

## PREPARATION FOR OUTLET OPENING



Preparation for opening refers to all the activities that the Distributor should do prior to the opening of the Outlet. These activities can be divided broadly into 2 categories:

- Publicity, marketing, advertising and promotion
- Getting the Outlet premises ready, after taking over from Project Manager upon the completion of Outlet renovation

Pre-opening marketing activities play a crucial role in the success of Kinohimitsu in the Distributor's host country. As a new brand entering into a new market, there will be a lack of awareness of the brand. Pre-opening marketing activities will generate this awareness. As the Distributor, he/she has to ensure that there is sufficient preparation.

### **F-1 Sourcing for Public Relation and Design Agencies**

Public Relations (PR) is a crucial aspect in generating awareness for the launch of the pre-opening activities as well as the brand. The Distributor can engage a PR agency, which has experienced consultants and the network, to assist them in developing activities that can generate publicity.

By generating publicity for the brand, it will be able to reach out to Kinohimitsu's target customer, differentiate its offerings from competitors' and bring awareness to the brand.

Apart from hiring a PR agency, the Distributor will also need to engage a design agency to develop marketing collaterals required and the subsequent marketing activities. The marketing collaterals include the following (non-exhaustive):

- Posters
- Brochures
- Pamphlets
- Hoarding boards designs
- Banners

If the Distributor has internal resources to handle the PR and design activities, it will not be necessary to hire external companies.

The sourcing of PR and design agencies should not take more than 4 weeks. With the marketing plan proposal submitted, the Distributor should shortlist at least 3 agencies 8 weeks before the opening. The Distributor has to submit the proposal to Kinohimitsu HQ for approval. The proposal should include potential marketing locations for A&P, events and other marketing activities to be carried out, including supporting information on their availability, price and restrictions.

## **F-2 Finalising Media Schedule and Marketing Materials**

The media schedule, publicity plan and designs of the marketing materials should be finalised and submitted by the PR and design agencies at least 6 weeks before the opening to the Distributor, who will then submit to the Principal for final approval. This is usually performed by the marketing team.

Once approved, the marketing team will inform and seek approval from the Landlord about the activities that will take place. Upon receiving the approval from the Landlord, the marketing can proceed with the execution of the pre-opening marketing activities.

### F-3 Ordering Marketing Materials

Once all the media schedule and marketing collaterals are finalised, the Distributor shall proceed to place order for the productions of the relevant marketing materials, which include the marketing collaterals and the operational collaterals. The following is a list of the marketing materials to be ordered as soon as the media schedule and marketing materials are finalised:

<b>Marketing Materials</b>	<b>Description</b>
Marketing Collaterals	<ul style="list-style-type: none"><li>• Posters</li><li>• Brochures</li><li>• Pamphlets</li><li>• Hoarding board designs</li><li>• Banners</li></ul> <p>If translation is required for the marketing collaterals, it is recommended to source for local vendors.</p>
Operational Collaterals	<p>These refer the collaterals that are used during the operations and at the Outlet itself.</p> <ul style="list-style-type: none"><li>• Product catalogue</li><li>• Service menu</li></ul>
URL and Website Design	<p>All Kinohimitsu websites are controlled by the Distributor. But, if the Distributor would like to register for a domain, approval from the Principal in writing is required. The domain registered for se will remain the property of Kinohimitsu HQ.</p>

All marketing materials should be ready and delivered to the Outlet at least 1 week before the grand opening.

## **F-4 Pre-opening Marketing Activities**

Because most pre-opening marketing activities have long lead times, such as designing and printing of marketing collaterals, it is recommended that the Distributor commences marketing planning during or even before the Outlet renovation stage. The Distributor may enlist the help of a Marketing Manager to handle these tasks, and the marketing campaigns can be tailored according to the type and scale of outlet launch. The Distributor will work with Principal to plan the marketing activities for the first year and some of these activities include (non-exhaustive):

- Electronic Direct Mailers (EDMs)
- PR or Editorial write-ups in magazines. This is important especially for the initial product launch where more brand and product exposure is needed. It is also possible to share product samples with potential brand ambassadors, VIPs and influencers/bloggers.
- Discount on products to media to encourage them to try and spread via word-of-mouth
- In-store promotions such as purchase-with-purchase, purchase-with-gift and so on
- Refer-a-friend programme or customer loyalty programme

A professional PR agency should be hired if there is no in-house specialist. If the PR agency is hired, they will be in-charge of planning the managing the activities.

## **F-5 Preparation of Media Tools**

### **F-5-1 Consolidating of Media Contacts**

It is important for the Distributor to have list of Media Contacts which the Distributor can send media releases, advisory or invites to. This list of

media contacts will come in useful when Kinohimitsu is having a grand opening event and would like to inform the media or invite them to attend.

If a PR agency is engaged to handle the public relations activities for the Distributor, this task will be assigned to them. The Distributor will be able to tap on the experience and media network of the PR agency.

### **F-5-2 Media Invites**

Media invites are invitations which are sent out to the media to invite them to attend and cover an event. If the Distributor were to hold a grand opening event, media invites can be sent out to the media contacts.

Base on the local context of the host country, media invite can be sent out via e-mails or conventional mail. Media invites should be sent out at least 4 weeks before the event and the person-in-charge will have to follow up to confirm their attendance 1 to 2 weeks prior to the actual event. Also, it is important to keep track of the attendees and non-attendees.

### **F-5-3 Media Release**

A media release is a written communication which is tailored to target at the news media for the purpose of announcing something newsworthy. A media release can be included in the media kit which will be given out during an event or sent out to news media to announce the opening of a new outlet or launch of the new product/ services.

In addition, media release can be sent out to the news media personnel who are unable to attend the event.

#### **F-5-4 Media Kit**

After sending out the invitations and preparing the press release, the next thing to prepare would be the media kit. The media kit is a set of marketing materials of Kinohimitsu which will be distributed to the media personnel who attends the grand opening event or press gatherings. Depending on the nature of the event, marketing materials in the media kit varies.

The media kit should be as detailed as possible and the members of the media will rely on the materials provided to do write-ups and coverage for the event or launch. Materials in the media kit should content the following information:

- Brand story
- Relevant media releases
- Information on the products
- Product catalogues
- Brochures
- Photo Logos
- CDs/ DVDs

#### **F-6 Pre-opening – testing internal processes**

Besides generating interest in the brand, the soft launch is used to solidify internal processes. It serves as an orientation for the Kinohimitsu employees. It allows the Distributor to garner feedback on the new store and products. The Distributor can then use all these information to fine-tune future marketing efforts. The source of feedback and information should not be limited only to the attendees but also from the employees.

## F-7 Soft Launch Event

The purpose of the soft launch is to create an exclusive event where attendees can experience the new outlet. As it is exclusive, it increases the awareness of the brand and also causes the locals to be curious, especially if it will be opened in a new market.

The following is a list of the items/ activities to be ready to make the event successful:

Items/ Services	Description
Product Sampling	<ul style="list-style-type: none"> <li>• Staff to be trained in preparing mock tail drinks and served samples during event</li> </ul>
Light refreshment	<ul style="list-style-type: none"> <li>• To provide light refreshments like snacks, tapas, wine etc</li> </ul>
Sound systems	<ul style="list-style-type: none"> <li>• To create hype and facilitate communication/ interview</li> </ul>
Videography and Photography services	<ul style="list-style-type: none"> <li>• To record the event for future marketing use</li> <li>• Require for media interviewing sessions</li> </ul>
Goodies bags (Kinohimitsu Woven Bags)	<p>To include following materials:</p> <ul style="list-style-type: none"> <li>• Brand story</li> <li>• Relevant media releases</li> <li>• Information on the products</li> <li>• Product catalogues</li> <li>• Product samples</li> <li>• Discount vouchers</li> <li>• Referral vouchers</li> </ul>



Host/ MC	<ul style="list-style-type: none"> <li>• To have a credible host to make introduction and announcement</li> </ul>

### **F-7-1 Attendees**

To prepare for the launch, the Distributor has to decide who is invited to the event. It is recommended to invite prominent bloggers in the target country. A popular writer, coupled with the ease of spreading news and information on the internet, makes this marketing channel a very cost-effective way of spreading the Kinohimitsu brand quickly. To generate interest and to build up the publicity, the blogger can write a post about being invited to this exclusive event. The blogger is allowed to bring up to 5 friends, or may even organise a lucky draw on his/her personal website to select 5 lucky readers to accompany him/her.

Key speakers should be also invited as they will be there to talk about the brand and products. It is preferable to be somebody who is an actual user of the brand, so as to make the speech more compelling by giving personal testimonials. The media should also be invited so that the soft launch can be documented and replayed over the news media.

Apart from inviting the media the following is a list of people which the Distributor can consider inviting:

- Local prominent bloggers/influencers
- Celebrities
- Potential customers
- Photogenic guests

The Principal may request for potential distributors to be invited as well, to allow them to see the outlet and products in-person. Lastly, the Distributor may invite his/her personal friends and contact.

### **F-7-2 Prints**

During the actual execution, the soft launch should be used as an opportunity to create marketing material. The feature wall, an important component of the Kinohimitsu outlet, can be used as the background where attendees will be invited to have their photograph taken. The photographs serve as a souvenir and token of appreciation for their attendance, and also as future marketing material on social media. It is encouraged that the Distributor keep a repository of pictures for future branding and marketing purposes.

### **F-7-3 Interviews**

An interview booth should be set up where the invited media will be able to interview the key speakers. Kinohimitsu employees, such as the management team and the sales team, may be interviewed as well.

### **F-7-4 Giveaways**

The Distributor can reward the attendees by providing goodie bags, promotions, discounts and referral vouchers. Attendees should also be able to try samples of the various products. All these efforts are to let attendees indulge and experience the brand. It will leave a lasting impression on them and motivate them to spread the Kinohimitsu brand through word-of-mouth or social media.

## APPENDICES

- 1 **BPM Appendix 1 – Pre-Opening Countdown Schedule**  
Monitor and keep track of pre-opening project activities
- 2 **BPM Appendix 2 – Site Selection Form**  
Assess potential location for outlet opening
- 3 **BPM Appendix 3 – ID Submission Checklist**  
Collate information on renovation guidelines and requirements
- 4 **BPM Appendix 4 – Fit-Out Guide (tbc)**  
Provide detailed specifications of FFE guidelines
- 5 **BPM Appendix 5 – Stock Order Form**  
Serve as a checklist and order form for stock requisition
- 6 **BPM Appendix 6 – Employment Application Form (tbc)**  
Serve as initial screening tool for staff recruitment
- 7 **BPM Appendix 7 – Contact Points List**
- 8 **BPM Appendix 8 – New Outlet Permit Checklist**
- 9 **BPM Appendix 9 – Initial Site Survey Checklist**
- 10 **BPM Appendix 10 – Purchase List**
- 11 **BPM Appendix 11 – Hardware and Network Setup Documentation Sheet**