

Client Marketing Plan 2008

Group 5

**Rachel Case**

**Kaycee Arthur**

**Jason Husman**

**Brandin Santi**

Principles of Marketing

BADM 370

Patty Bellamy

## Executive Summary

### *Situational Analysis*

The Sturgis Business Alliance unites and enhances agriculture, services, retail, and tourism industries in the area of Sturgis, SD as a foremost visitor destination in the Black Hills. They assist the existing Sturgis Area businesses in realizing their full potential and provide an inviting and comfortable environment where new businesses can become successful with ease.

The Sturgis Business Alliance wishes to not only provide an outstanding environment for its local and august rally businesses, but the Business Alliance wishes to entice new businesses to make Sturgis a more permanent and successful address.

### *Marketing Objectives*

The Sturgis Business Alliance objective is to provide a successful familiarity and environment to businesses willing to become part of the outstanding Sturgis experience, while creating a sought after destination for tourists. The Alliance can help promote Sturgis and the activities and tourist locations in the Sturgis area by educating many different types of businesses on what the Black Hills have to offer. This will not only give support to the community by providing my business options but also promote a greater number of visitors.

The target area will include businesses from South Dakota and the surrounding states. The Sturgis Business Alliance should persuade businesses that attend the rally on a yearly basis to think