. (Techopedia 2015.) The last is market positioning. According to Sally Dibb and Lyndon Simkin, the meaning of such collocation is all about being competitive. Market positioning identifies uniqueness from other companies. Such positive elements keep in customer's mind. Positioning refers to associated images that product creates in a consumer brain. (Dibb, Simkin 1996, 17.)

To begin with, geographic segmentation is the first component of STP process. The baby carriage online store will operate in the northern part of the Russian Federation – Murmansk region. It consists of several towns. Murmansk is the capital and the biggest city where the company will be established. The biggest cities in the region are Apatity, Monchegorsk, and Kandalaksha.

As for demographic segmentation, most of the future clients are Russian parents. People with the age group between eighteen and thirty-five years are more interesting in buying a baby stroller than others. That is the reason why the online store will focus on people with the mentioned age category. Potential customers are able to pay money for the goods. That is why potential customers have the average or high income as the middle and upper classes. Marital status is married. However, the product will also be available for singles. The most important element is that the company offers baby carriages to new families who have newborns.

Convenience in use of the online store is the key element for the customers. The psychographic segmentation includes this factor. The potential consumers pay attention to convenience. An online store will provide such benefit for its clients. They do not need to go out to choose the right product for their children. They could just use the Internet connection and by clicking could reserve or buy baby carriage. Consumers are the advanced users of the Internet - modern generation who does not afraid of buying via the online store.

It is a very simple task to describe behavioral segmentation. Happy parents who are taking care of their children and searching for high quality products with comfort for both themselves and their kids. Young families spend lots of time outdoors, they like walking and playing different games. The rate of usage of the product is heavy. Brand loyalty is shifting. It means that consumers always moving from one brand to another. The potential consumers know brands and could identify some of them.

4.2 Product Positioning

Nowadays, there are so many competitors and startups in each field of business industry. Even those having the totally new technological creature face tough competition. The baby carriage e-store has competitors and the marketer of the company needs to think outside the box by positioning.

The products of the e-shop are baby strollers. Goods for parents who take care of their child, who are dissatisfied with the accessibility of needed products on a local market, who think that other service providers do not guide customers. The baby carriage online store will provide a wide range of high quality products. Operation team will be ready to help and consult people by phone calls and by e-mails to make right decisions and give the explanations about all of the features of the purchase. Local online or physical stores are selling low quality goods with a poor range of products. In addition, there is an absence of professional consultants, who are selling baby strollers.

As for strategic value, the entrepreneur of the baby carriage store would like to have a brand that links to such words as confidence, passion, belonging, care, action, presence and security. For the company, the brand is a set of unique values. The brand image should possess three main elements as good quality, good source and good service. Since the store focuses on strollers, the brand takes children to new places, takes into new atmosphere and takes children to a comfortable dream and letting them sleep in products. The brand should inspire company and employees to grow. The company does not have to be afraid of setting high and difficult goals. Earlier, brands were responsible just to evoke the desire to buy, to guarantee the quality and to help to belong. Now it is very different, businessperson could use the brand to help people by guiding them in the world of billions of goods when a clumsy baby would become a reliable person. Positioning strategy should form the brand image in customers' minds (Paul Peter & Olson 2008, 382). Clients should look at the brand of the online store and be sure that the company is helping them by delivering high

quality goods, guiding them according to preferences, and caring about the comfort and safety of clients and their children.

4.3 Marketing Mix

One of the most popular marketers is Philip Kotler introduced the concept of four controllable variables that together creates marketing mix. The first P is the product that company provides according to customer satisfaction level and their needs. The second area is the place, which includes information about transportation, distribution channels, and location. The promotion describes the communication process between the company and its consumers. Furthermore, it includes personal selling, mass selling, and sales promotion. The price is the last P, which means money that customers are willing to pay in order to get the product or service. It is also introducing the possible changes of the prices and ability to compete with others. (Kotler & Keller 2012, 70.)

Product

The baby carriage online store has not been established yet. Future plans include the developing process in the marketing field of business. The e-shop will provide extremely good services by selling high quality premium products. The main product of the online store is a baby stroller. E-shop customers could reserve and buy the products of various popular brands. The best brands will be available in the online store as Peg Pérego and Inglesina from Italy; Takko and Adamex from Poland; Emmaljunga from Sweden; Jetem from Spain; Stokke from Norway; Aprica from Japan; Römer from Germany; Maxi-Cozy and Bugaboo and Quinny from Netherlands; Maclaren from United Kingdom; and Joovy from the United States of America.

The service person will pay attention to having the stock full of the best sellers. It means that most of the popular products would be available. Consumers could offer whatever they want to get, and the service will deliver the purchase within several days from the payment date. The employees of the company

should have professional knowledge in human resource management and have communication skills in order to increase customer satisfaction level.

There are different models of strollers, such as an umbrella, a lightweight, a jogging, a roller buggy, a traditional, a combo, a travel system, a carriage. All of them will be available to reserve and wait for some time for the order. Some of them will be always in stock. The online store focuses on the traditional, the jogging, the carriage, and the travel system. The traditional stroller is convenient and lightweight. It has advantages as a snack tray and a roomy storage basket. Some of them could transfer to the car seat. Others could recline. Nevertheless, many traditional strollers have both advantages. Many sport people live in the northern part of Russia that is why e-store will sell jogging strollers. It is useful for running and walking on off-road. Carriages for newborns will also be in stock of the shop. This model is very convenient for slow walking and sweet sleeping. Well-designed carriage with the classic look brings more happiness to mothers. The travel system strollers have many benefits. It is simply used to move the child from the car. In addition, it could be fully reclined. There are two positions: sitting and sleeping. Baby could decide what does (s) he wants to do. (Richter 2012, 27-31.)

Price

This section includes information about the approximate price for the traditional, the jogging, the carriage, and the travel system strollers according to the brand value. Table number seven represents prices for the baby strollers that are obtained by comparison the prices of the competitors (Table 7). Prices could vary according to the chosen strategy. For carriages, the minimum price is two hundred and fifty euro and the maximum is one thousand euro. The traditional strollers could be sold from three hundred and fifty euro. The jogging type has almost the same price approximately three hundred and fifty euro. It is possible to buy the travel system stroller from three hundred and fifty euro to eight hundred euro. All of the prices depend on the model, the brand and the quality of the product. There are only three brands, which could be the best sellers. That is reason to create prices exactly for such models as Peg Perego,

Inglesina, and Adamex. Customers have a possibility to order and buy other stroller according to their wishes by filling in the application form on the official web site of the online store or by using twenty-four hours a day consultant service phone calls. (Richter 2012, 35-41.)

From 23 September 2015, 1 Euro = 73, 96 Rub

Table 7. Prices of Best Sellers According to the Brand

Brand	Type of stroller	Price (Rub)	Price (Euro)
Peg Perego	Traditional	25 886	350
	Jogging	29 584	400
	Carriage	39 938,4	540
	Travel System	59 168	800
Inglesina	Traditional	36 980	500
	Carriage	73 960	1 000
Adamex	Traditional	22 188	300
	Jogging	23 667,2	320
	Carriage	18 490	250
	Travel System	25 886	350

Place

The baby carriage retail online store operates in the northern part of the Russian Federation – Murmansk region. It consists of several numbers of cities: Murmansk, Apatity, Monchegorsk, Kandalaksha, Kirovsk, Olenegorsk, Kovdor, Polyarni, Zapolyarny, Polyarnye Zori, Murmashi, Sneznogorsk, Nikel, Gadzhiyevo. The e-shop will focus its attention on customers from mentioned cities. The location was chosen because there is lack of high quality products in the region, especially for winter season.

Because of cold temperature and frozen air outside, parents need to keep and save their own and their baby's warm spaces while walking. Additionally, the wheels should be durable, because of the ice in the road. Local people consider one problem that there is no premium shop with useful products and many choices for making a positive decision of buying good. The online store will

solve this problem and make customers happy when selling the strollers in excellent conditions with extra gifts for a parent – mittens, and for a child – blanket. (Richter 2012, 41-45.)

Promotion

It is very important to communicate with clients. The social media will be as a key to spread information about the products and services. The modern way of promoting by using social networks will be the main communication channel. According to macroenvironment analysis, people from the Murmansk region use mobiles and the Internet connection very actively. This fact gives an opportunity to create a mobile application where a customer could find all necessary information, reserve or buy product, share experience and thoughts, ask for help, and find contact information. The application will be available both for iOS and for android platforms. Groups in Facebook and VK will be also created for spreading news and information about products and about the special discount days. Word of mouth will be organized for sharing opinions between customers through encouraging conversations between customers, so they can give an advice or just discuss interesting topics.

The next element of promotion will be brochures. Almost every company uses them to advertise and promote its products or services. The e-store would like to make well designed brochures with colorful appealing pictures. The online shop will organize the competition among parents for the best picture with their newborn baby. According to the results, several pictures will be chosen for creation the brochure for clients. Such advertisement people could find in women consultation center, in some kindergartens and in some stores where parents usually buy toys. The brochure will include the short description of the e-store, link to the web site and various social media profiles; as well as QR code that will help to connect directly to the link to upload the mobile application via Google or Apple stores. (Richter 2012, 31-35.)

5 MARKETING RESEARCH

5.1 Marketing Research Methods

There are two types of data collection: secondary and primary. According to the online business encyclopedia, secondary research is organized information, which was made by some authors. Primary research is the additional information that the marketer would like to know and use in future. (Small Business Encyclopedia 2015.)

There are two types of methods of research, such as quantitative and qualitative. The quantitative provides statistical information about the product or service. Another method is qualitative that describes the impressions of the clients. (Proctor 2005, 16.) According to American Marketing Association, marketing research is the element that connects customer and public. The auxiliary factor is information about possible opportunities and problems that every company could face. Marketing research helps to create and evaluate actions and performance. It is used for clear understanding about the marketing as a process. There are different methods of collecting data and implementation. Marketing research provides data in order to make decisions and solve problems in such aspects as marketing strategy and marketing mix. Results should be analyzed thoroughly. (American Marketing Association 2004.)

In order to achieve some goals, there is a need to do the research. According to the results, a decision-making process could be done effectively and suggestions for future operation could be real and efficient. A choosing of the right type of method depends on the purpose of the research. If the marketer would like to know about who is going to buy the product or use the service, then the quantitative method will help. If the marketer would like to know why people pay money for the product, then the qualitative research will give an answer. (Proctor 2005, 16.)

To sum it up, secondary research or desk research studies are already existing data, like literature, academic articles and statistics etc. Primary research or field research is conducted if the marketer cannot find the kind of information he or she want to know. Primary research is studying the target group directly and getting the information directly from them without any intermediaries. In primary research, the marketer can find basically two main types of research: quantitative and qualitative methods. Both methods have several different research types to choose from. (Jobber & Ellis-Chadwick 2013, 7.)

5.2 Quantitative Research

Defining the problem is the most important step for starting the process of researching. The specific marketing research problem refers to the following question: What are the needs and wants of the potential customer? The author of the thesis used quantitative research to understand future clients better. The results of the research should help to predict potential consumer behavior, which is very important for marketing planning. (Paul Peter & Olson 2008, 12.)

Collection of primary data was made through the online survey. The topic is about buying a product as a baby stroller online. Most of the respondents live in the Murmansk region. In order to get effective results, the survey has various types of questions such as the dichotomous where a respondent could answer yes or no; the multiple choice, where a person has to choose one form the possible answers and the closed-end ones, where people could choose several answers. The open-ended type refers to the qualitative method of research because the respondent could share his or her personal opinion. (Johnson & Christensen 2014, 194-201.)

The research statement is buying baby stroller goods via online store in the future operation area. The overall objective of the research is to understand the customer. The specific objective is to select appropriate marketing strategies according to consumers' needs, wants, wishes and desires. The results of the

research will help to identify a profitable set of actions. In the thesis, the answers of the survey provide information to determine target group, strengths and weaknesses of the company. In addition, the results of research help to identify the way of achieving the goals and future perspective of the company. In this thesis, the research helps to determine marketing mix and to define strategic decisions. (Kaden 2006, 24-25, 122.) Most of the participants have married status and are planning to have a baby. Some of the respondents already have children and experience in using baby carriage store service. In order to get reliable results and to predict the opinions of others, the amount of respondents should be the minimum of sixty people.

5.3 Qualitative Research

There is a need to do the qualitative research to understand customer minds'. Such method is used for knowing the consumer and his or her personal opinion about the product or service. According to the results, the marketer could prepare the part of marketing plan as customer and competitor analysis and SWOT. (Hennink, Hutter & Bailey 2011, 8-10.) The author of the thesis used qualitative research for better understanding the market situation and potential customer.

The secondary research was done by Data Insight company in 2014. The results show behavior of Russian Internet users and their expectation about getting the product according to their needs, wants and desires. The secondary research is called "The Russian online selling service of products for children". The full version of the results consists one hundred and twelve pages. The following information is represented in the report of the research: the observation of the market, customers, and trends. The basic results of the research show that the market has potential growth. As for now, a customer could face a problem with delivery. It takes the minimum of one week to transfer the product to the consumer. Only several e-stores in Russia could deliver the purchase within three working days. There are approximately eight thousand online shops in Russia where people could find products for children. There is a very small number for the country, that is why the new store could be

successful. The research was done by uploading questions into Internet web-page that everyone who are interested in buying the product for children could answer. Furthermore, Data Insight company cooperate with several real stores and use statistical information about such shops. In addition, interviews from entrepreneurs were taken into consideration when creating the research. Data Insight company combine all of the mentioned above marketing tools for getting real results. (Data Insight 2014.)

5.4 Implementation of Survey

The questionnaire was created in two languages: Russian and English (Appendices 1 and 2). The main language of the survey is Russian because the main respondents from the Russian Federation and do not know English well. The survey starts with four compulsory questions about the gender, age, having child, and needs of using a baby stroller. These elements are the basis for the beginning. After answering on such questions, the respondent has an opportunity to stop. The next part is the main and the most important for the survey. It includes information about the type of the product, delivery issue, brand popularity, the appropriate price, the purchasing process, and advertising. There is one question with pictures that respondent could choose. The results of the general part will provide information about customer needs and wants. At the end of the survey, there is one open-ended question. The respondents could share their opinions about advantages and disadvantages of the service that they have already used. Various points of view describe some things that marketer or entrepreneur should take into consideration when making strategic decision and creating future suggestions.

Webropol online service was chosen to create a questionnaire. Links to the survey were uploaded into social media as VK and Facebook. Nowadays, social networks are one of the main channels for data collection. Various communities have discussion area about different topics. The author of the thesis found out groups in which people were interested to buy a baby stroller. The link and description of the survey was uploaded in such communities. Some of the respondents are parents. It is also good for collecting information about

previous experience in buying goods and using service that have already established. Of course, youngsters who do not have any experience of using baby carriage physical or online stores could give answers to the questions of the survey. The questionnaire was created and opened to the public in the beginning of October 2015. The link to the survey was available for one week.

5.5 Results of Survey

In total, there are seventy-six respondents. The first part of the survey consists of four basic and compulsory questions. To begin with, there are sixteen males, which is twenty-one percent, and sixty females that are seventy-nine percent. Most of the respondents have the age between eighteen and twenty-five years old. The number of youngsters are forty-two that is fifty-five percent. The second age group varies from twenty-six to thirty-five and there are about twenty-three respondents. Eleven older people also took part in the survey. Then, there is a question about having children. Twenty-three respondents already have children. Others fifty-three do not have any babies yet. The last question at the first part of the survey is about the future use of a baby stroller when having a child. Seventy-one respondents answer that they will use the baby carriage products in the future. It means that ninety-three percent would buy a baby stroller. Questions in the next section would only be asked if the answer to the previous was positive. Otherwise, the respondent could skip forward.

The main part of the survey begins with one of the most important questions. It is about the type of the product that the potential customer would buy. The winner is a travel system stroller. Forty-six respondents choose this type. It is sixty point five percent. A classic baby stroller has thirty percent of positive answers. Only six percent of respondents chose a jogging type and 4 percent want to have an umbrella stroller (Figure 3).

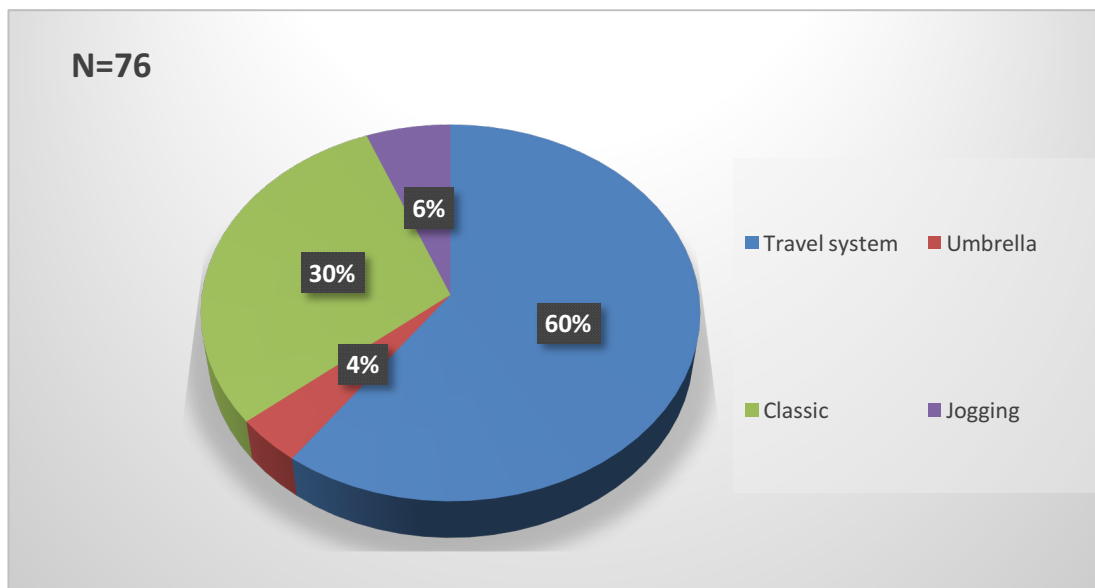


Figure 3. Baby Stroller Types

The next question is also important and it is about the appropriate price. The maximum price that people could spend is one hundred thousand rubles or one thousand four hundred and thirty-four euro. The minimum price that people could effort for a baby stroller is six thousand rubles and eighty-six euro. The average cost according to all answers is twenty thousand rubles and two hundred and eighty-seven euro (According to 9 October 2015, 1 euro = 69, 74 rubles).

The next two questions refer to brand's popularity. Twenty-three people that are thirty point three percent have already known some brands of the baby stroller products. Inglesina and Peg Perego are the best known among respondents. Zippy, Adamex, Maclaren, and Chicco are also mentioned.

There is a question about the choice of using an online or a physical store. Most of the people gave an answer in favor of the physical shop, but the results showed that future customers would buy the products online too. Twenty-five people would like to use Internet when shopping. It is thirty-three percent.

Convenience in use the online service is one of the important criteria that potential customers pay attention. There are thirty people or forty percent of

respondents, who chose this element. At the same time, twenty-five respondents or thirty-three percent considered a quality of the product as the main key for buying. Ten percent of all answers go to brand name and price criteria. Only five people or seven percent chose the combination of criteria. To sum it up, convenience and quality level are the most important characteristics (Figure 4).

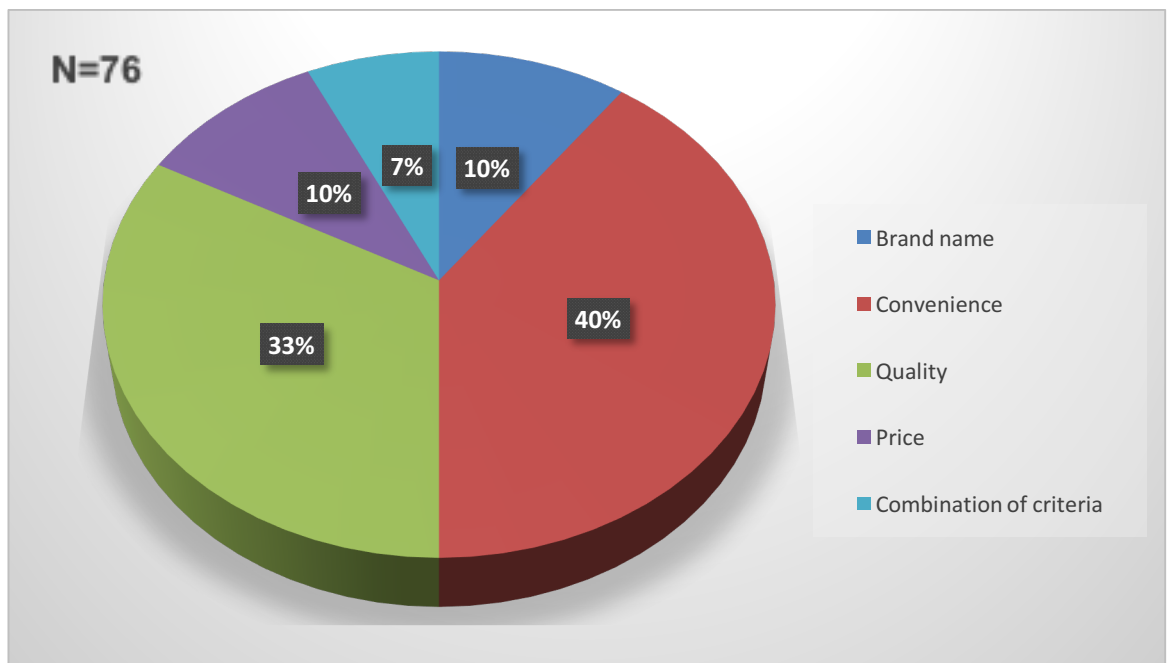


Figure 4. Potential Customer Selection of Service Criteria

The next question is about how people know about the new store. Many people receive information from friends' recommendations. There are forty-seven respondents and sixty-two percent. Twenty-five answers or thirty-three percent are in favor of an online advertising. Three percent chose mass media and only two percent wrote down their own ideas. For example, some people think that using SMS function for advertising purpose or Yandex market service could be a great idea (Figure 5).

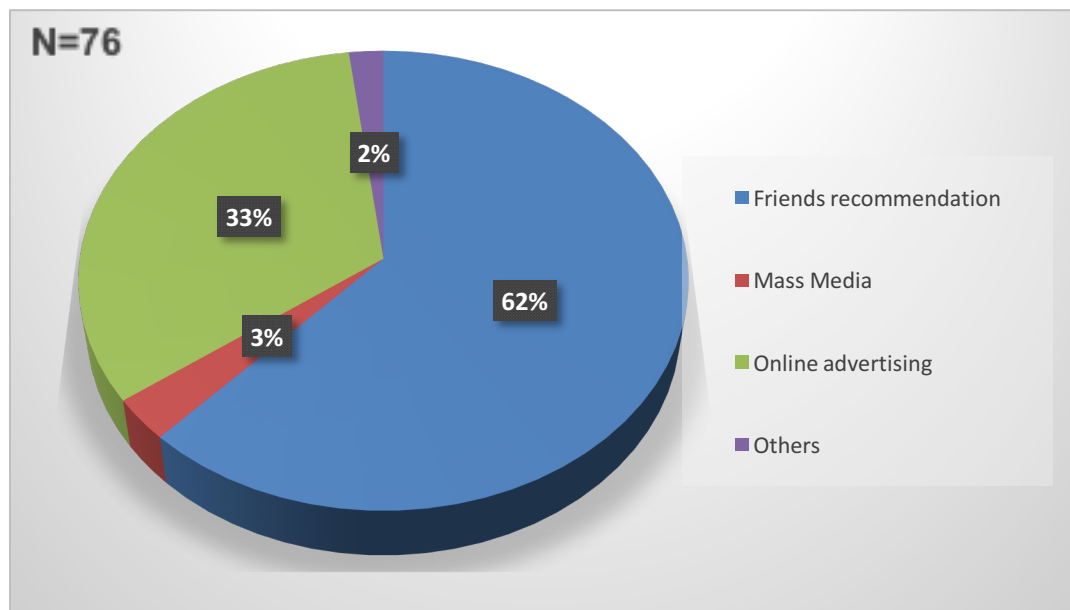


Figure 5. Way of Getting Information About New Store

There are thirty-one potential clients or fifty-one percent who would like to receive products through delivery service. Such answer is the most popular. In addition, eighteen respondents would like to use a post office. There are twenty-four answers. Others are able to get goods by themselves.

In the survey, one question is about ability to pay the delivery fee. As a result, forty-three positive answers that are fifty-six percent. These people are willing to pay one thousand four hundred rubles or twenty euro for product delivery on average.

One of the most important questions is about the way of payment that potential customers would prefer. Thirty-nine respondents or fifty-one percent would like to pay when receiving the purchase. Twenty-six people prefer bank transfer. There are thirty-four percent. There are two ways the customers prefer when paying. First one is when receiving the purchase and the second way is by bank transfer. Eleven respondents or fifteen percent chose PayPal (Figure 6).

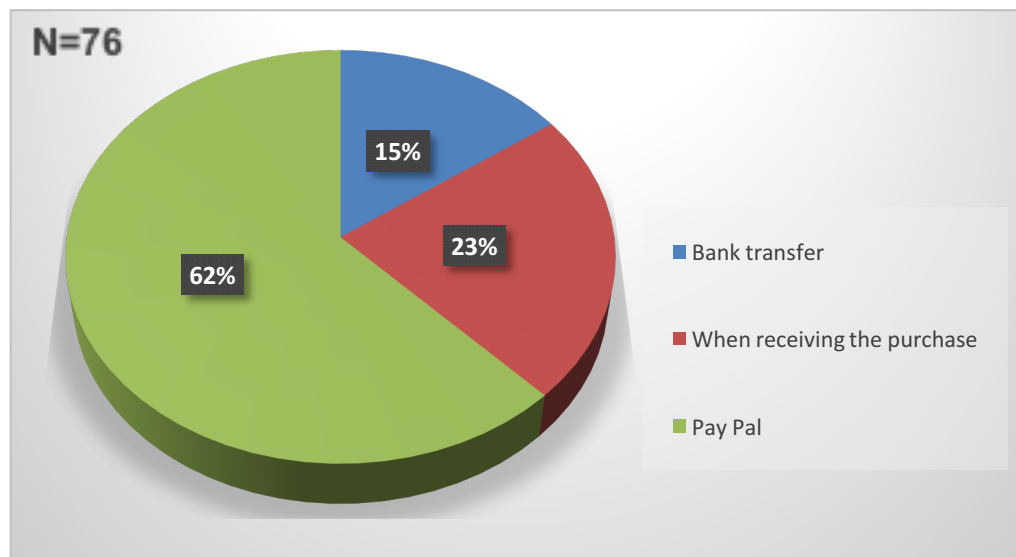


Figure 6. Way of Payment When Shopping Online

When surfing the Internet people pay attention to different things. There are two important elements: convenience in use and customer feedback. These answers had the same number of respondents. There are thirty-two people or forty-two percent to each criterion. Others chose chat with the consultant, navigation, and design.

The last section consists of one open-ended question. It is about advantages and disadvantages of the baby stroller store that respondents have already used. Most of the people have not used this kind of service at all. However, there are some full answers. The first answer is “I ordered the baby stroller in the online store. The product was Italian and the level of quality was high. The only one problem that I faced was receiving good with another color that I have ordered.” The feedback shows that the service man has not trained enough. Such mistake as mixing up the product demonstrates unprofessionalism and could influence on the reputation of the company’s name. The second answer is not about advantages or disadvantages of the service. The respondent gave advice to start up the business in an online sale industry: “Clear description of the product and available customer feedback are keys to success when creating an online store. If the feedback service is not available, I will not be able to trust the shop.” It is very good advice and it will be considered when creating the web site service.

The results give guidelines for the decision making process for the future baby stroller online store, however the results are not statistically representative. The potential customers would buy products from the future e-store. The most important characteristics should be considered when establishing the business. The online shop would like to give people all positive emotions by making their wishes real. Future clients chose the travel system type of baby stroller as the general product they would like to buy. The stock will be full with such goods. Convenience in use of the service and high quality of products will be the key elements for choosing the baby carriage store. People are able to pay the delivery fee and would like to receive products from special service. In addition, clients prefer to pay by bank transfer and by face-to-face service. The web site should have a section for customer feedback.

6 SUGGESTIONS FOR MARKETING PLANNING

Every marketer should think about the basic long-term goals and objectives of the company in order to identify the appropriate strategy (Campbell *et al.* 2002, 12). For the e-store, it is very important to get competitive advantages and be unique service in order to attract as much people as possible. Business strategy could help to achieve success.

For better marketing suggestions there are four factors created, which focused exactly on the case of the future e-store. First element is effectiveness. Chosen strategy has to have impact on companies' sales. It is the increasing popularity of a brand or shop locally and in the nearest neighborhoods. All of the marketing tricks will be launched in a pilot version and be checked in the end. The purpose of checking is to get an answer to the following question: is it effective or not? Sales volumes have to be measured after each marketing try out. In case of changing the brand, outsourcing companies will help with gathering data randomly from people. It will be done through questionnaires either in reality or online. There will be just a need to check the amount of requests made in popular search engines such as Google, Yahoo, and Yandex.

The second factor called speed. The marketing campaign should not last many years since it has expanded the time scope for exceeding the break-even point and have become profitable business. Every strategic decision that was put into practice should bring some potential customers. They may not purchase anything but their words about service uniqueness would definitely spread around. When faster is done than more people know the brand. (Paul Peter & Olson 2008, 404.)

Help is another word that describes the online store service. It is good when it is profitable and when it is beneficial for the e-shop. However, it is just a positive side for the business. Marketing strategy has to be useful not only for the businessperson but also for the clients. It is easy to understand how product or service could help people. However, it is hard to figure out how marketing

strategy could be helpful. All of the following elements build a trustful relationship in B2C sector: knowing the quality expertise of goods, delivering information in the fastest, earliest and the most comfortable way for clients. The company brings values to the consumers, they begin to trust the firm and then bring their values to this business.

The last important word is a brand. Marketing strategy should develop the brand, make it popular and create the image in customers' minds. The brand image links to safety and comfort. It is very important to pay attention to the following characteristics: good quality, good source and good service. The company believes that the leader should not be afraid to make decisions and think outside the box.

To identify exact strategic actions, a marketer should understand how things go what the entrepreneur want, what are the customers' needs and how to attract more clients. The author of the preliminary marketing plan decided to use three step-by-step strategic actions: describe benefits, create promotional actions, and increase the number of customers. All of the mentioned elements have to have description. Convenience in use of the online service is the key element of the company. At the same time, convincing means simplicity in use of service and delivery. For promotion, the marketer would like to use social media, create mobile application and brochures. For increasing the number of clients, there is a need to create the word of mouth and strong relationship with customers for reaching the audience through friends' recommendation (Figure 7).

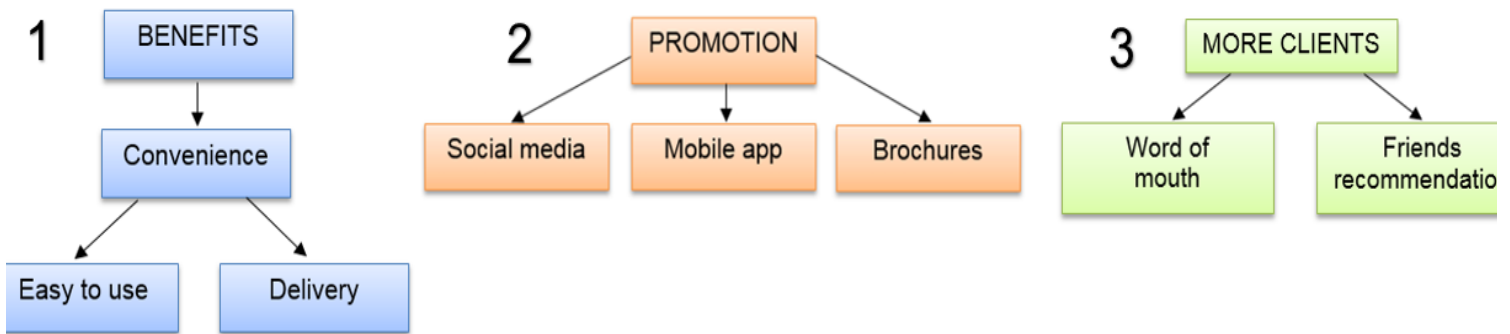


Figure 7. Strategic Actions for E-store

First step is to describe the benefits of the business. Based on the survey results, people would like to use convince service. It is the key element of the online store. It is easy to find the e-shop, order and buy the product, use the delivery service and get the purchase at home. The distribution channel is very direct. At the beginning of the e-store operation, it will be possible to deliver products by the special company of transportation. Then after several months of working, the entrepreneur will decide does he need to buy personal cars for the delivering process or not. Customers could understand what comfort is it by using online buying and delivery service. Clients do not need to worry about transportation because company takes responsibility for fast and safe delivery to the place customer wants. One of the most important reasons for such delivery service is the location of a client. People live in different cities and it could be as advantage to them not to waste time for getting purchase. In addition, the online shop service will make all possible actions in order to satisfy its consumers.

The next step is promotion. All actions will be taken according to the promotion section in the part of marketing mix. Social media, mobile application and brochures will be key factors to reach the audience. The web page will be with colorful pictures and with good design in order to attract potential clients. In addition, a customer will get to know about the discounts of goods and some of the most important benefits in the main page of the e-store or by receiving an SMS with the newest information. All of the promotional elements should describe how does the delivery service work.

The last step is about the increasing number of customers. One of the actions that will help to achieve the goal as attract more clients is the creation of customer lifecycle. The firm will has consumers that could use the online store because of friends' recommendations. The idea is to make advertising through the customers. For making such idea realistic, the company should communicate with clients, create the relationship with them and satisfy the consumer need.

Jim Sterne and Matt Cutler have created the matrix of customer life cycle. Information that used in this section is based on the theory about five important elements: reach, acquisition, conversion, retention, and loyalty. At the very beginning of customer life cycle, there is one element called reach that describes how the company forces clients to pay attention to the service. As was mentioned, social media would help to solve the problem of unknowing the new store and potential customers could easily find the appropriate information. The first step of creating the relationship will be done. (Charantimath 2001, 473-478.)

Acquisition part explains actions that could help to attract people. For such stage of the customer lifecycle, the marketer would use promotional strategic actions as were mentioned, such as social media, mobile application, and brochures. The next stage is about conversion. When a person decides to buy the product, he or she could contact a service member for making the order or just add the good into the virtual basket and pay for the baby stroller and the delivery fee. One of the convenience ways that the company follows is paying through the Pay Pal or the online bank transaction. The e-store believes that such a way will be very useful and easy to make and provide the feeling of safety. Moreover, the client has an opportunity to choose does he or she want to pay the whole price at the beginning or half of the price and other fifty percent when receiving the product.

Retention is another element, which is important in the customer life cycle. For saving the good relationship between the firm and the consumer, there is a need to remind people about the service. SMS alert will be one of the important actions in order to be in touch with the clients. In addition, the online store will provide free service if anything goes wrong with the purchase. The shop will change the good into new one or repair the product. Furthermore, the customers will not be without the product if something goes wrong, the e-store will give extra the baby stroller for several days before the good will be returned. The consult service will support and solve the problems of the consumers around the clock twenty-four hours per day by phone calls or by online conversation function. As was mentioned, people who buy the strollers will get mittens and blankets for the children. Such presents will have the name with the slogan and image of the e-store and remind customers that the company takes care of them. Such functions will help to save the relationship.

Last but not least element called loyalty. It is very important to respect the clients. The e-store would like to communicate with the clients and the marketers of the company will give an opportunity for clients to make their own decisions about the services or the products, write down wishes and leave feedbacks by clicking the official web page and section that is called "Get decision-makers together". Such life cycle shows that the company tries to attract its clients and the service will be popular because of recommendations. In order to achieve such results, all of the actions need to be done thoroughly and with responsibility. Next step for the increasing customer base is the creation of the word of mouth communication. The marketer will create special communities and discussion areas in social media and in the official web site. People could share their opinions about the product and service, give advice or just talk and upload pictures. According to the results of the survey, the future client would like to use such option as feedback reviews. The company decides to make such idea real and believe that it could also increase the customer base.

7 CONCLUSION

The goal of the thesis is to create the preliminary marketing plan for the baby carriage online store in the Murmansk region. The plan includes important information and future suggestions for the company. The creation of the thesis started with finding appropriate theoretical materials that could be used to achieve the main goal. Furthermore, secondary and primary research are introduced in order to understand customers and their needs, wants, behavior and to get to know the competitors' strengths and weaknesses. In addition, the results of the secondary and primary research help to identify the advantages of the e-store and to make decisions in order to be competitive. The following analyses are represented in the thesis: situation analysis, internal and external environmental analysis, SWOT. As for strategic selection the marketing mix, and STP were done. All of the decisions about suggestions were made according to the results of each analysis process and research.

The author of the thesis achieved the general goal, which is creating the preliminary marketing plan for the e-store. Suggestions for future marketing planning are clearly defined for making future decisions of reaching success in sale industry by using the new online shop in the Russian Federation, the Murmansk region. The successfulness of the marketing plan will be seen in the future when the e-store has been established and the plan has been implemented. If it will not be followed completely, then the company could face some problems, for example lack of customers because the quality of the product is low.

Implementation of strategic decisions will help to be competitive and get customers at the very beginning of business operation. After several months of working, the marketing plan should be renewed according to update data. It should be based on the customer satisfaction survey that shows real situation about how the service works. In addition, the marketing plan should consider new information about the micro and macro environments, because it could be changed since the preliminary marketing plan has created.

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APPENDICES

Appendix 1	Survey About Buying Baby Stroller Online
Appendix 2	Покупка Детских Колясок Онлайн

Survey About Buying Baby Stroller Online

Appendix 1

1. Gender

- Female
- Male

2. Age

- 18-25
- 26-35
- 36-45
- 46 and older

3. Do you have children?

- Yes
- No

4. Would you use a baby stroller when having a child?

- Yes
- No

IF NO, THANK YOU FOR YOUR ANSWERS. YOU CAN STOP HERE.

Following questions would only be asked if the answers to previous question were Yes. Otherwise, the respondent is skipped forward.

5. Which type of baby stroller would you be interested in?



6. What will be the appropriate price for baby stroller in Euro?

7. Do you know any brands of baby stroller?

- Yes
- No

IF YES, what brand is it?

8. Which way of purchasing would you prefer when buying baby stroller?

- Online shopping
- Store shopping
- TV-shopping
- Other, what?

9. What is the criterion that you pay attention to when choosing a baby stroller?

- Brand name
- Convenience
- Quality
- Price
- Combination of criteria
- Other, what?

10. How do you usually get information about new online or physical store?

- Friends recommendation
- Mass Media
- Online advertising
- Paper/Magazine advertising
- TV-advertising
- Other, what?

11. Which way of delivery would you prefer when ordering online?

- Delivery service
- Post office
- By myself
- Other, what?

12. Which way of payment do you prefer when shopping online?

- Bank transfer
- Invoice
- PayPal
- When receiving the purchase
- Other, what?

13. Are you willing to pay a fee for purchase delivery?

- Yes
- No

IF YES, what would be appropriate delivery fee in Euro?

14. What is the most important thing you pay attention to when using the web-site service?

- Convenience in use
- Customer feedback
- Design
- Online-chart with consultant
- Web-site navigation
- Other, what?

15. Have you ever used online or physical baby carriage store?

- Yes
- No

IF YES, describe advantages and disadvantages of the services you have chosen.

1. Пол

- Женский
- Мужской

2. Возраст

- 18-25
- 26-35
- 36-35
- 46 и старше

3. Есть ли у Вас дети?

- Да
- Нет

4. Использовали ли Вы детские коляски при рождении ребенка (будете ли)?

- Да
- Нет

Если Ваш ответ “Нет”, Вы можете остановиться на этом вопросе.
Спасибо за Ваши ответы!

5. Какой вид детских колясок вы предпочитаете?



6. Какая на Ваш взгляд приемлемая цена для детской коляски?
7. Знаете ли Вы марки детских колясок? Если да, то какие?
 - Да, _
 - Нет
8. Какой типа сервиса продаж Вы используете?
 - Интернет магазин
 - ТВ-магазин
 - Обычный магазин
 - Другое, _
9. На какие из нижеперечисленных критерия Вы обращаете внимание при покупке товара?
 - Качество
 - Популярность марки
 - Цена
 - Удобность в использовании
 - Другое, _
10. Как вы обычно узнаете о новых магазинах?
 - Средства массовой информации
 - Бумажная реклама
 - ТВ-реклама
 - Рекомендации друзей
 - Другое, _

11. При использовании онлайн магазина, какой вид доставки товара Вы предпочитаете?

- Служба доставки
- Почта
- Самому
- Другое, _

12. Какой вид оплаты Вы предпочитаете?

- Интернет кошелек
- Банковские переводы
- При получении товара
- Другое, _

13. Готовы ли Вы платить за услугу доставки? Если да, то какую сумму?

- Да, _
- Нет

14. На что вы обращаете внимание при использовании онлайн сервиса?

- Чат с консультантом
- Дизайн сайта
- Навигация сайта
- Удобность в использовании
- Отзывы клиентов
- Другое, _

15. Использовала ли Вы серви по продажам детских колясок? Если да, то опишите его плюсы и минусы.

- Да, _
- Нет

Спасибо за Ваши ответы!