

14TH ASEACCU STUDENT CONFERENCE TEAM 2



WHO
The Homeless
also known as
THE PROJECTS



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MARKETING STRATEGY

Chosen product/Service	Chosen market/Target audience
Location	Marketing strategy

THE A-C k
SHELTERED WORKSHOP

THE ADOPTED COOK

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WHO

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STRATEGY

Short term

PROCESS/ STAGES

**Adopt the
homeless**

2



**Orient the
projects about
the program**

2

**Train the
projects**

From the
projects

ON THE JOB TRAINING
**Small scale
cooking jobs**

2

**Sell the food to
their immediate
community**

2

**Learn and
master the
skills
needed**

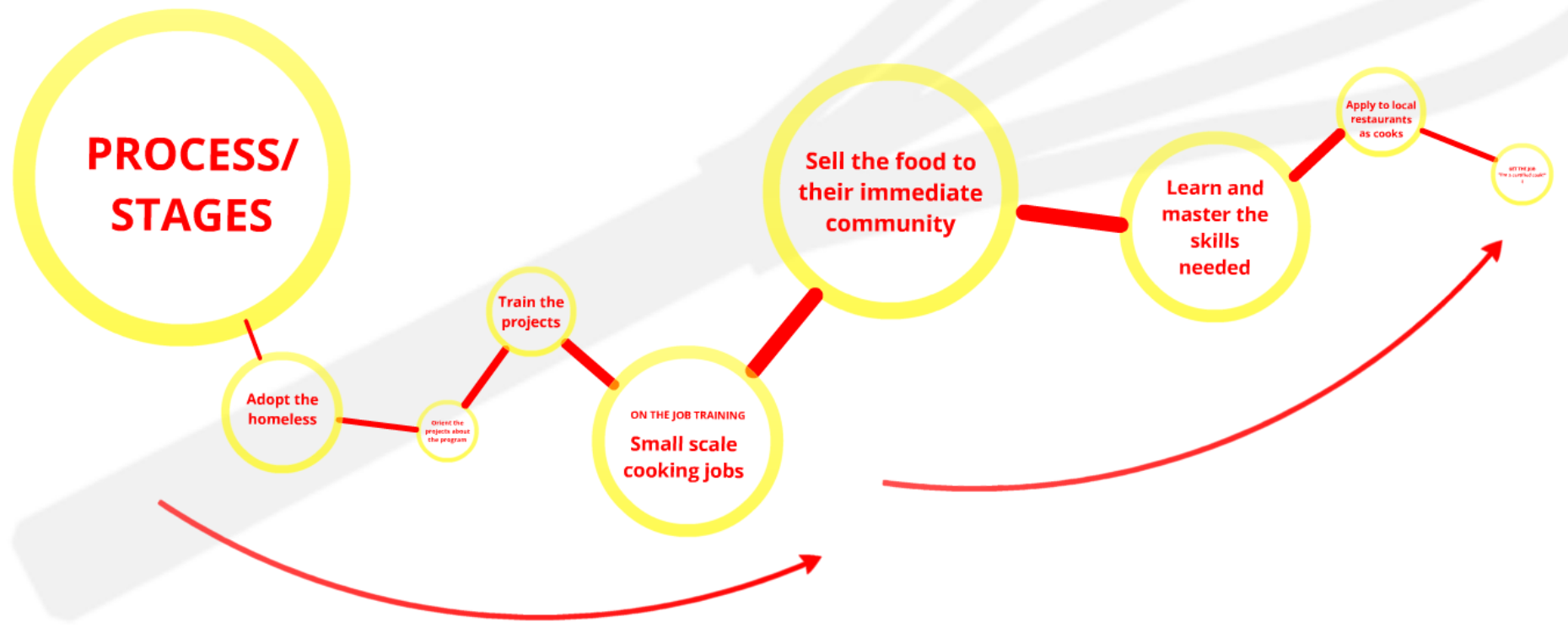
**Apply to local
restaurants
as cooks**

"I'm a



GET THE JOB
"I'm a certified cook!"
:)

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"I'm a certified cook!"
:)



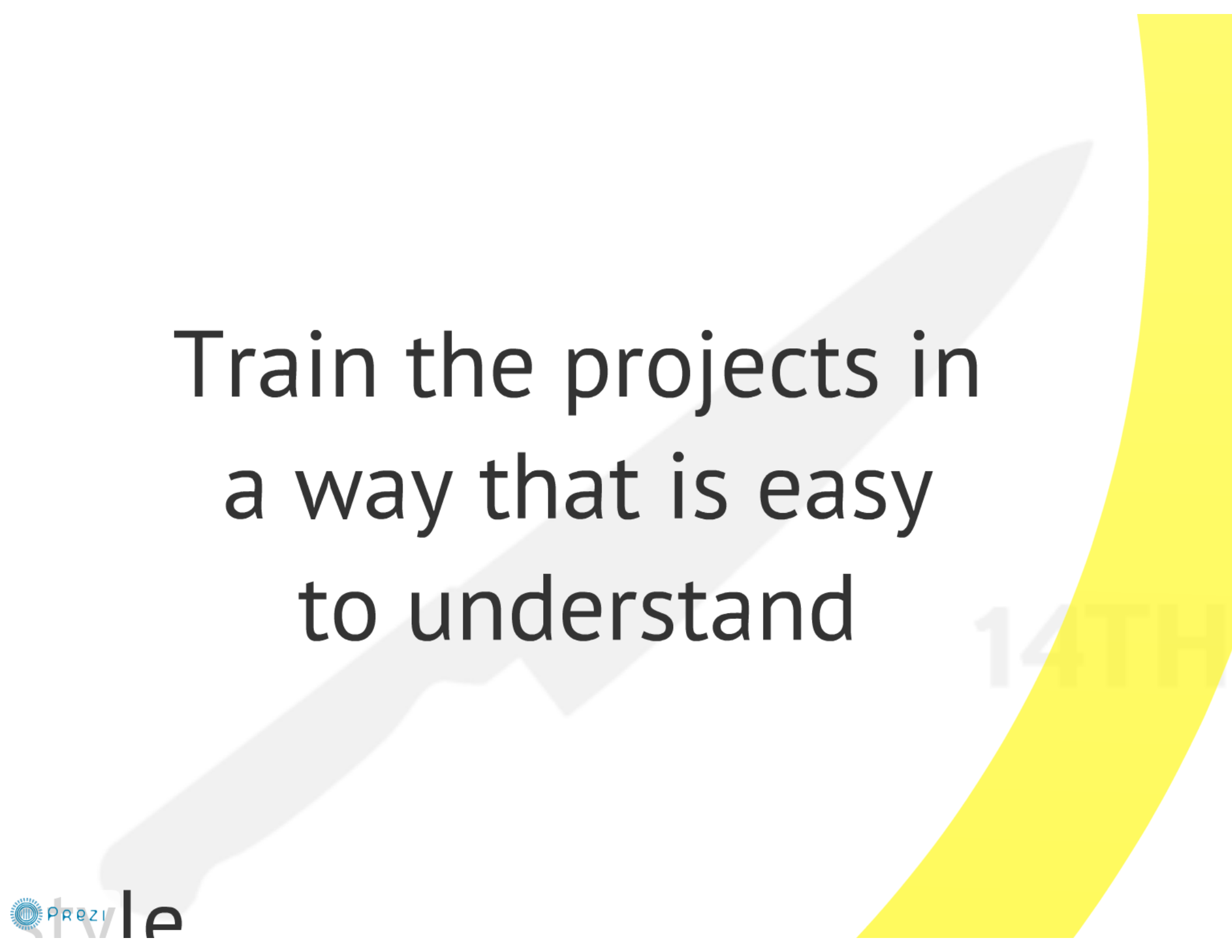


STRENGTHS

14TH

Short term
training to long
term contribution

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Train the projects in
a way that is easy
to understand



Never goes out of style

14TH

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MARKETING STRATEGY

Online presence- Social
networking, etc

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Create events- Invite
famous cook to assess the
taste of the food

Partnerships- with
local restaurants and
institutions



Location
- In the city

MARKETING STRATEGY

Online presence- Social networking, etc

Create events- Invite famous cook to assess the taste of the food

Location
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Partnerships- with local restaurants and institutions

Thank you!

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