

EXECUTIVE SUMMARY

The Boston Creamery Ice Cream Parlor was established on November 8, 2003 by Thomas B. Welch. It was a single proprietor type of business. Thomas had finished a degree of Psychology from Boston University Massachusetts, USA, has been living in Manila for 23 years. He had employed 4 employees since the opening of the business.

In its three months of operation, The Boston Creamery Ice Cream has successfully launched fifteen (15) different flavors and seven (7) ice cream concoctions. As a starter in Ice Cream business, the company rented a 5x6 meter lot in BF Homes Paranaque City.

The corporate philosophy of the company is to provide customers with good quality of Ice Cream at a reasonable priced. Its corporate goals are to be where the customers are, explore new products and expand the product line.

Now, The Boston Creamery Ice Cream Parlor offers 22 different flavors and 10 ice cream concoctions. The company accepts special preparation orders with 3 days notice. The Boston Creamery also provides scooping stations for special occasions.

Thomas Welch is faced with the challenges of how to tap the market and make the Boston Creamery known and accepted to Filipino customers. For he firmly believes that, with the right marketing strategy implemented it would capture the market.

As of the moment, The Boston Creamery Ice Cream Parlor is located at # 80 President Ave., BF Homes Paranaque City, but the bulk of their distribution is

focused in Metro Manila. Relatively, the location of The Boston Creamery Ice Cream Parlor is by far from a business district area. It is a new phase which starts to concentrate commercially.

The Boston Creamery Ice Cream Parlor is now looking for a better opportunity to penetrate the Filipino market thru a marketing growth strategy. The researcher came out with two alternative courses of action namely 1.) Marketing Penetration Strategy to Improve its Current Marketing Mix. 2.) Expand The Boston Creamery Ice Cream by Establishing a Branch in Makati Area.

