

K Y L E M I C A L L E F

M A R K E T I N G

P O R T F O L I O

2 0 2 0 - 2 0 2 3



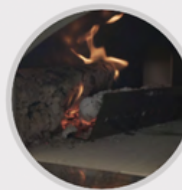
The Large Pizza Oven is wood-fired and built in Italy made entirely from Grade 304 Stainless Steel and reinforced with 6mm corten refractory plates.

WOOD FIRED LARGE

Large Pizza Oven with Cart		#66025
Baking Stone: 60 cm W x 60 cm D.		
Internal Top 2.55mm, Internal Bottom 3.00mm thick.		
Made entirely from SS 304.		
Specifications		
Powder Coated Anthracite Top.		
Dimensions		
L 77.8 cm	D 85.5 cm	H 198 cm
CTN Length	0.89 Mts	CTN Height 0.83 Mts
CTN Width	0.83 Mts	CTN Weight 130 Kg 1 Pcs

Large Pizza Oven		#66024
Baking Stone: 60 cm W x 60 cm D.		
Internal Top 2.55mm, Internal Bottom 3.00mm thick.		
Made entirely from SS 304.		
Specifications		
Powder Coated Anthracite Top.		
Dimensions		
L 77.8 cm	D 85.5 cm	H 118 cm
CTN Length	0.89 Mts	CTN Height 0.83 Mts
CTN Width	0.83 Mts	CTN Weight 108 Kg 1 Pcs

Large Cart Bottom Only		#66239
304 Stainless Steel.		
Unassembled.		
Dimensions		
L 77.8 cm	D 78 cm	H 79.8 cm
CTN Length	0.89 Mts	CTN Height 0.22 Mts
CTN Width	0.83 Mts	CTN Weight 22 Kg 1 Pcs



The Extra Large Pizza Oven is wood-fired and built in Italy made entirely from Grade 304 Stainless Steel and reinforced with 6mm corten refractory plates. Adding a little more room for the busy pizzaiolo.

WOOD FIRED XL

Extra Large Pizza Oven & Cart		#66042
Baking Stone: 80 cm W x 60 cm D.		
Internal Top 2.55mm, Internal Bottom 3.00mm thick.		
Made entirely from SS 304.		
Specifications		
Powder Coated Anthracite Top.		
Dimensions		
L 98 cm	D 85.5 cm	H 198 cm
CTN Length	1.03 Mts	CTN Height 0.85 Mts
CTN Width	0.99 Mts	CTN Weight 152 Kg 1 Pcs

Extra Large Pizza Oven		#66040
Baking Stone: 80 cm W x 60 cm D.		
Internal Top 2.55mm, Internal Bottom 3.00mm thick.		
Made entirely from SS 304.		
Specifications		
Powder Coated Anthracite Top.		
Dimensions		
L 98 cm	D 85.5 cm	H 119 cm
CTN Length	1.03 Mts	CTN Height 0.83 Mts
CTN Width	0.99 Mts	CTN Weight 130 Kg 1 Pcs

Extra Large Cart Bottom Only		#66241
304 Stainless Steel.		
Unassembled.		
Dimensions		
L 98 cm	D 78 cm	H 79.8 cm
CTN Length	0.93 Mts	CTN Height 0.22 Mts
CTN Width	0.72 Mts	CTN Weight 22 Kg 1 Pcs



The Large Pizza Oven is gas-fired and built in Italy made entirely from Grade 304 Stainless Steel. A much cleaner and faster way to cook your favourite pizza and roast.

GAS FIRED LARGE

Large Pizza Oven with Cart		#66125CE
Baking Stone: 60 cm W x 60 cm D.		
Internal Top 2.55mm, Internal Bottom 3.00mm thick.		
Made entirely from SS 304.		
Specifications		
Brushed stainless Steel Top, 14kW S/Steel Tubular Burner.		
Dimensions		
L 77.8 cm	D 85.5 cm	H 198 cm
CTN Length	0.89 Mts	CTN Height 0.93 Mts
CTN Width	0.83 Mts	CTN Weight 130 Kg 1 Pcs

Large Pizza Oven		#66124CE
Baking Stone: 60 cm W x 60 cm D.		
Internal Top 2.55mm, Internal Bottom 3.00mm thick.		
Made entirely from SS 304.		
Specifications		
Brushed stainless Steel Top, 14kW S/Steel Tubular Burner.		
Dimensions		
L 77.8 cm	D 85.5 cm	H 128 cm
CTN Length	0.89 Mts	CTN Height 0.71 Mts
CTN Width	0.83 Mts	CTN Weight 110 Kg 1 Pcs

Large Cart Bottom Only		#66239
304 Stainless Steel.		
Unassembled.		
Dimensions		
L 77.8 cm	D 78 cm	H 71.8 cm
CTN Length	0.93 Mts	CTN Height 0.22 Mts
CTN Width	0.73 Mts	CTN Weight 20 Kg 1 Pcs





SEARING STATION NOW CE CERTIFIED!

You can't properly finish a steak without serious heat. The Bull Searing Station provides just that heat, locking in flavors and providing the beautiful caramelization that raises your outdoor cooking to the next level.



Slide-in Searing Station		#94008CE	LPG
		#94009CE	NG
304 Stainless Steel Construction & Removable Cover.			
Solid Cast 5/8" Steel Burners/Piezo Igniter. GAS CONNECTIONS NOT INCLUDED.			
Sear to perfection with this MASSIVE 7.3 kWh ceramic burner.			
Specifications			
CE Certified	7.3 kWh		Slide-in Design
Dimensions		Cut out Dimensions	
L 33.7 cm	D 63.1 cm	H 24.1 cm	L 30.5 cm D 53 cm H 24 cm
CTN Length	0.67 Mts	CTN Height	0.28 Mts
CTN Width	0.36 Mts	CTN Weight	17.8 Kg 1 Pcs

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SIDE BURNERS



Slide - In Double Side Burner		#30008CE	LPG
		#30009CE	NG
304 Stainless Steel Construction & Removable Cover.			
Solid Cast 5/8" Steel Burners/Piezo Igniter. GAS CONNECTIONS NOT INCLUDED.			
Transform your Outdoor Kitchen to a Complete Cooking Station.			
Specifications			
CE Certified	7 kWh	13.15Kg	Slide-in Design
Dimensions		Cut out Dimensions	
L 33.5 cm	D 62.3 cm	H 24.4 cm	L 30.5 cm D 52.8 cm H 24 cm
CTN Length	0.69 Mts	CTN Height	0.29 Mts
CTN Width	0.37 Mts	CTN Weight	15 Kg 1 Pcs



Drop-in Single Side Burner		#60008CE	LPG
		#60009CE	NG
304 Solid Cast Stainless Steel Burner. Piezo Igniter.			
304 Solid Stainless Steel Grate. GAS CONNECTIONS NOT INCLUDED.			
Drop a Side Burner in your Outdoor Kitchen Top. Also fits on a Fridge.			
Specifications			
CE Certified	4.4 kWh		Drop-in Design
Dimensions		Cut out Dimensions	
L 31.8 cm	D 54.7 cm	H 14.5 cm	L 28.8 cm D 44.5 cm H 8.5 cm
CTN Length	0.58 Mts	CTN Height	0.20 Mts
CTN Width	0.34 Mts	CTN Weight	8.6 Kg 1 Pcs



Single Slide-in Pro Side Burner		#60018CE	LPG
		#60019CE	NG
304 Stainless Steel Construction & Removable Cover.			
Solid Cast 5/8" Steel Burners/Piezo Igniter. GAS CONNECTIONS NOT INCLUDED.			
Transform your Outdoor Kitchen to a Complete Cooking Station.			
Specifications			
CE Certified	7 kWh	13.15Kg	Slide-in Design
Dimensions		Cut out Dimensions	
L 33.5 cm	D 41.2 cm	H 24 cm	L 30.5 cm D 52.8 cm H 24 cm
CTN Length	0.46 Mts	CTN Height	0.32 Mts
CTN Width	0.36 Mts	CTN Weight	9.5 Kg 1 Pcs

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OUTDOOR BARS

STANDARD FEATURES	
#31047	
Grill Type as Standard	★
Standard Fridge #11002	★
Stucco Base Standard	✓
Rock / Gres Base Standard	#31048
Tile Top 30cm x 30cm with Bullnose	✓
Single Torch or 2-Torch	✓
Horizontal Access Door #89970	✓
Power outlet & Switch	★
Bar Centre	#85624
STRUCTURE DIMENSIONS	
Base Footprint Size	126 x 65 cm
Top Size	188 x 99 cm
UPGRADES	
Caddy Upgrades within the same size kitchen structure	#97623
Upgrade Base Options	Stucco Rock #12397/ Base tile Trim Upgrade #12406
Upgrade from Tile Top To Solid Gres Countertops and Stainless Steel Bullnose	#43010
Upgrade Stainless Steel Lining with middle shelf for #89970	#89972
Upgradeable Doors	#89975 #98552
Upgrade S/Steel Lining with middle shelf for Above	Vertical Door #89973
Upgradeable Drawers	Single Drawers #89970 can only fit with #89972 when under a Bar Centre
OPTIONALS	
Grill Frame optional	★
Side Burner optional	★
Fridge optional	#13700CE / #13100CE / #17400CE / #17900CE
Bar Caddy optional	★
Cutting Board optional	★
Bottle Opener optional #66006	✓
Large vertical door option for gas bottle insertion from SIDE. No longer possible on face	★
WARRANTY DETAILS	
Island Structure	2 years
Kitchen Top	2 years
PACKING DIMENSIONS	
Wooden Crate Length	200 cm
Wooden Crate Width	120 cm
Wooden Crate Height	1.8 cm
Wooden Crate Cube	4.32 m3
Complete Crated Weight	Stucco 330 Kg Rock 400 Kg

POWER - BAR

The Power Bar - Outdoor Island is a great place to gather around with friends and family for refreshments. This Island comfortably seats 4 adults. The 458mm Bar Centre is the perfect place to chill your favourite drinks and condiments.

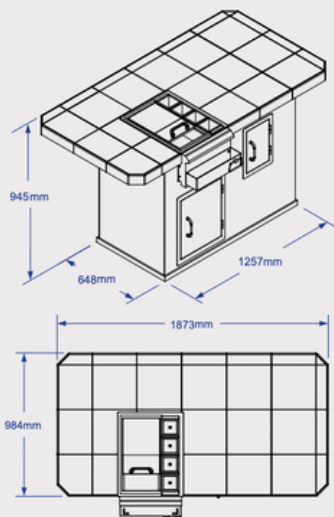
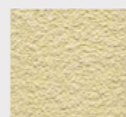


IMAGE DISPLAYED CONTAINS UPGRADED FEATURES

66

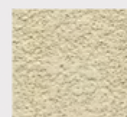
OUTDOOR KITCHEN FINISHES

STANDARD FINISHES
STUCCO BASE

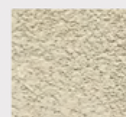
CREAM



BLUE GRAY



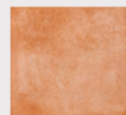
ASPIN



MESA TAN

PORCELAIN TILE TOP

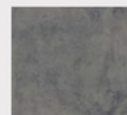
ABADIA



AB COTTO



AB PAJA

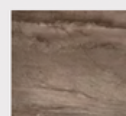


AR MARANGO

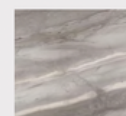


AR PERLA

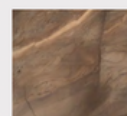
BOULEVARD



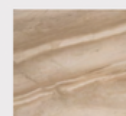
BV REFORMA



BV GRACIA

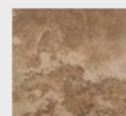


BV PAULISTA

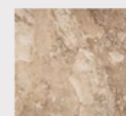


BV ANDRASSY

HOMESTEAD



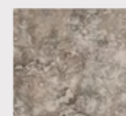
HS NOCE



HS BEIGE



HS CREAM



HS GREY

** Due to potential colour differences among computer monitors & printers we cannot guarantee that the colour you see on page is an exact colour reproduction of finished product. Colours may also vary between product lot numbers.

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BULL



GRILLS - OUTDOOR KITCHENS - COMPONENTS - ACCESSORIES

BULL



GRILLS - OUTDOOR KITCHENS - COMPONENTS - ACCESSORIES

Authorized  Dealer

Certified to:



**HYDROPOOL
C.I.**

Hydropool CI are authorized to sell Bull Outdoor Products
and Bull Outdoor Kitchens in the Channel Islands

Sandro Zammit
Managing Director - Bull Europe Ltd





ANGUS GRILL



76CM DOOR DRAWER COMBO



SOLID GRES
UPGRADED TOP



BOTTLE OPENER AND CATCH



76CM GRILL FRAME



ROCK UPGRADED BASE



76CM DOOR DRAWER COMBO



STANDARD REFRIGERATOR



OUTDOOR KITCHEN

IT TAKES **SUPERIOR GRILLS**

The Bull Outdoor Kitchen Collection is immense, and includes many impressive standard features that will turn your outdoor cooking dreams into reality. Stylize your BULL Outdoor Kitchen a "one of a kind" backyard masterpiece.

Simply said, we offer more feature and upgrade options than any other brand, with superior quality products.



TO MAKE THE BEST **OUTDOOR KITCHENS**



BULL BBQ RESELLER SUPPORT TEAM

Sales Enquiries & Orders

orders@bullbbq.eu

Warranty & Service

aftersales@bullbbq.eu

Payment & Balances

accounts@bullbbq.eu

Shipping & Logistics

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Kitchen Quotes & Designs

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Marketing & Media Enquires

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Simon Zammit - Service Manager

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Kyle Micallef - Marketing

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Sven Camilleri - Customer Support

support@bullbbq.eu

BULLBBQ.EU



NEW PRODUCT RELEASES

3 PIECE BBQ TOOL SET & DISPLAY

Check out our New Bull 3-Piece grilling tool promotional floor display!

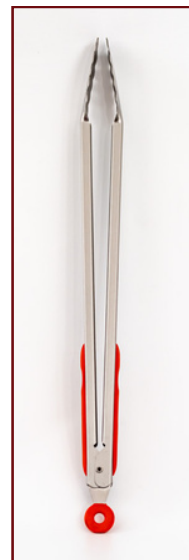
Featuring: Spatula, Tongs, Grill Brush with soft touch

Prepacked Display's = Easy setup
Display's = Consumer Impulse Sales

Great Gifts for any Occasion

Limited Quantities

Order your display today!



Display: Item #24393 loaded with 31 sets
Dims: L = 61.5 cm H = 92cm W = 53cm

BULLBBQ.EU

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NEW PRODUCT RELEASES

PIZZA TOOL KIT

Bull Branded Professional Aluminum Tools with 1mtr Handle and Wood Grip

- Turning Peel
- Ash Shovel
- Brass Bristle Brush
- Ember Mover
- Scraper
- Removable Wood Grip
- Pizza Tool Stand



Item #66035

Dim: L = 1.40mts , H = 0.40mts, W = 0.40mts



NEW PRODUCT RELEASES

GRILL MASTER UTILITY SET

The Bull Grill Master Utility set makes the perfect gift for the grillers in your life.

- Digital Thermometer
- Stainless-Steel Chef Knife
- Acacia Chopping Board
- Silicone Glove



Item #24397



COMES IN A DISPLAY CASE CONTAINING 21 SETS (#24399)

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NEW PRODUCT RELEASES

DOUBLE DRAWER OUTDOOR RATED REFRIGERATOR

Internal Digital LED Control Panel
Self-Closing, Sealed Locking Door
ETL, DOE, & CE (energy saver) Certifications
Front Venting Internal & External Fans

The Ideal Fridge for Outdoor Kitchens

Bring a touch of modern style and high-end kitchen design to your outdoor space with the Bull Premium Double Drawer Outdoor Rated Refrigerator. Perfect for keeping raw ingredients cold until ready to grill, this unit offers a robust amount storage divided into two large drawers. Featuring durable 304SS construction and rated for outdoor use, this appliance is built to stand up to the elements regardless of the season. The Bull Premium Double Drawer Outdoor Rated Refrigerator is a great addition to the grilling and outdoor entertainer.

Item #17400CE

Dim: L = 60cm, H = 82.4cm, W = 60.3cm



NEW PRODUCT RELEASES

Glass Door Fridge

The refrigerator is designed to defrost automatically every 4 hours. The defrost process will last for 20 minutes. During defrost, the compressor stops working and fan keeps on running for 20 minutes.

The refrigerator is equipped with an alarm that will sound if the door is open for more than 60 seconds.

- 304 stainless steel construction
- Internal Digital LED Control Panel
- Tropical Specification Suitable for all Markets
- Self-closing, Sealed Locking Door
- 3 Shelf Storage System
- Front Venting Internal and External Fans
- Improved door seal



Item #66035

Dim: L = 0.53mtr , H = 0.69mtr, W = 0.41mtr

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Convex Feather Flag 260cm x 60cm



LET THE GOOD TIMES ROLL

Upgrade to a Premium Bull Grill today!

RELIOBULL
HEAT TECHNOLOGY



BULL GRILL CARTS

STEER



STANDARD FEATURES

- 45,000 BTUs / 13.2 kW
- 3 Welded Stainless Steel Burners
- Single Piece Dual Lined Hood
- Piezo Igniters/ Zinc Control Knobs
- Solid Stainless Steel Grates
- ReliaBull Heat Technology
- Warming Rack 60cm x 18cm
- Cooking Surface 60 cm x 49 cm



Item#:
LP - 69101CE
NG - 69102CE

OUTLAW



STANDARD FEATURES

- 60,000 BTUs / 17.6 kW
- 4 Cast Iron Porcelain Coated Burners
- Single Piece Dual Lined Hood
- Piezo Igniters/ Zinc Control Knobs
- Solid Stainless Steel Grates
- ReliaBull Heat Technology
- Warming Rack 76 cm x 18 cm
- Cooking Surface 76 cm x 49 cm



Item#:
LP - 26001CE
NG - 26002CE

ANGUS



STANDARD FEATURES

- 75,000 BTUs / 22 kW
- 4 Cast Stainless Steel Burners
- Infrared Burner 15,000 BTUs / 4.4 kW
- Single Piece Dual Lined Hood
- Piezo Igniters/ Zinc Control Knobs
- Solid Stainless Steel Grates
- SS Rotisserie Motor
- Twin Lighting System
- ReliaBull Heat Technology
- Warming Rack 76 cm x 18 cm
- Cooking Surface 76 cm x 49 cm



Item#:
LP - 44000CE
NG - 44001CE

See the complete line of Bull Grill Carts online at:
BullBBQ.EU

RELIOBULL
HEAT TECHNOLOGY



BULLBBQ.EU



zamco

EXCELLENCE CENTRE

Holiday Hours

Thursday 8th December
Closed

Tuesday 13th December
Closed

Saturday 24th December - Tuesday 27th December
Closed

Saturday 31st December - Sunday 8th January
Closed

Merry Christmas & Happy New Year

Strengths

- User-Friendly Website
- Express Delivery
- 72 different outlets ready to deliver
- Online transactions

Weaknesses

- Competitors prices may be cheaper
- Certain products not available

Opportunities

- Creating a mobile app
- The higher usage of online shopping due to the pandemic

Threats

- Online Hackers
- Website failure
- People not having access to the website

SWOT Analysis →



Objectives

Two Objectives which can help with customer acquisition

With these objectives, the company can gain more customers which will help gain business and profits.

1. Item Bundles →

The aim is to increase the website visits by 25% by the end of December 2021, by promoting a selection of items to be a part of a bundle.

2. Use of Media Influencers →

Partnering with an influencer can gain more attraction by using a specific discount code, exclusive to the audience of the influencer. The aim is to increase the number of new customers by 20% by January 2022.

Business to Customer

B2C

An exchange where a business is trying to make a sale to a consumer whilst meeting their demands

1. The **quantity** that is purchased is **minimal** as it is only being purchased for the person themselves or for a few amount of people.
2. **Targeting a customer market** is fairly easier as it has a larger amount of people and potential customers to advertise to.
3. When selling it is a fairly **simple process**, minimal interactions occur and both parties and both leave satisfied.
4. With a simple transaction comes a **short sale cycle**, and unless a relationship is built there would only be a **single transaction**.



Sales Information

Attributes of Sales information

Relevance - Any information which is relevant to the manager must be organized, and meaningful for any decision making.

Timeliness - Information must be kept up to date, to represent the current state of the company and can make it easier for decision making.

Reliability - regarding the reliability of the information will effect any decision making made.

Simplicity - the easier the information is to read and understand the easier can helpd the manager in specific desicions.

completeness - When having incomplete information it one can try display possible scenarios.



INTRODUCTION TO MARKETING

Kyle Micallef 1MKT2

What Is Marketing?

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with other (Kotler, Philip, 2013).

The process of marketing can be assisted with these four core aspects that are fundamental in marketing.

THE FOUR CORE ASPECTS



FIRST ASPECT

Marketing entails an exchange

In marketing a general exchange occurs where both parties are satisfied with their encounter. For example at a convenience shop exchanging your money and receiving your desired product in return.



SECOND ASPECT

Product, Place, Price and Promotion

These four fundamentals take a crucial role in the aspect of marketing helping many businesses who follow this aspect are on the right track.

Product: The product/service that you are offering

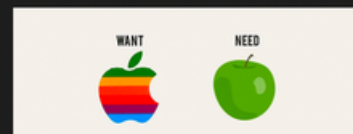
Place: The location of your business is crucial in increasing profits

Price: You need to maintain a balance to have better prices than your competitors but also making a profit with each sale

Promotion: Promotion is very important to get people to become customers and attract them to your brand's products.



THIRD ASPECT



Satisfying Customer Needs and Wants



Satisfying the customers needs and wants is the key to acquiring customers and eventually building long term customer relationships. A need is what a customer can't live without usually when a want is to satisfy the customer's lifestyle.

FOURTH ASPECT

Marketing Occurs Everywhere

In marketing exchanges happen everywhere and everyday happening at school, at work, and most commonly at shops. Normally we encounter exchanges when we buy from a specific business, this is called Business to Customer (B2C). But a business doesn't only sell to customers, they can also sell to other businesses and this is called business to business (B2B)

