

ELABORATION OF A MARKETING PLAN FOR THE FOOD INDUSTRY

Adrià Giménez Colom

June 2021

Final degree project

1. GOALS

Main Goal

To draw up a marketing plan for a new sauce collection

Specific Goals

To design adequate strategies based on the analysis made

To be able to identify the clients needs and desires

To give solutions in terms of new products

To find differential elements between product and competitors and enhance them

2. BACKGROUND SITUATION

INTERNAL BACKGROUND

| | |
|----------------------------------|--|
| Position as a Brand | Healthy; Gourmet; Authenticity; Transparency as a Brand; High Quality of Raw Materials |
| Channels of Communication | Social Networks (Webpage, Instagram, Facebook) |
| Channels of Distribution | E-Commerce (Company's Webpage or Amazon) |
| Packaging | Top Down 250mL bottle |
| Price | 3,49€ each sauce |

EXTERNAL BACKGROUND

| Direct Competitors | Innovations |
|----------------------|---|
| Heinz Food | Gourmet by Heinz; Orlando 0'0; New collection of mayonnaise |
| Choví | Allioli with Guacamole sauce; Choví Free collection |
| Daviz Muñoz | Two collections of innovative sauces and design |
| E-spicy Brand | Spanish spicy sauces |

Table 1, Main characteristics of the new sauce collection.

Table 2, Analysis of the competitors and their product innovations.

3. SWOT ANALYSIS

Table 3, elaboration of a SWOT analysis.

| WEAKNESSES | THREATS |
|--|--|
| <ul style="list-style-type: none"> Lack of offline channels (supermarkets or physical store) Little knowledge of the brand by consumers. Lack of financial resources. Lack of business experience. Lack of facilities to produce the product. | <ul style="list-style-type: none"> More established competition in the world of sauces More competitive prices Increase of competitors in the last years Better production processes Increase of competitors in the e-commerce channel |
| STRENGTHS | OPPORTUNITIES |
| <ul style="list-style-type: none"> The company has a good image among the customers No sauces have been found with the value proposition of the company Company workers are motivated | <ul style="list-style-type: none"> Better capacities to detect and fulfil the needs of potential consumers Forming alliances with other startups in the catering world Contacting farmers in the same territory and forming alliances that are beneficial to both parties |

4. MARKETING STRATEGIES



5. ACTION PROGRAMS

Product Actions

Schedule a study to evaluate different options of facilities that may be on the market

Possibility of implementing a Customer Relationship Management platform that allows the integration of after-sales actions

Toll-free line

Track and maintain customer contact

Inform customers about releases and suggestions

Send gifts on special dates

Promotion Actions

Search of restaurants with commitment to potential consumers and ask for collaborations

Work on promotional merchandising.

Proposals for street marketing actions

Preparation of giveaways on social media

6. CONCLUSIONS

Information and evidence gathered in literature review have led to the development of the Marketing Plan

From analyzing several reports, it has been possible to identify a few relevant features in relation to our target

The identification of the needs has allowed to elaborate the product with the characteristics the potential consumer demand

The strategies and methodologies of a marketing plan are a valuable tool to ensure consumer satisfaction and, ultimately, optimize investment in the creation of new food products