

# Marketing strategies for julie's flashcard



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## Marketing Strategies For Julies Biscuit Market Segmentation Strategy

**Geographic Segmentation** In rapidly developing Malaysia, the demand for better quality biscuits is on the rise. Julie's products are well received by Malaysians as well as overseas consumers. Julie's has become a household name in the relatively short period. Since 2005, Julie's biscuits have been exported to more than 50 countries, including Asian, the Middle East, Japan, Taiwan, China, Mongolia, Bhutan, Nepal, Bangladesh, India, France, Spain, Portugal, Pacific islands, Indian Ocean islands, South Korea, Africa, the US, Canada, New Zealand and Australia.

In Malaysia, Julie's biscuits are widely distributed through all major hypermarkets, supermarkets, mini markets and other retail outlets. With the goal of becoming a renowned international brand, Julie's maintains a strong commitment to producing better quality biscuits, catering primarily to the middle and upper class consumers. With this focused commitment, Julie's aims to be a regional leader in quality biscuits. **Product-User Segmentation** Julie's commitment to "bake better biscuits" is targeted on quality food safety and hygiene, by using selected premium ingredients free from harmful artificial additives and colouring.

It has always been the company's prime interest to build long-term consumer confidence and trust in its products, comprising a variety of crackers, cream sandwiches, wafer rolls, waffles, wafer and cookies. Julie's is famous for its Peanut Butter Sandwich and Love Letters, which have grown to become market leaders in their respective categories. The exceptional quality of these products is the result of better baking technology and the

use of premium ingredients, albeit at a higher cost. That is the price Julie's is willing to pay. Lifestyle Segmentation

Julie's commitment to food safety starts from its raw materials. All materials are purchased from reliable and reputable suppliers. They are delivered neatly arranged on the pallet, wrapped by stretch film and stored on racking. Julie's store management practise the "First in First Out" policy strictly. Julie's purchased its wheat flour from reputable HACCP certified company like SFM and MFM. Although these companies have high standard of food safety and hygiene, we carry out checks on the flour foreign matters before plumping it into the silo.

The factory has a water filtration system to filter out foreign matter and chlorine from the public water before we use for the production of Julie's biscuits. Targeting Strategy Julie's have their own strategy to attract more customers to choose their product. They do a lot of promotion to attract the customers to choose their product. There are a lot of Julie's strategies: •Julies join a lot of charity work ? They join other NGO to help the people who need their help. For Example join other NGO to help the flood victim in Thailand.

Julie's donated 1846 cartons of Julie's biscuits to the flood victims in Thailand. The handing-over ceremony was conducted in the Thai Embassy in Kuala Lumpur at the Thai Embassy However Julie's is the first company that donates its own products in one whole container. Prime Minister of Thailand found that Malaysians especially Julie's company are very generous to donate to those in times of need. This strategy indirectly will promote their product around the world. •Julie's also promoted their products through the

commercial advertisement and makes their own pamphlet and gives to the public. Julie's promoted their product with commercial advertisement through the media. •Julie's organised a lot of campaign with the public ? In conjunction with the expo, Julie's have organized the mambo rock (shock) game, world cup (Oleh-Oleh competition), sampling and more exciting games. Customers may come to visit them and find out the details at their booths. By the way, for those Siti Norhaliza, Dafi and few more famous artist and DJ fans, you may also meet them at the expo. Don't miss this golden opportunity; bring your family or your friends to join this fun and exciting event.

Meanwhile, you may save more money by purchase our super saver goody bag. •Julie's also be a main sponsor to promoted their product ? The Malaysia first ever MTB Nite Jamboree 2009 held at Dataran Ayer Keroh, Malacca. Julie's is proud to be the main sponsor of the ECC Malacca Mountain Bike Nite Jamboree 2009. This will indirectly promote their product to partipants and audience. •They join other company event to commercialize company's name ? Julie's has the privilege to be one of the presenters during the ' Program Kembara Cuti-Cuti Malaysia'.

All the participants were so interested with the presentation given by the representative from Julie's. Product Life Cycle STAGECHARACTERISTICS  
1)Market introduction phase ? The company need very high cost to start the business ? Sales of the product from the beginning quite slow ? Little competition ? Promotion strategies focus on primary demand for the product category ? Inform customers about product benefit ? there is no profit at this phase  
2) Growth phase? costs reduced due to economies of scale ? sales

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increases significantly profitability begins to increase ? public awareness rise  
? increased competition leads to price decreases 3) Maturity phase? costs  
are lowered as a result of production volumes increasing and experience  
curve effects ? sales volume peaks and market saturation is reached ?  
increase in competitors entering the market ? prices tend to drop due to the  
proliferation of competing products ? brand differentiation and feature  
diversification is emphasized to maintain or increase market share ?  
Industrial profits go down 4) Decline phase? costs become counter-optimal ?  
sales volume decrease ? prices, profitability decline Consumer Behaviour  
Every consumer have different behaviour in choosing the biscuits that they  
likes. Differences in consumer responses to marketing offerings can form the  
bases for selecting targets, position products and services. Julie's company  
try to attract the customers from all the group whether children, teenager,  
and the elderly. There are many types of biscuit that can make the customer  
be a healthy person and have a good taste.